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- 80G available = Yes
- FCRA Registration Number = 083781583
- Darpan ID: MH/2017/0165573
- Website: www.leapforword.org

OVERVIEW:

LeapForWord is a product NGO committed to eliminating the single biggest bottleneck - **Poor English Capabilities** - that prohibits students from regional language communities from accessing Professional Education & better Employment Opportunities.

Our flagship solution - The English Literacy Program - is designed for teachers who have a job of teaching English but cannot do so effectively because they cannot speak English. Built on top of a Translation Algorithm, the solution enables such teachers to teach English in their mother-tongue and develop specific capabilities in their students namely Reading, Comprehension & Sentence Structuring.

Since inception, we have reached out to more than 50,000 students through 10,000+ teachers.

PROBLEM:

Professional (*Higher*) Education in India is available only in English though 70% of our kids study in regional language FREE government schools. Most of these kids (despite being academically bright) cannot opt for professional courses because they are not confident of passing these English-only courses. The surest way of exiting the poverty trap is to avail education that lends jobs. But millions of our kids either drop-out or cannot avail such education at all.

So why is it that despite having schools for all, we have not been able to democratize English education? Why is it that more than half of our rural kids in grade 8 cannot read simple English sentences though English is a formal subject from grade 1?

Our work at the grassroots led us to pin the problem on the existing pedagogy - All incumbent English learning solutions necessitate the need of a fluent English speaking teacher. Thus, if a teacher cannot speak English s/he cannot teach English. It is indeed very logical (*that is how all languages are learnt*) but not very practical in the context where our teachers teach & stay because in these communities no-one speaks English. Our government school teacher is a product of the same constrained education system and does not have either the skills or the confidence to teach English.

SOLUTION:

At LeapForWord, we have designed an alternate pedagogy that eliminates the need of an English speaking teacher in every classroom. Rather than looking at English as a language, can we look at it as a subject like Maths, Science, History etc. which across the world are taught in the local language?

We developed a Translation algorithm that translates English into any Sanskrit based language (>20 major languages originate from Sanskrit). On top of this we developed a product called The English Literacy Program (ELP).

The USP:

This 4-level, structured, modular & measurable program can be taught in any LOCAL LANGUAGE irrespective of the teacher's existing English speaking capabilities.

By making English teaching independent of English speaking we believe that every willing teacher in any part is now capable of effectively developing specific English capabilities in the students.

ABOUT THE ENGLISH LITERACY PROGRAM (ELP):

- **Customer:** Students in the age-group of 7-12 & studying from (English absent) regional language communities.
- **Delivered by:** Non-English speaking teacher from regional language schools
- **4 learning levels:** Elementary Reading & Comprehension | Advance Reading & Comprehension.
- **7 day Exposure program:** Through social media, we reach out to teachers and invite them to participate in a 7-day exposure session (*run on WhatsApp*) and experience first-hand the power of the techniques that make up the ELP.
- **Voluntary Adoption:** Teachers from the temporary exposure group, who wish to start the program in their respective classes, sign-up to become a part of a structured online engagement program called the "Teacher Support System" designed to offer free year-long support who pledges to make his/her class English Literate.
- **Assessment:** Teachers are offered quizzes to conduct in their classrooms every 3-4 weeks in addition to a Baseline, an End-line Test. Teachers share student scores online which are analyzed and shared as reports. Random audits based on teacher interactions & quiz score patterns are conducted for verifying reliability of data.
- **Duration:** If taught for 30 minutes every day, all the 4 learning levels can be completed in 16-20 months.
- **3 Languages:** Our solution is now available in Marathi, Gujarati & Hindi.
- **Digital Content:** Our teaching techniques are digitized and available in engaging Audio / Video format.

