



REIMAGINING SOCIAL CHANGE

# Program to Improve Private Early Education (PIPE)

DECEMBER 2018



# The Problem: Children in school in India are not learning

## Weak foundation in early years<sup>1</sup>

### In grade 1

- 78% can't read simple three-letter words
- 54% can't pick 12 pencils from a stack of 20
- 82% can't complete a simple 4-piece puzzle

## Leads to poor learning outcomes in secondary school<sup>2</sup>

### In grade 10

- Only 35% students can read at grade 4 level
- Only 32% students can place decimal numbers in increasing order
- Only 24% can calculate area of a circle

**Children are exposed to rote memorization techniques in early years and hence struggle to cope with primary education**

<sup>1</sup>. Findings from assessment of 207 children commencing grade 1 in Affordable Private Schools (APSs), conducted by FSG in 2016-17

<sup>2</sup>. Findings from assessment of 50,000 students in grades 9 and 10, conducted by Education Initiatives in the states of Gujarat, Maharashtra and Rajasthan in 2013-14

# Overview of PIPE

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# 86% of children from urban, low-income families are exposed to pedagogically inappropriate “rote” techniques

1



Low-income families aspire and are willing to pay for “quality education” for their children

2



Low-income families constitute ~70% of urban India<sup>1</sup>

3



86% of children from low-income households in urban India attend affordable private schools (APSs)<sup>2</sup>

4



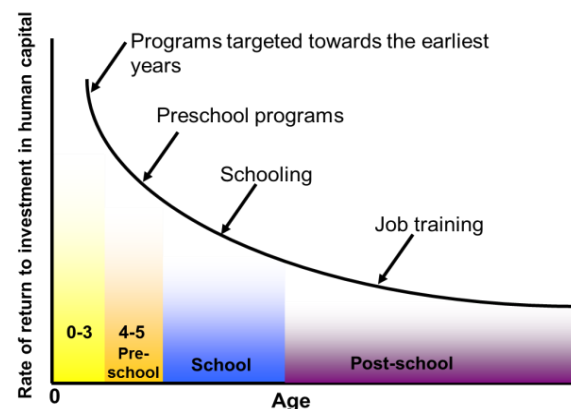
APSs use pedagogically inappropriate “rote” teaching techniques<sup>3</sup>

1. IRS 2014, The research selected households belonging to socioeconomic classes A3-D1 according to the New Consumer Classification I 2- FSG research. Percentage of parents of 4 and 5 year olds enrolled in a private educational institution. Assumes that those in non-APS private preprimary classes will transition on to grade one at an APS I 3-1- e.g., the teacher would stand in front of the class and ask children to memorize “A for Apple, B for Bat, C for Cat ...”

# Adopting activity based learning (ABL) in early years can provide the right educational foundation to succeed in life

## Why focus on the early years?

Nobel laureate James Heckman highlighted that return on investments in early years are highest compared to remedial programs later<sup>1</sup>



## Why focus on ABL?

Activity based learning (ABL) is the right approach<sup>2</sup> in teaching children in the early years and giving them a solid foundation



<sup>1</sup>. J. Heckman and D. Masterov, *The Productivity Argument for Investing in Young Children*, Working Paper 5, Invest in Kids Working Group, Committee for Economic Development. 2004 | 2- M. Hohmann, D.P. Weikart, 'Educating Young Children: Active Learning Practices for Preschool and Child Care Programs', *Early Childhood Counts: Programming Resources for Early Childhood Care and Development*. The Consultative Group on ECCD. World Bank. 1999



**PIPE aims to replace rote memorization technique with activity based learning in 300,000 APSs in India** leading to children from low-income families getting a solid foundation and an equal opportunity to succeed in life

# PIPE helps transform classrooms using activity based learning



Please click on the image to open the video

# Adoption of ABL in APSs is low as key stakeholders are unaware of benefits of ABL and suppliers aren't keen to serve

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## APS administrators, teachers and parents are not demanding ABL

