



Going to School in India

Annual Report 2020



Going to School in numbers, 2020-2021

8 months of lockdown

1000s of schools closed

Millions of children not attending class in person and not online

School TV

2 major national television channels telecast - DD Bihar and DD Rajasthan

5 months of reaching children directly at home

100s of minutes of entrepreneurial skills learning on TV and Youtube

200+ episodes of #SchoolTV

20 million children reached

Map of Me

3 major Metros targeted - Delhi, Bangalore, Kolkata

4 languages

10 bicycles, backpacks, helmets given away as prizes in each metro

26 steps to become an entrepreneur

30 days of telecast on TV

90 episodes of MoM TV in 3 cities and Youtube

100s of inspiring entrepreneur video stories onboarded on mapofme.in

100s of subscriptions

1000s of graphic novels won by subscribers

16,000+ young people reached via WhatsApp

Young Entrepreneurs' Skills Show (YESS) / युवा उद्यम कौशल शो

5 weeks of telecast on DD Bihar

26 episodes on TV and Youtube

572 hours of entrepreneurial skills learning on TV

1000s of graphic novels won

15000 dial-ins to answer the quiz

12 lakh students and teachers reached

YESS APP

190 number of districts across India that downloaded the YESS APP

2480 APP downloads in Bihar alone

2712 APP downloads all India

Grade 9 Adventurer's Guide TV Show

2 weeks of telecast

13 episodes on TV

13 episodes online

143 minutes of entrepreneurial skills learning

100s of books given away

Graphic Novels

30 graphic novels

30 activity sheets

30 graphic novel video stories

Children's Skills Report

1 month of reporting

8 districts

140+ children interviewed

Scrappy Beach Clean Up

1 month of planning

3 schools

6 hours on the beach

20+ Oracle volunteers

100+ kilos of garbage collected

Play City

5 year MOU signed with BMC

30+ BMC playgrounds surveyed

100+ schools' participation in State of Play survey

500+ volunteers involved in survey



January



Get a Plan

From school to equitable work or enterprise of a young person's choice
Bihar, India



Beginning the New Year with a quick start, we designed, tested and printed 30 new graphic novel story adventures, each 75-100 pages long, to teach young people in 1,000 Government Secondary Schools in Bihar the 21st Century Entrepreneurial Skills they need to be able to transition from school to equitable work or sustainable enterprise of their choice.

Get a Plan has a special focus on young women's retention in school and transition from school to work of their choice.

Get a Plan runs in 120 focus Government Secondary Schools in Bihar, through a five year MOU with the Government of Bihar to scale Get a Plan to 1,000 Government Secondary schools across 10 districts, where Grade 9-12 takes place in the same building. In this way, we're able to track young people across grades and link to employers, jobs, start-up capital enterprise support after Grade 12.

As always with Going to School content, it's about design first. We followed a design-thinking approach to create the 30 diverse graphic novel adventures that feature young women in new roles, starting enterprises to solve problems as well as taking on the biggest challenge of our time: Climate Change.

We developed a design language for the design-thinking -t 21st Century skills we feature across the stories, iconic stamps and illustrations identify skills when they feature and are explained in the glossary.

Each of the graphic novel adventures features an illustrated action-packed adventure, branding guidelines for setting up this enterprise from a logo to website and sustainable packaging, a detailed bullet journal of how to action the enterprise across a calendar year and a four to five day action project that takes place out of the classroom, where young people in a team of four interview beekeepers, organic farmers, find out if this business works where they live and at the end of four days, submit a plan.