LIST OF ACTIVITIES
1st April, 2017 to 31st March, 2018

A] FINANCIALS:

1. INFLOW & EXPENDITURE⁺:

No	Account Name	Bank	Opening Balance	Inflow	Expenses
1	LeapForWord	HDFC	53,19,120	50,50,539	36,18,719
2	LeapForWord Account Donation	HDFC	13,73,715	56,83,743	65,09,611
3	LeapForWord (FCRA Account)	IDBI	-	31,07,678	1,88,438

⁺: Numbers from bank statements

^{*}: FCRA account was opened new during the FY 2017-2018

2. Donor Profile

- Names of Institutional Donors = EdelGive Foundation, DASRA, The Harish & Bina Shah Foundation, SWITZ Foods Pvt. Ltd, The Foundation For Rebuilding Childhood, Sai Life Sciences Pvt. Ltd
- Total number of Individual donations = 231 (Domestic = 74, FCRA = 157)
- Highest one-time individual contribution = Rs. 1,00,000/-
- Average Individual donation = Domestic (Rs. 11,307) | FCRA (Rs. 11,324)

B] TEAM:

1. Trustees: There was no change in the board during the financial year:

No	Name	Responsibility
1	Mr. Pranil Naik	Day to day operations of the Trust
2	Mr. Arun Fulara	Matters related to community relationships
3	Mr. Mandar Gite	Matters related to compliance
4	Mr. Tushar Mohite	Matters related to financial management

2. Staff:

- Staff strength as on March 31st, 2018 = 19
- #of male = 13 | #of female = 6
- # of new recruitments during the year = 5
- # of exits during the year = 1
- Highest monthly remuneration = Rs. 75,000
- Lowest monthly remuneration = Rs. 15,000
- Average monthly remuneration = ~Rs. 30,000

3. Advisory Board:

- For the first time, it was decided to constitute an advisory board comprising external experts to help LeapForWord staff members address specific challenges that were being anticipated in the pursuit of the set goals. To this extent, the board successfully invited following 2 people:
 - [Ms. Almitra Pradhan](#): A research scientist based in the US, she has done her PhD from the University of Cincinnati. Advises the Chief Functionary on various matters related to furthering the mission & sustainability of the organization.
 - [Mr. Ajay Mishra](#): An advertising professional with 10+ years of experience. Acts as a sounding board on all matters related to Marketing & Social Media

C] WORK DONE & RESULTS ACHIEVED:

1. PROJECTS: During the academic year (2017-2018), we undertook the following projects:

No.	Project Name	Location	Description
1.	English Literate Maval	Maval, Pune	A 3-year funded project to demonstrate how an innovation (<i>English Literacy Program</i>) can be diffused in a <i>large geography</i> amongst govt. school teachers in a voluntary fashion. The objective is to make 50% of all govt. school teachers (~400) in Maval taluka to start teaching English using our techniques in their respective classes. <i>2017-2018 was year 2/3</i>
2.	English Literate Joyada	Shirpur, Dhule	A 3-year funded program to demonstrate the making of what could become <i>India's first English Literate Village.</i> 4 local youth are trained & certified by LFW to run before school English classes for every primary school kid in their village named Joyada <i>2017-2018 was year 2/3</i>
3.	English Literate classrooms	Nasik, Kalwan, Palghar, Raigad, Mulshi	With formal permission from the relevant govt. authorities (<i>Project Officer in case of Ashram schools & Block Education officer in case of Zilla Parishad schools</i>), LeapForWord trained regional language government school teachers in our English teaching techniques (<i>face-to-face</i>) and then offered remote online support to all such trained teachers who agreed to use these techniques in their respective classrooms as part of the "I will make my class English Literate Campaign"
4.	English Literate Communities	Various locations, Maharashtra	A deficit funded program to build English teaching capacity amongst NGO teachers that run outside-of-school support classes for children from under-served communities

2. OUTPUT: Through the different projects, we managed to reach out to ~1,650 teachers and 25,000+ students.

Total student outreach was almost 5X over the last academic year

No.	Project Name	Teacher outreach	Student outreach
1.	English Literate Maval	1009	~4,000
2.	English Literate Joyada	4	250
3.	English Literate classrooms	530	~17,300
4.	English Literate Communities	~110	~3,500

