

Elevator Pitch:

Building a national awareness campaign establishing India's Anganwadi centers (day-care centers) as "Centres of learning". Shifting perception to shift learning outcomes.

Background

India has the world's largest publicly-run daycare network.

There are more than 1.3 million "Anganwadi" (daycare) centers that serve over 30 million 3-6 year old children.

That sounds great, right?

Traditionally, Anganwadi centers primarily focused on supplementary nutrition, maternal health, immunization, etc., with secondary focus on education.

But with the launch of "Poshan Bhi, Padhai Bhi" program (Nutrition with Education), the national agenda has paved way for early education's capacity building - through age-appropriate pedagogy, improved play-based teaching learning material and upgrading of the centers for their development into "centers of learning".

About Rocket Learning

Rocket Learning is dedicated to:

- Helping young children achieve school readiness.
- Focusing on gender equitable access for early years education.
- Creating vibrant digital learning communities that empower parents – including young mothers with limited education – to educate their children, and building supportive, motivating communities.
- Upskilling Anganwadi (daycare center) workers, so that they can teach as well as care for children- increasing their confidence, skills, recognition and potential for socio-cognitive development

We achieve these goals by providing free short educational lessons in the form of byte-sized audio and video content to Anganwadi workers, teachers, and parents in local languages through WhatsApp groups. We work with over 70k+ preschool teachers and reach over 1.5 million children everyday – so we're perfectly positioned to raise awareness of this vital stage in developmental growth.

The Challenge

The challenge lies with changing the perception of Anganwadi centres, that have been traditionally considered as 'Porridge centres'. Indian parents are arguably most invested in their children's education and therefore, even low income parents would prefer sending them to private preschools which are not equipped or developmentally aligned to ensure a strong foundation.

Target Audience

- Parents between the age of 18 to 35, with a particular focus on mothers with limited to no education. Our audience spends most of their time on WhatsApp or YouTube. They also have limited data on their mobile devices. The digital campaign you create needs to use low-data and WhatsApp or YouTube dimensions.

Insight & Strategy

Anganwadi centers enjoy low confidence in their capacity of imparting early stimulation and education to children with defined outcomes. Because of limited monitoring and evaluation earlier, changes have been slower to occur. But the Anganwadi network of 1.3 MM centers across India reaching 80 MM low income household children holds massive potential to be unleashed. With policy changes (Poshan Bhi, Padhai Bhi) and Rocket Learning's work with the govt. through an evidence-based approach, times are changing. This, we need your help communicating to our low income household parents, especially mothers. Double clicking on parents enrolling every 3-6 year old child in the Anganwadi center (AWC) system, ensuring attendance and frequently visiting the AWC to participate in their activities is critical.

Considering their limited to no exposure to education, tugging at heart strings and leaning into a mother's instinct for wanting the best for their children can help transcend other social barriers.

Key Messages

Rocket Learning is supporting the government's vision of transforming Anganwadi centres into "Vibrant centres of learning" through curriculum expertise, capacity building capabilities, use of technology for scale and social techniques for behavior change.

Our values are

1. Impact first
2. Innovation and action
3. Diversity
4. Empowerment with ownership

Support to the brief

1. Overview of the Anganwadi daycare system

2. Key Highlights from our first ever convening of govt. Bodies, stakeholders, parents, and teachers on a single platform - Udaan 2023
3. How Rocket Learning uses Tech to Teach the Poor
4. Rocket Learning Model - with Whatsapp group/product demo
5. Brand guidelines
6. Logos
7. About RL One-Pager
8. Examples of similar social campaigns with proven impact:
9. Beti Bachao, Beti Padhao - example of inspiration for RL
10. Swachh Bharat Mission - example of inspiration for RL
11. Poshan Bhi, Padhai Bhi

Campaign Do's and Don'ts

- Do celebrate Anagwadi workers and the centers' upgrade into centres of learning
- Don't paint the fact that they are often seen as food centers in a negative light – that's still an important role!
- **DON'T be critical of the government or even suggest that enough hasn't been done. It will not help us in our collaborative approach with the government.**
- Do demonstrate inclusivity and represent our diverse target audience.
- Don't stereotype – avoid exploiting the socio-economic background of our audience, or depicting examples of extreme poverty.
- Do enthuse and empower our audiences to be partners in addressing - early education - Don't treat them like beneficiaries.

Specific Deliverables

Digital public awareness campaign (can be a combination of short-video, infographic, carousel, animated video, carousel posts, or anything that consumes low data).