Click the play button to watch the video

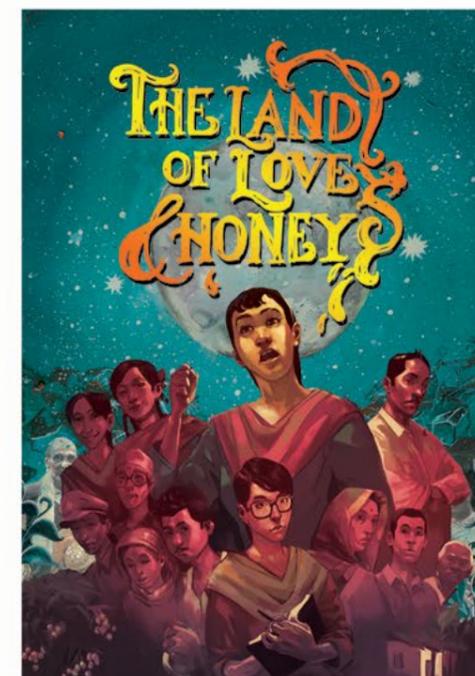
The stories range from setting up a pure honey company to an organic vegetable delivery service, a mobile driving school for girls (and young women learning how to drive), to learning how to code, set up and run a biomass and biogas enterprise, figuring out how to light an entire village with solar light to setting up and running a sustainable street cart.

The stories are bi-lingual, in Hindi and English for print, and there's a video version of each story that is same-language subtitled in Hindi.

We made the video versions for Teacher Training and to be easily shared by Whatsapp, because we had the video versions we were able to, later in the year, air the stories on public service television: Doordarshan.

Get a Plan is supported by IKEA Foundation, the Government of Bihar, Echidna Foundation and C3.

The Population Council is running a three year impact study on the impact of Get a Plan on adolescent girls' skills acquisition, change in aspirations, school retention and new school to work and/or enterprise transitions.



LIST OF STORIES/BOOKS UNDER GET A PLAN



1. The Land of Love and Honey (Beekeeping, Honey, Beeswax)

After 18-year-old Jyoti sets off on a beekeeping internship with plans to return to her village to set up a beekeeping/honey producer company with 100 women, and transform the local economy, she must do what it takes to convince her father to allow her to set up her beekeeping business instead of getting married.

Key Skills: Train, Never Giving Up, Being Truthful, Be Determined



2. The Last Show (Organic Farming)

When Sameera and Sania's father and other farmers in their village face financial losses because of crops destroyed by erratic weather, they must convince their aunt, a long-forgotten Bollywood star, to come out of retirement and do one last show of her career to help save the village. But will they succeed?

Key Skills: Taking Notes, Asking for Help, Curiosity

3. The Paperwork Co. (Craft Co; Recycled Paper Company)

When Afia and Vinita join hands to rid the banks of the river Ganga of the plastic, paper and garbage that is clogging it, they wonder if they can start their own sustainable packaging company using recycled paper and plastic.

Key Skills: Thinking critically, Listening, Teamwork



4. Maya Codes for Change (Coding)

When Maya's father and his fellow farmers face the threat of drought, she must brave the odds to channel her passion for coding to develop an APP that will help them fight the ill effects of the drought. But will she be too late?

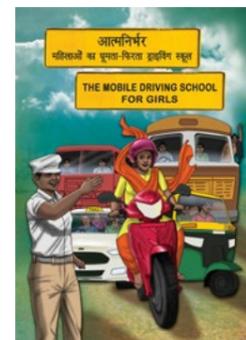
Key Skills: Climate Change, Impacts a Lot of People, Transformation



5. The Mobile Driving School for Girls (Driving, Transport, Logistics)

When Fatima decides to get her driving license, she must do what it takes to convince her father to allow her to realise her dream of starting her own driving school for girls to teach every woman in Bihar how to drive so they can move out of their homes and get jobs in every field especially in transport.

Key Skills: Self-discipline, Including Everyone, Communication



6. If Fierce Was a Number it would be Four (Police, Self-defence)

When Falak is saved by a policewoman after she is harassed by a group of bullies, she and her friends decide that they want to be policewomen and start their own self-defence academy. Will they be able to convince their fathers?

Key Skills: Health, Training, Be Consistent



7. Riva's Barefoot Adventures (Sports Coach)

When Riva dreams of becoming a sports coach, she is stopped by her own sports coach because he believes girls cannot play soccer, even though the boys' team want the girls to play. Can Riva win over her coach?

Key Skills: Risk Analysis, Taking a Risk, Impacts a lot of People



8. Aliya and the Wandering Shoes (Eco Tourism)

When Aliya decides to prepare her village to play host to a group of tourists coming to visit the nearby Bodh Gaya temple, will she be able to overcome the erratic weather and set up her own eco-tourism company and transform her village's economy?