3. OUTCOME:

- Average Pre & Post intervention results as measured on **LFW's own test**:
 - Ability to read words (**19% to 58%**)
 - Ability to Comprehend sentences (**25% to 52%**)
- When compared on the **ASER scale**:
 - Ability to read words (LFW is **2.5 times** national average)
 - Ability to Comprehend sentences (LFW is **4 times** national average)
- We administered LFW's English test to same-grade students across different types of schools (*Govt, Aided, Private*) - In 3 out of 8 instances LFW student (*Marathi only*) scores were **HIGHEST (higher even than private English medium scores)** while in the other cases LFW students were at the second position (*second to private schools*)
- The English Literacy Program is "Compulsory Training & Voluntary Adoption" i.e. there is neither any penalty nor any incentive for teachers to deploy this program in their classes. Yet, the conversion rate amongst Govt. school teachers was **51% (1,539 trained & 783 started)**

#7

Pre & Post student results after ~40 hours of intervention as measured using the ASER test

		BASELINE	ENDLINE
① Word Reading	Ashram	20%	63%
	ZP	56%	92%
② Word Meaning	Ashram	49%	58%
	ZP	56%	73%
③ Sentence Meaning	Ashram	17%	20%
	ZP	48%	84%

See comparison with State & National average

1. Percentage mentioned in the table indicates average of all correct answers.
 2. Sample Size: Word Reading = 532 & Sentence Meaning = 333
 3. The program did not run its full duration at any location because of a delayed start. The final

#8

Pre & Post student results after ~40 hours of intervention as measured using the more difficult LFW test

		BASELINE	ENDLINE
① Word Reading	Ashram	12%	53%
	ZP	33%	69%
② Word Spelling	Ashram	19%	26%
	ZP	36%	46%
③ Sentence Meaning	Ashram	10%	28%
	ZP	39%	76%

24% students can now independently frame grammatically correct sentences

Test papers: ASER & LFW

Detailed final results

1. Percentage mentioned in the table indicates average of all correct answers.
 2. Sample Size: Word Reading = 4,568 & Sentence Meaning = 2,927
 3. The program did not run its full duration at any location because of a delayed start. The final tests were conducted at ~60% of the duration
 4. Ability to frame sentences was not a primary outcome hence not measured in baseline

#13.b

3,4 letter & complex words - Reading, Spelling & Meaning

GRADE 2		
RANK	TYPE	SCORE
1	Private - Marathi	2.57
2	ZP - LFW	1.89

GRADE 3		
RANK	TYPE	SCORE
1	ZP - LFW	3.33
2	Private - Marathi	2.48
3	Private - English	2.48
4	ZP - Non LFW	2.18
5	Govt. Ashram - LFW	1.49
6	Aided Ashram: Non LFW	0.79

GRADE 4		
RANK	TYPE	SCORE
1	Private - English	4.01
2	ZP - LFW	3.57
3	Private - Marathi	3.21
4	ZP - Non LFW	2.56
5	Govt. Ashram - LFW	2.25
6	Aided Ashram: Non LFW	1.24

GRADE 5		
RANK	TYPE	SCORE
1	Private - English	5.10
2	ZP - LFW	4.09
3	Govt. Ashram - LFW	2.51
4	Aided Ashram: Non LFW	2.12
5	ZP - Non LFW	1.33
6	Govt. Ashram: Non LFW	0.43

1. LFW classes are in green while non-LFW classes are in grey
 2. Scores are calculated basis 2 weights - Actual student scores & difficulty level of the question answered
 3. Number of "Types of schools" are not same, because tests were conducted as and when we got permissions
 4. These scores are from across 5 geographies namely - Nagpur, Mumbai & Nashik

