

Educational Initiatives (EI)

Educational Initiatives (EI) provides technology-based solutions to enable children to **learn with understanding** through Assessments, Benchmarking and Adaptive Learning. EI products - ASSET, Mindspark and Detailed Assessment, have been appreciated by more than 2.5 million students from 3000 schools.

Additionally, EI partners with socially responsible companies, international foundations and governments to conduct large scale projects on learning outcomes, capacity creation and educational research. EI participates in various policy advisory boards and has received multiple international awards on innovation in education.

Do children understand what they are taught in class?

Over 5,000 students of grade 4 were asked to identify animals in the list fish | fly | man | lion | grass | crocodile. And 54% of them identified only lions and crocodiles as animals!

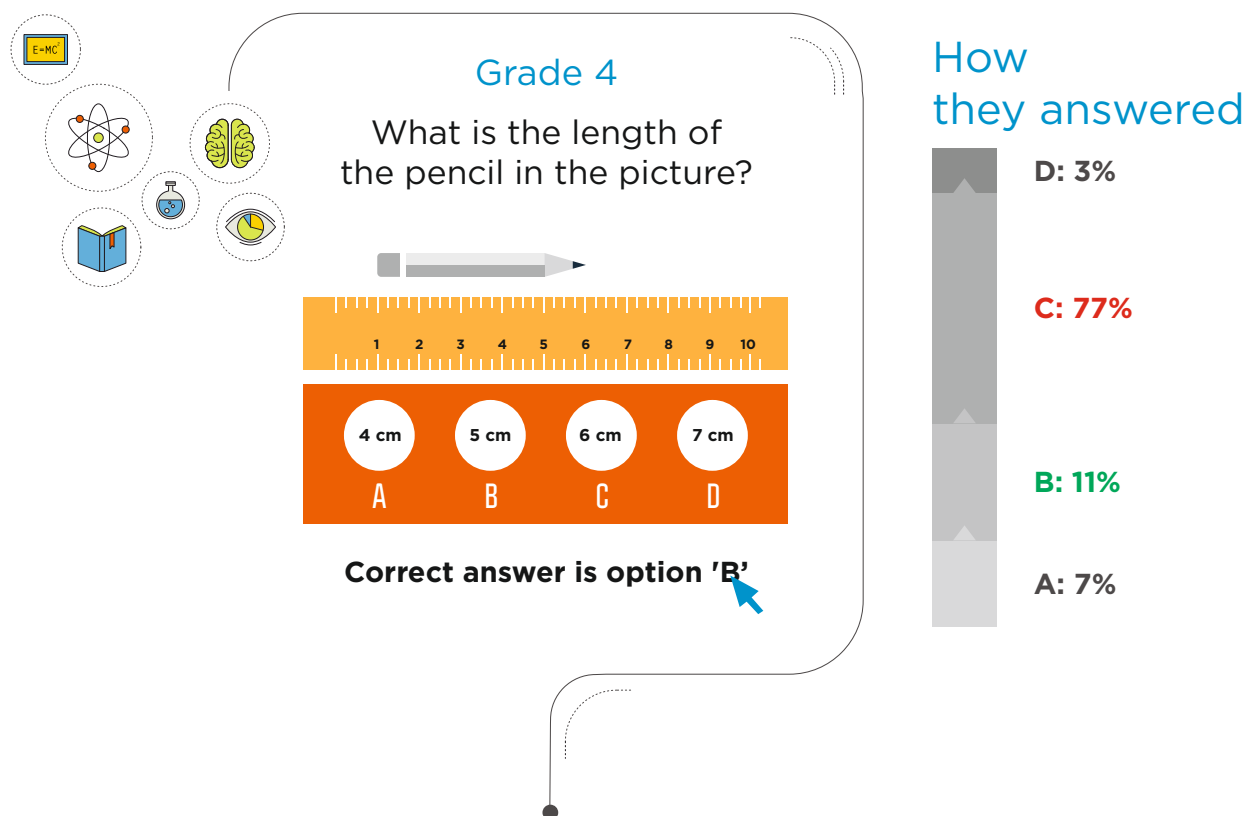
Similarly, thousands of children (and many adults) confuse 2.3 years to mean 2 years and 3 months. These are “misconceptions” - incorrect understanding of ideas associated to a certain topic; carried along till specifically corrected.