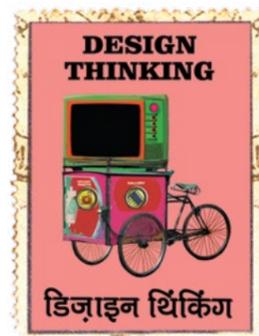
Key Skills: New Experience, Against All Odds, Pattern Recognition



9. Selfie, An Eco Sanitary Pad Co. (Eco Sanitary Pad Company)

When twins Ayesha and Alia, and their friend Lata, realise that young girls in their village struggle with their menstrual hygiene because they refuse to purchase sanitary pads from male chemists, they decide to start their own eco-sanitary pad producer company.

Key Skills: Marketing Strategy, Follow up, Team building



10. The Interns (Internships)

When Rimjhim and Ranjan wonder how they could ever make a career choice if they do not know what it takes to do a job or run a business, they must set out on an internship adventure to gain work experience so they are prepared to make the transition from school to work after Grade 12. But will they ever find an internship?

Key Skills: Problem-solving, Taking a Risk, Design-thinking

11. Good News! What Happens When Girls Speak Up? The World Listens (Media, Data Collection)

When Grade 12 students Pragya and Rukhsana identify problems affecting them directly, they leave their homes to meet a group of women journalists to find a solution and learn new skills to get a job or start their own business.

Key Skills: Identifying a Problem, Overcoming Nerves, Taking a Risk



12. The Golden Rule (Madhubani Art; Sustainable Packaging)

When Zeenat and her friends almost give up saving a tree from being cut down, a mysterious Madhubani artist introduces the girls to design-thinking, and together they clean up an entire village, and start their own sustainable packaging company.

Key Skills: Design-thinking, Design to Include People, Taking Initiative

13. The Last Mile Delivery Co. (Logistics)

When 17-year-old Namrata learns that her mother might have to sell their farm because middlemen are causing them losses, she decides to start her own delivery and logistics company.

Key Skills: Sustainability, Farm to Market, Customer Service



14. First Do No Harm (Entry-level Healthcare Jobs)

When Saba is unsure what she must do after Grade 12, she gets a trainee job at the crumbling village Primary Healthcare Centre (PHC) and wonders if she can turn her passion of helping people into a career by getting a job as a ward girl.

Key Skills: Overcoming Nerves, Research, Problem Solving



15. Mansha Finds a Cure (Advanced Healthcare Jobs)

When Mansha realises that the only doctor running the sole clinic in the village is a quack, she decides to train to be a nurse so she can help villagers receive timely and proper medical help.

Key Skills: Taking a Risk, Talking to New People, Never Giving Up



16. The Home Care Inc. (Home-based Healthcare Business)

When Sapna's younger brother's classmates fall ill, Sapna and her friend Shakti decide to set up their home-based care service to help families look after patients at home at a cost-effective basis.

Key Skills: Patience, STEM Skills, Including Everyone

17. The Ha Ha Company (Recycled, Repurposed Furniture)

When Tani, Rehan, and Tabassum build a much-needed playground for children in their neighbourhood, they discover another business of recycled, repurposed furniture!

Key Skills: Making a plan, Design-thinking, Sustainability



18. The Butterfly Effect (Organic Nursery)

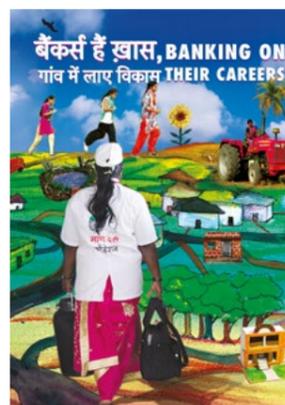
Jayamitra decides to help her father supplement their rising household expenses by starting her own organic nursery, and providing employment to local women and men, helping make the village a cleaner and greener place to live.

Key Skills: Compliance, Speaking Up, Making a Plan

19. Banking on Their Careers (Rural Banking Sector, Financial Literacy)

The women of Satara district in Maharashtra decide to make something of their lives and take timely, affordable and customized credit from the Mann Deshi Mahila Sahakari Bank to start businesses.

Key Skills: STEM skills, Impacts a lot of People, Positive People



20. Anywhere You Want to Go (Tour Operator for People with Disabilities)

When Asha meets with an accident, her mother and sister start a tour company for people with disabilities and help Asha climb a mountain despite being in a wheelchair.

