

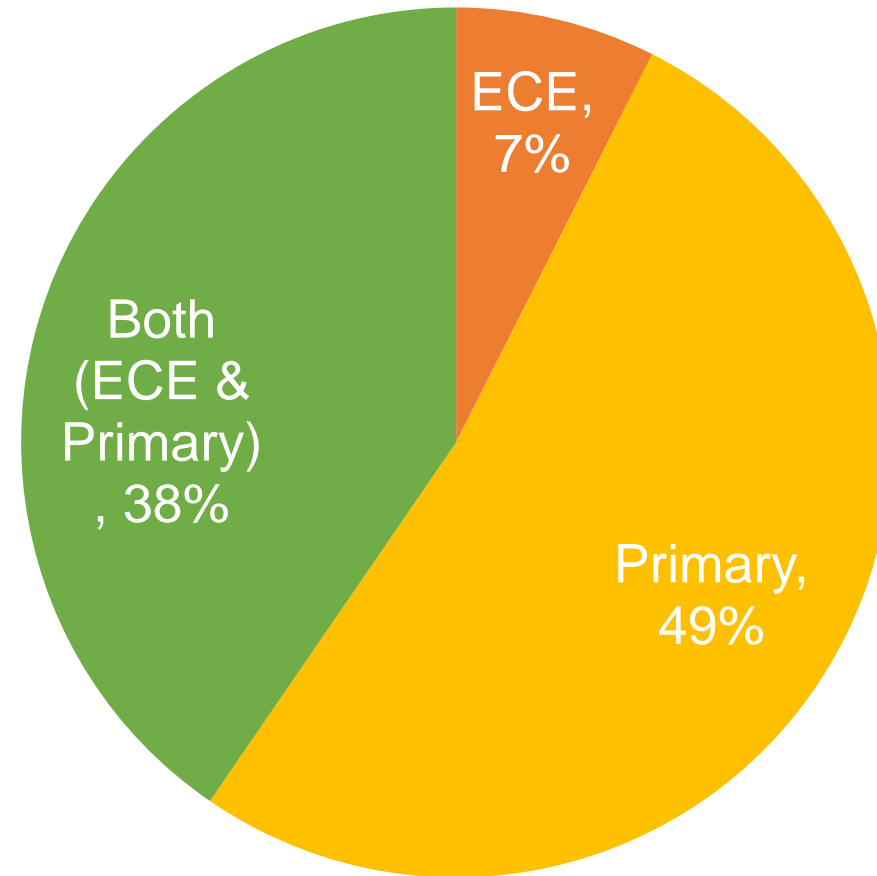


# Feedback from KTMTTP External Partners

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)