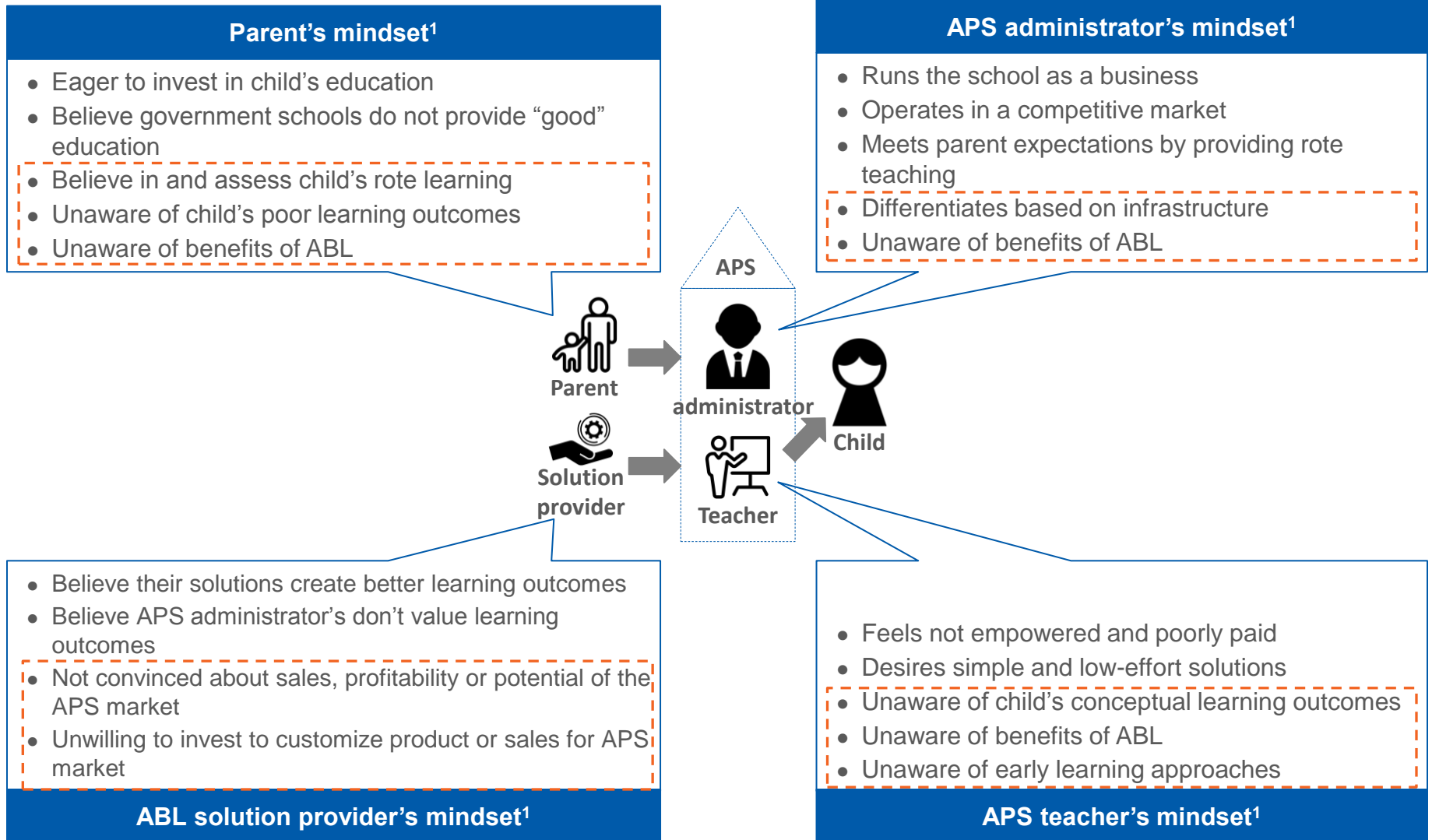
- Limited awareness of poor learning outcomes in children
- Limited awareness on the benefits of ABL
- Current rote memorization technique meets parent's demands

## Solution providers don't see a business opportunity to sell in the APS market

- Unclear business model to acquire and sell to APSs
- Fragmented market
- Unclear proposition for APS customers
- Lack of quality standards/robust tools to assess quality