Such misconceptions, compounding each other, can become gaps in learning. These incongruities are not identified by rote-based questions as effectively as unfamiliar or application-based questions. Finding scalable solutions to assess such learning gaps and remedying those has been the purpose for EI since 2001.

Starting with identification of possible misconceptions and common wrong answers, EI experts designed ASSET as grade-appropriate tests in Mathematics, English and Science. In ASSET, the schools found a simple way to check the learning levels of its students. Taking ASSET performance as outcome, the school can calibrate its teaching efforts and process at a classroom level vis-à-vis large sample benchmarks.

Based on research insight and misconception data, EI introduced Mindspark in 2009 – a personalized learning tool for mathematic. Implemented in schools as a comprehensive program, Mindspark helps math teachers through the entire learning process. After introducing a topic in the class, the teacher encourages the children to work on Mindspark. It checks the child's grasp of the simple and advanced concepts associated with that topic. It changes the level of difficulty as the child progresses – interlacing aids, explanations and interactives stuff like games, brain teasers and animations. Rigorous practice of concepts, revisions and formative assessments woven into Mindspark shows results within 50 hours of usage.

EI solutions like ASSET and Mindspark bring a compelling difference in learning outcomes of children. The school management can ensure that children are indeed learning what they are taught.



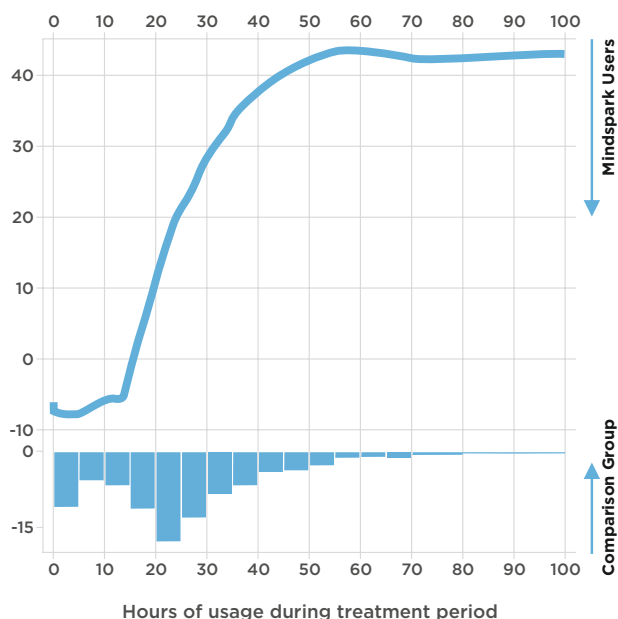
THE
HUFFINGTON
POST

Featured EI among the top 25 international educational innovators

*Mr. Sridhar Rajagopalan, MD of EI, was invited for a presentation series

El approach - making a difference

Learning impact



- Significant improvement in test scores (26 sd points)
- 50 hours of usage (1 hour per week) shows benefit



J-PAL

ABDUL LATIF JAMEEL POVERTY ACTION LAB

Estimated effect sizes of the impact are large at ~ 0.4 SD for mathematics and ~ 0.3 SD for Hindi; these effect sizes represent about 2.5 times the 'business-as-usual' gains. These patterns strongly suggest substantial gains from the Mindsark programme for improving learning levels."

J-PAL Study (March 2016)
www.povertyactionlab.org



www.idinsight.org

Assessment impact

"Educational Initiatives' Student Learning Study (SLS) provides a fresh and insightful assessment of student learning across 18 states of India, in both urban and rural schools. This is one of the largest studies of its kind in any country of the world, using a methodologically rigorous testing cycle."

12th Joint Review Mission, Education for All, India (2010)



Our Partners:



& more than 3000 private and international schools.

ASSET^{EI}



Assessment of Scholastic Skills through Educational Testing

A diagnostic and benchmarking assessment that determines a student's level of conceptual understanding of subjects taught in school. It generates detailed reports highlighting students' strengths and areas that need improvement.

Benefits:

- Student strength and weakness analysis
- Annual school performance analysis
- National Benchmarking of student vs peer performance

An adaptive, online and offline, learning programme that helps children improve their skills in Mathematics and English.

Benefits:

- Helps students learn at their own pace
- Provides instant feedback for remediation



MINDSPARK^{EI}

**LARGE SCALE
ASSESSMENTS**^{EI}



Conducted in collaboration with Governments, Foundations and Companies, to systematically improve the quality of learning at regional, national and international levels.

Benefits:

- Helps governments improve teaching & testing methodologies and student performance