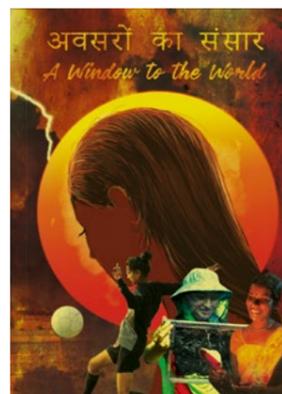
Key Skills: Overcoming Nerves, Design-Thinking, Problem Solving



21. The Fix-It Girl and her Amazing Team (Tech; Gadgets; Mobile Repair on the Move Company)

When Sameen loses her job at a local mobile repair shop, she and her friends make a pitch to potential investors to launch their one-of-a-kind fix-it-all-repair-on-the-move enterprise.

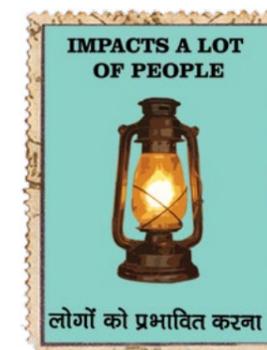
Key Skills: STEM skills, Talking to New People, Taking a Risk



22. Powered by the Sun (Solar, Renewable Energy)

When villagers face the threat of losing their electricity for the millionth time because of the floods, a group of young women race against time to set up a solar micro-grid.

Key Skills: Patience, STEM skills, Doing Your Research



23. Pintu and His 99 Friends (Garbage Collection, Recycling Company)

When Pintu decides that he wants to rid the locality where he lives of the rotting garbage, his team of fearless girls and he must fight the slumlords to start a garbage collection and recycling business.

Key Skills: Never Giving Up, Facing opposition, Design-thinking

24. Better Together - A Window to the World (Career Planning)

When Kalindi learns that her school faces permanent closure, she decides to get women professionals to motivate the girls in her school to pursue further studies or careers.

Key Skills: Making a Plan, Talking to New People, Call to Adventure

25. If The Jam's Good/Resources Are All Around (Making a Plan, Farm to Table, Including Everyone)

When Mayank's father's litchi orchard faces the threat of being shut down because of a lack of business, it is up to the 17-year-old to think of a business idea that will help save the family business.

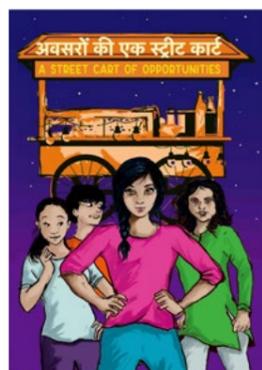
Key Skills: Making a Plan, Farm to Table, Including Everyone



26. Tara Finds a Light (Biomass)

When Tara, and her friends realise that the erratic electricity is hampering the development of their village, they set up a biomass plant to help revive the fortunes of their village.

Key Skills: Identifying a Problem That Affects Everyone, Teamwork, Communication



27. Sairee Weaves Some Magic (21st Century Craft Co.)

When groundwater levels start depleting and unseasonal rains destroy farmers' crops, Sairee attempts to find solutions to end their problems and restore the balance of nature and their livelihoods.

Key Skills: Problem-solving, Taking a Risk, Design-thinking



28. Saphira Revives a Biogas Plant (Biogas)

When Saphira's village faces drought followed by an unseasonal monsoon, Saphira realises that the only way her village can beat the after effects of climate change is by restarting an old biogas plant.

Key Skills: Responsibility, New Experience, Against All Odds

29. A Street Cart of Opportunities (Street Cart/Food Cart)

When Jwala realises that there is no healthy place to eat on a budget in her city, she sets up her own health food street cart and creates work opportunities for everyone she knows.