# Barriers include stakeholders' unawareness on the benefits of ABL and solution providers not seeing a business opportunity



1: Foundational research based on interviews with 4,400 families, 55 APS administrators, 80 APS teachers, 152 educational companies and over 100 experts, investors and change makers

# An ABL solution provider is a natural change agent to address these barriers

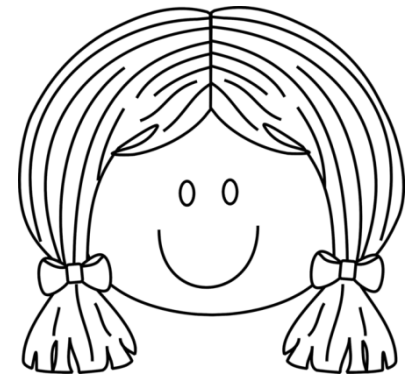
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**Opportunity to serve  
300,000 APSs**



**Educating APS  
administrators, teachers  
and parents on the  
benefits of their ABL  
solution creates demand**



**Unique opportunity to  
make education effective  
and enjoyable for  
children**

# PIPE has convinced and partnered with 8 high quality ABL solution providers to serve the APS market

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Full school  
Program



Full school  
Program



Montessori Program



Full school  
Program



Full school  
Program



Math learning  
Program



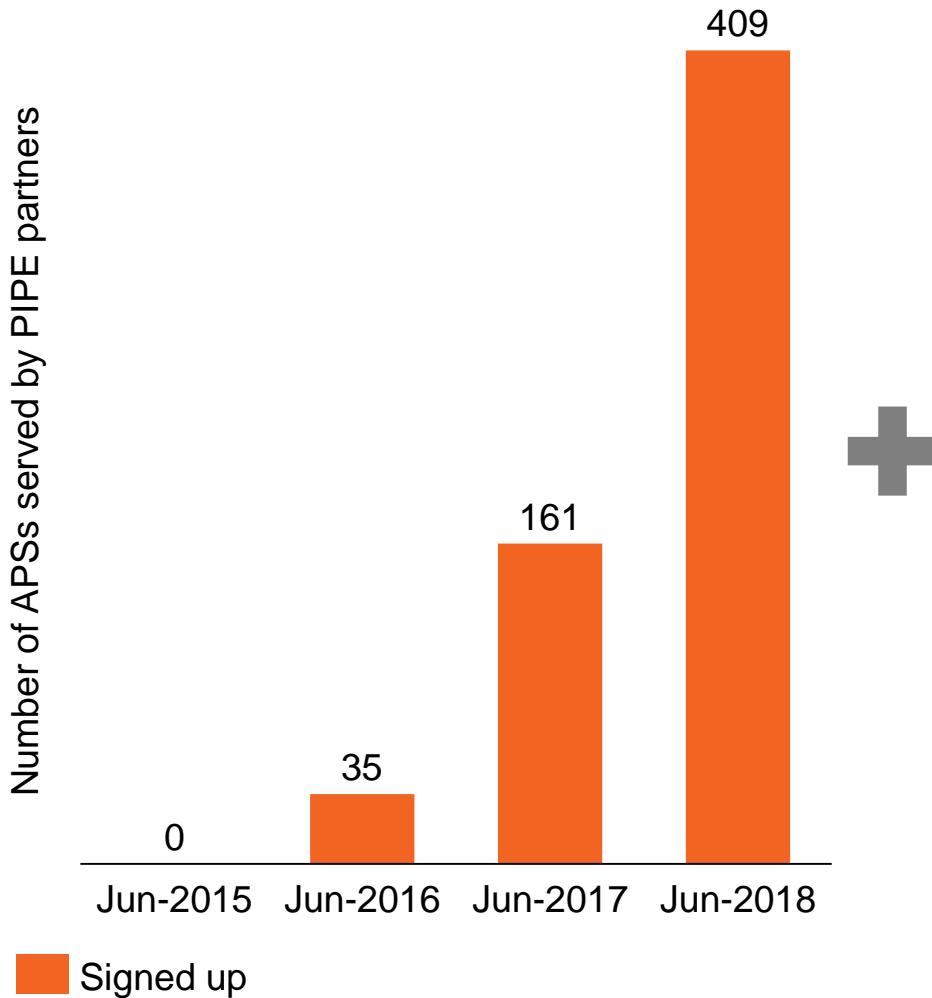
English learning  
Program



English-learning  
Program

Each solution provider will scale to serve 1000s of APS each

# More APSs: >350 APSs expected to use ABL solution from PIPE partners within ~3 years of the program



## The opportunity ...

PIPE partners serve ~300,000 APSs in India

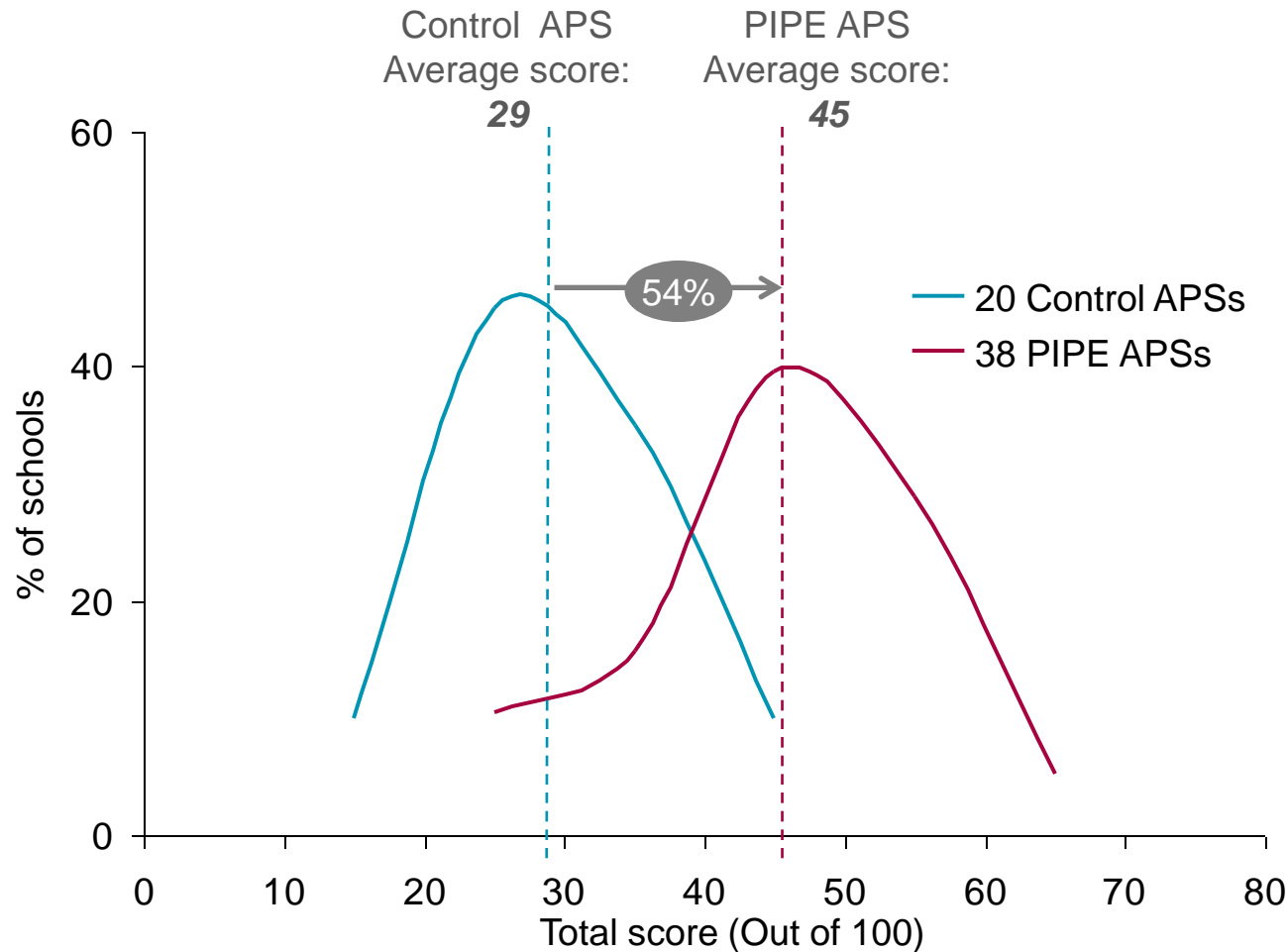
Once low-income parents demand ABL solutions, potential for