#13.c

Comprehension & Framing of simple sentences

GRADE 4		
RANK	TYPE	SCORE
1	ZP - LFW	2.45
2	Private - English	1.67

GRADE 5		
RANK	TYPE	SCORE
1	Private - Marathi	2.50
2	ZP - LFW	2.40
3	ZP - Non LFW	2.13
4	Aided Ashram: Non LFW	0.96

GRADE 6		
RANK	TYPE	SCORE
1	ZP - LFW	2.51
2	Private - English	2.39
3	ZP - Non LFW	1.83
4	Aided Ashram: Non LFW	0.88
5	Govt. Ashram - LFW	0.68

GRADE 7		
RANK	TYPE	SCORE
1	Private - English	3.2
2	ZP - LFW	2.97
3	ZP - Non LFW	2.05
4	Govt. Ashram: Non LFW	1.80
5	Aided Ashram: Non LFW	1.20
6	Govt. Ashram - LFW	0.83

1. LFW classes are in Green while non-LFW classes are in grey
 2. Scores are calculated basis 2 weights - Actual student scores & difficulty level of the question answered
 3. Number of "Types of schools" are not same, because tests were conducted as and when we got permissions
 4. These scores are from across 5 geographies namely - Nagpur, Mumbai & Nashik

D] EVENTS:

1. Fundraising:

- a. We ran a [crowd-funding campaign](#) for a period of 2 months between November & January 2017. We used the Indiegogo portal for this purpose. Our initial plan was to raise 50,000\$ however despite a very encouraging start, we could manage to raise just over 18,000\$. This campaign was undertaken to help us reach out to 100,000 teachers over the next 2 academic years.
- b. An UK based Indian couple (*Mrs. & Mr. Deo*) organized a fund-raising lunch for LeapForWord at their house. The invited guests pooled together a sum of Rs. 75,000 to further the work of LeapForWord in Maharashtra.

2. Word Power Championship: Is an event, where children who undergo the different learning levels of The English Literacy Program compete with each other in areas of Reading, Spelling & Meaning of words. [The Fourth edition](#) of this annual event was conducted in the month of June.

3. Shikshanachi Waari: The education department of the state of Maharashtra organizes an annual education fair where schools / NGOs / teachers get an opportunity to share their educational outcomes with thousands of visitors (mostly teachers). For the first time, we got an opportunity to participate in this fair at 3 different locations namely Amravati, Nasik & Ratnagiri. The response of visitors to our products was encouraging. More than 4,000+ teachers visited our stalls from which 1,500 signed up for a year-long e-learning program (*run on WhatsApp*) and agreed to use some of our techniques in their respective classrooms.

An article describing the event is at this [link](#).

4. Incentives to the committed teachers of Maval: Sai Life Sciences, one of LeapForWord's long-term financial supporters funded the distribution of various products in schools where teachers had put in a lot of effort over the past 2 years in the delivery of the English Literacy Program.

Teachers were asked what is it they required the most at their school and only such items were purchased. Some of the products distributed were: TV, printers, cupboard, chairs, sports-kit etc...(*One school got its wall painted with English content*). Total worth of the products distributed was ~Rs.150,000 (*One Lakh Fifty thousand*).

5. Participation in an Accelerator program: Pranil Naik represented LeapForWord in a 9-day (3 day sessions * 3 times) in an intensive [capacity building program](#) designed exclusively for organizations in the growth to scale stage.

E] PARTNERSHIPS:

1. Digrant Swaraj Foundation: A grassroots organization based in Makhada & Jawahar blocks of Palghar district partnered with LeapForWord to bring the English Literacy Program to ~800 ZP school students.

2. LinkedIn: LeapForWord partnered with the LinkedIn publishing team. As part of this arrangement, any article that LeapForWord publishes on the professional networking site will be formally promoted so that it reaches to more number of viewers.

