Feedback from KTMTMP External Partners
No. of Partners Content is being sent to: 544
No. of Responses received with Feedback: 567*
English: 195
Hindi: 372

* These numbers correspond to external partners, after filtering out responses from Pratham and ASER, and duplicate entries. Overall total responses received are 1048 (English 474 and Hindi 574)
• In addition, 37 partners reached out to Upper Primary, Secondary, or College/University students
We tried to understand if they were even receiving and using the content

- We send the content every Monday, Wednesday and Friday.
- To assess if they were actually receiving, we asked how often they did, 77% said they received on the designated days.
- 67% said they actually used the content when they received it.
- ECE content was sent daily, and all that received it everyday, claim that they have been using it everyday.
- 95% of the respondents share the content forward (87% always).
- 53% have downloaded the PraDigi App.

Majority signed up in April
Whether their use of the content has increased or decreased since inception

**Use of Content**
- Decreased: 7%
- Increased: 74%
- Stayed the same: 19%

**Reasons for decrease of use:**
- Lack of device
- Some topics are not suitable for grade 1 to 5
- Network connectivity issues
- Create own content
- Already receiving enough homework from Anganwadis/School – lack of time, children don’t want to do extra work
- Lack of literacy among parents who don’t understand any language
- Lack of efforts/support from parents to the children
Whether the content is useful

- For 68% of the partners, their children already received learning content from their school.
- However, they still found the KTMTTP content useful.
- 83% said the content was useful or very useful.
- Only 7% were neutral, and 2% said it was not useful.
What are they saying?

About the content:
- 231 want more academic content
- 213 want more fun content
- 140 asked to include assessment
- 91 asked to increase frequency, while 7 asked to decrease

If they want to receive the content via SMS:
- Yes: 78%
- Already receiving by SMS: 14%
- No: 8%

If they would join a feedback call:
- Yes: 78%
- Maybe: 17%
- No: 5%
While majority of the feedback was positive, here are some suggestions made by the partners:

<table>
<thead>
<tr>
<th>Suggestions</th>
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<tbody>
<tr>
<td>While the content is largely academic focused, it would be preferable to increase content for primary level education. Additionally, in order to use the content better, some people, such as educators, field workers, can be given an online orientation.</td>
<td>Include content for differently-abled children</td>
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<td>Need to think of ways to ensure content reaches all students (since many don’t have smartphones)</td>
<td>Sports, Arts &amp; Culture Activity</td>
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<td>Include subject-wise and grade-wise content too</td>
<td>More targeted content / Linkage with Diksha</td>
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<td>Introduce more topics on basic math</td>
<td>Include key points on the activity, materials required, in the text message</td>
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<td>Feature of winner or best participant or any appreciation activity</td>
<td>Less app-oriented, in case students do not have room on their mobiles or sufficient data plans.</td>
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<td></td>
<td>Some of the activities (not all) for ECCE are a bit complex for parents of Anganwadi going children</td>
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ANNEXURE
Partner Sign-ups

- ASER, 41%
- Pratham Digital, 45%
- Both, 13%