- Thousands of government schools being served by ABL solution providers

Other developing countries leverage PIPE learnings to increase adoption of ABL solutions

# Dipstick outcomes PIPE schools scored 54% higher than control schools

In March 2018, PIPE appointed an external agency to carry out an assessment of 38 PIPE APSs and 20 control APSs using PIPE's Preschool Assessment Tool <sup>1</sup>



## The tool assesses:

- 1 Quality of implementation<sup>2</sup>
  - Leveraging ECERS R<sup>3</sup> for classroom environment
  - Leveraging IDELA, SRI<sup>3</sup> for child learning outcomes
- 2 Sustainability of implementation
  - Mindset shifts of parents, APS administrators, teachers

# Raising awareness on early education through conferences and publications and supporting organizations interested in APS market

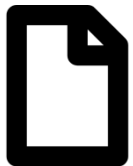
## Dissemination activities



**7 publications** including ANYAS, IDELA Equity



**21 presentations** at national and global conferences (e.g. Global Philanthropy Forum)



**Whitepaper's** highlighting program research (e.g. the Pre-school Promise)



**5 best practices** sharing sessions attended by **15+ organizations** (e.g. MSDF investee's)



**10+ Video's** highlighting sales process, parent engagement etc.

## Impact



- **Companies have adapted pricing and sales** to better target the APS market



- **Godrej:** Developing a program to support ABL solution providers by providing grants to APSs to “trial” the solution



- **AVPN** set up ‘Early Learning Collective’ as they realized that ECE can have high impact in India



- **Central Square Foundation** added a vertical that focuses on ECE based on PIPE research



- **Aga Khan foundation** using videos developed by PIPE to communicate benefits of ABL to teachers and parents

# Our efforts are supported by

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# All our research, tools and best practices are open source..

Visit our website [www.fsg.org/pipe](http://www.fsg.org/pipe) ..

## • Research

- [Parent perceptions](#) and buying behavior relating to ECE based on 4400 interviews
- [School readiness of students](#) entering grade 1 in APS and government schools
- [APS administrator perceptions](#) and purchasing behavior
- Mindset barriers and implementation [challenges faced by APS teachers](#)

## • Tools

- [Preschool Assessment Tool](#) to measure quality and sustainability of education in APSs
- Markers to **shape parent demand**
- [Videos](#) to help engage with schools and parents
- **Best practices** for solution providers in the urban APS Market
  - [How to sell to](#), deliver and monitor implementation profitably in the APS market

Connect with the team..

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# FSG is a mission driven non-profit (501 c3) focused on Scale Social Impact

We are well known for having pioneered **innovative approaches**



**Catalytic Philanthropy**  
*Philanthropy that considers the big picture*



**Inclusive Markets**  
*Creating markets that work for everyone*



**Shared Value**  
*Creating business value and social value*



**Collective Impact**  
*Organizing around common goals*

We use these approaches to **help global leaders create impact and promote their effective use**



We leverage these approaches to **run initiatives that create scale sustainable impact**



Early Childhood Education



Low-income housing



100,000 Opportunities Initiative

# FSG Inclusive Markets (FSG IM) believes that markets can and should benefit the poor

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**We believe** that markets should be part of the portfolio of solutions for social change.

**Our strength** is in understanding how to make inclusive business models work, and how to get them to scale.

**We create impact in various program areas by:**

- **driving new thinking** for the field, and
- **making change happen** on the ground.

We are a “**mission driven**” and **non-profit** unit whose work is entirely public domain.



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