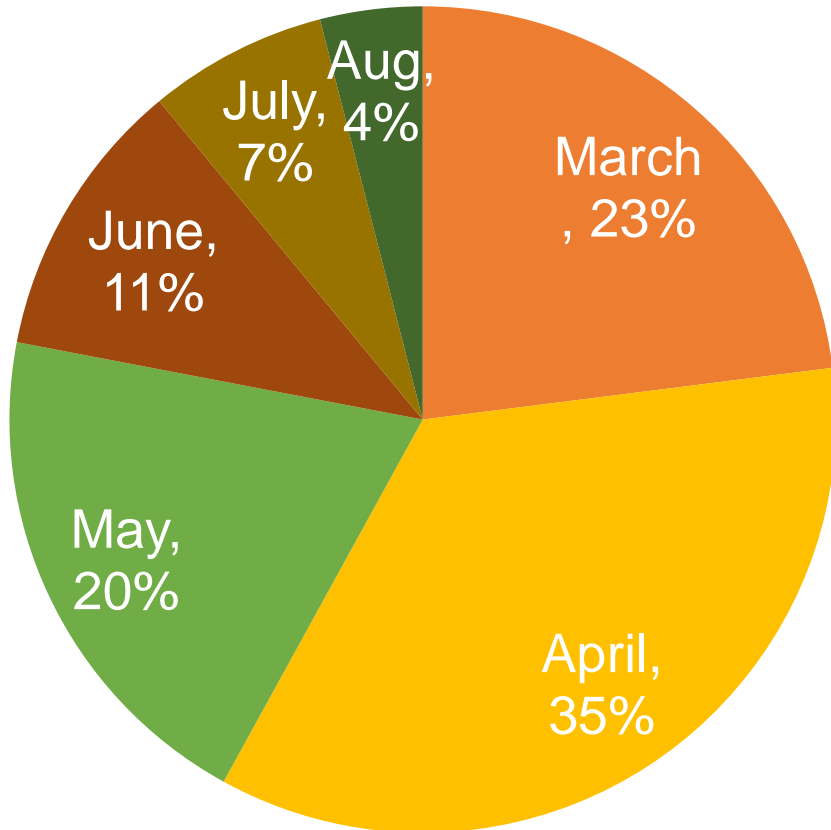
## Type of Audience



- 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

## Signed Up in



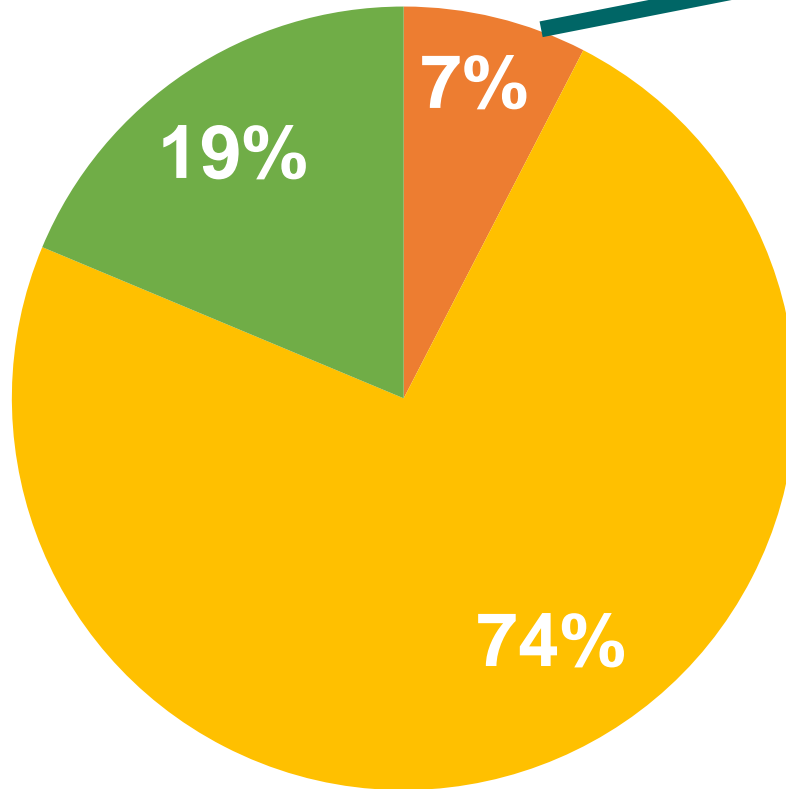
Majority signed up in April

- 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

# Whether their use of the content has increased or decreased since inception

## Use of Content

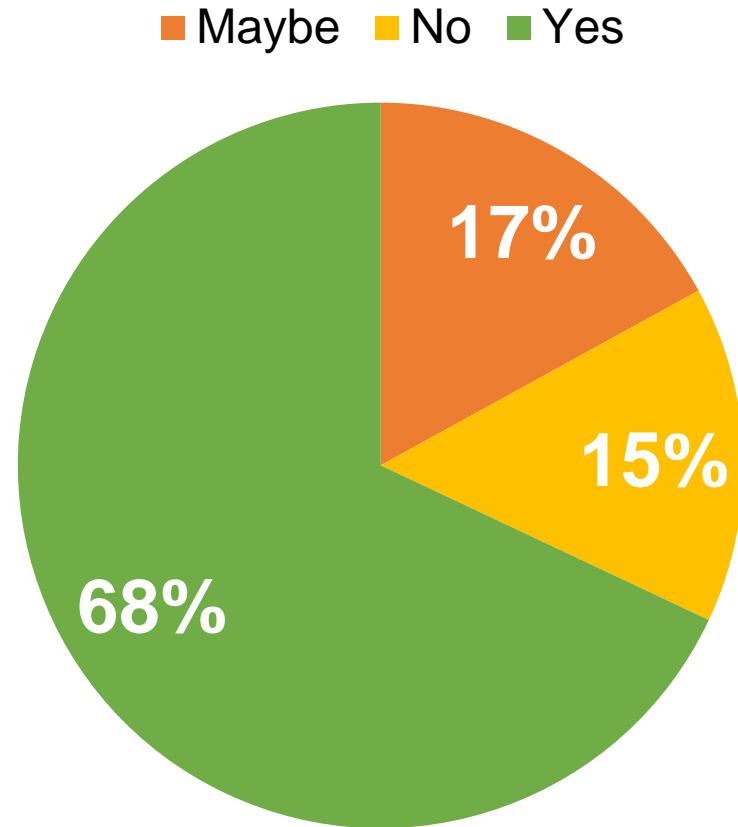
■ Decreased ■ Increased ■ Stayed the same