F] NOTEWORTHY MENTIONS:

1. FCRA registration: We applied for FCRA in the month of May, 2017 and our application was approved in September of the same year. Thanks to the timely receipt of the certificate, we could organize our crowd-funding effort which allowed us to increase our teacher outreach significantly.

2. Like companies get ratings (AAA, AA, A etc...), NGOs also get rated based on their accounting & compliance practices. LeapForWord recently got awarded the [Advance Level](#) (GOLD - 2nd highest) for financial transparency.



3. We got an entry into Gujarat as part of the “English Literate Communities”.

- First, with an organization called Saraswatam which anchored the training of teachers from its associate Gujarati medium schools.
- Second, with the Ambuja Cement Foundation (ACF) - ACF runs 4-6 months vocational training programs for school dropouts in the geographies where it has its cement plants. ACF partnered with LFW to improve the English literacy levels of its students. The results were extremely good and for the first time ever, one of ACF’s students got a job with an International BPO.
- Some of the feedback from the students was as follows:
 - **Mahaveer Khuman** has got into a Vadodara-based BPO. He earlier used to find reading English to be a difficult task but after this Program, he found it easier. The phonics bit he found interesting... something which his entire schooling and junior college didn’t provide. He found the concept books to be good and while he found tenses difficult, the teaching method made it seem so less.
 - **Sanjay Varu** has found a job as a data entry operator and says that he can write and speak English, skills which he lacked in earlier. He liked the teaching method and the Reading level of the Program. He felt that all should do this Program. They too could get a job (like he did).
 - **Mahesh Vala** feels that in this Program one gets to learn from the start (the basics), something that is not seen anywhere else. He felt he could read words and talk in English purely because of the Program. Attributes these new-found skills largely to the Program.
 - **Kishor Varu** knowledge about grammar as well as speaking, he credits to the Program. The key components of which he felt were the books and the method of teaching. These made it very easy to learn English unlike the other classes which he had started but left them mid-way.

“Students were able to learn Concept in concept book very well so that they could do their work well in their workbook, so students learn how to write, speak and read spelling. Using this LeapForWord book, I received a simple and very good Method to teach English”

- Jayti Mori, Rajula teacher

G] EXPERIMENTS:

- 1. Diagnostic Tool & E-calculator:** We experimented with a new outreach method to connect with educational NGOs who we hadn't connected with before. As part of this, we tested 2 tools:
 - a. Diagnostic Tool:** A quick reference tool for NGOs to know where their students stand and whether LeapForWord can be of any value
 - b. E-calculator:** If the NGO chooses to deploy the English Literacy Program, what will be their cost per child reached?

The results from the ~3-month experiment were not as expected and hence this outreach method was discontinued.

- 2. Youth Certification Test:** About 6 years back, we had developed a very interesting product which we called the Certification Test. It was meant for the older learner (youth profile). It was a written test which could give an assessment of the test taker's spoken English ability!!!

However, in the interest of focus, we rested this product in order to focus on the Kids' channel. In this year, with the help of 2 summer interns, we brought this product back for user-testing after enhancing its' features. The product can now not only ascertain English capabilities, it can also prescribe a customised learning path for the user. The test results were encouraging and we should be able to formally launch the product in the 2019 - 2020 academic year

H] TEACHER INNOVATIONS:

The most remarkable thing about the ('17-'18) interventions in the govt. school channel was that there was neither any penalty for non-performance nor any incentive for good performance, yet teachers inspired us with their enthusiasm. Some of the noteworthy initiatives taken by the teachers were:



H] MEDIA COVERAGE:

1. LeapForWord & its work was mentioned in the following media during the 2017-2018 FY

1. [The Hindu](#)
2. [YourStory](#)
3. The Bayside Journal

2. Pranil Naik got an opportunity to present the work of LeapForWord ta The Huddle which is UnLtd India's flagship annual conference

I] OTHER UPDATE:

Anticipating a quick growth in team size, we moved into a new office in May, 2017. The new office could comfortably accommodate ~18 people.