### 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

## Did the children already receive content from school?



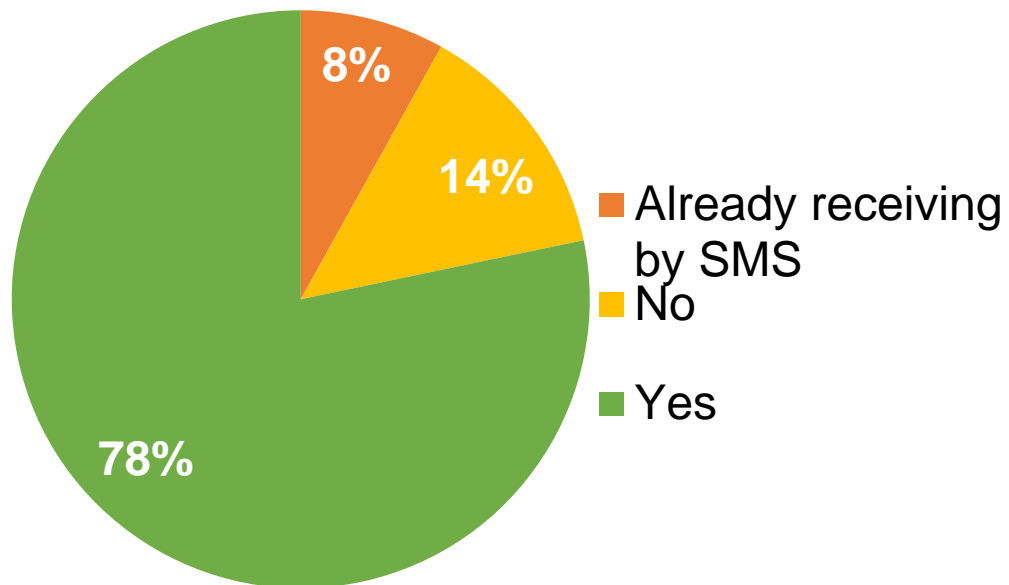
- For **68%** of the partners, their children already received learning content from their school
- However, they still found the KTMTTP content **useful**
- **83%** said the content was useful or very useful
- Only **7%** were neutral, and **2%** said it was not useful

# What are they saying?

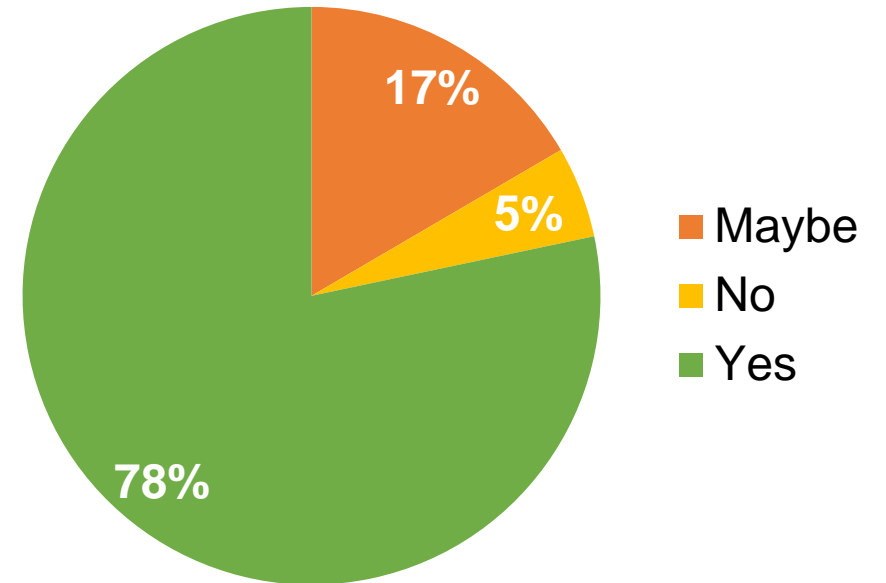
## About the content:

- **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



### If they would join a feedback call



## While majority of the feedback was positive, here are some suggestions made by the partners:

- 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.
- Need to think of ways to ensure content reaches all students (since many don't have smartphones)
- Include subject-wise and grade-wise content too
- Introduce more topics on basic math
- Feature of winner or best participant or any appreciation activity
- Include content for differently-abled children
- Sports, Arts & Culture Activity
- More targeted content / Linkage with Diksha
- Include key points on the activity, materials required, in the text message
- Less app-oriented, in case students do not have room on their mobiles or sufficient data plans.
- Some of the activities (not all) for ECCE are a bit complex for parents of Anganwadi going children



# ANNEXURE

# Partner Sign-ups