Key Skills: Thinking Critically, Teamwork, Design Thinking

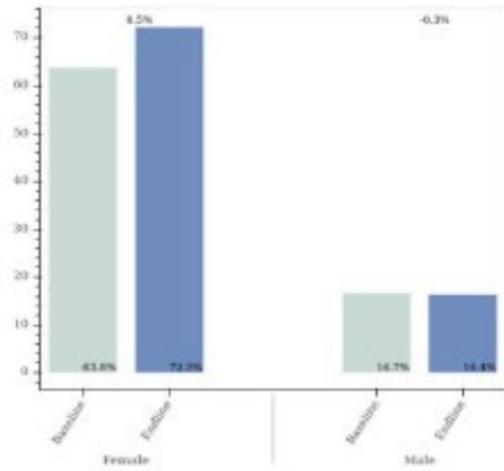


30. The Amazing Race (Wheelchair Repairing)

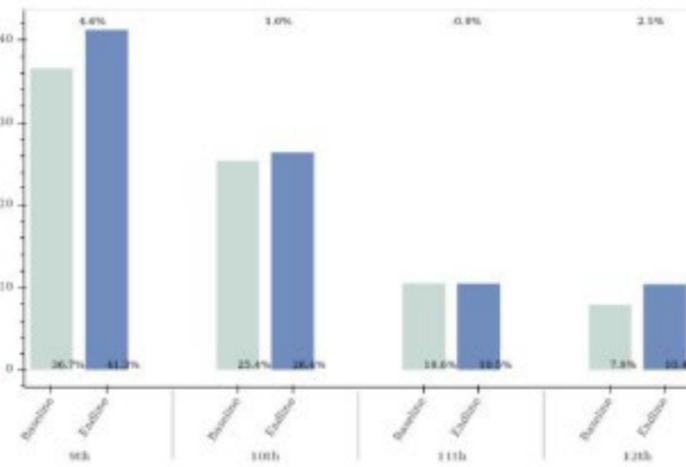
When best friends Maryam and Sana realise that their neighbour cannot participate in a race because he is in a wheelchair, they design a perfect wheelchair to help him win the race!

Key Skills: Design-thinking, Design to Include People, Taking Initiative

Get a Plan Baseline-Endline 2019-20, Analysis Report

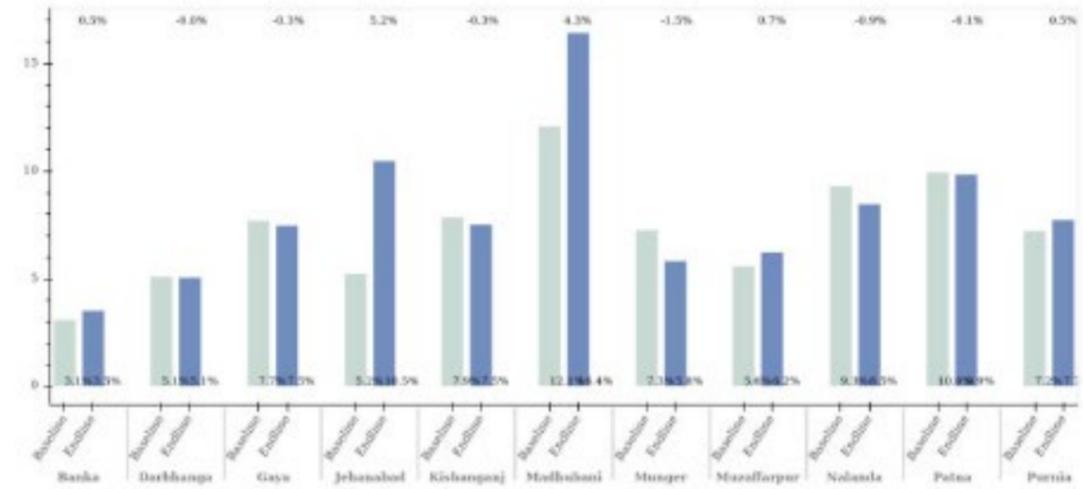


Problem Solving ATTITUDE CHANGE By Gender/Grades



HIGHLIGHTS:

- The 1st plot looks at problem solving attitude demonstrated by Girls and Boys
- +8.5 pp for Girls (63.8% vs 72.3%) in proportion to all students combined
 - 0.3 pp for Boys (16.7% vs 16.4%) in proportion to all students combined
- The 2nd plot looks at problem solving attitude in different grades among all students.
- +4.6 pp for grade 9 (36.7% vs 41.3%)
 - +1.0 pp for grade 10 (25.4% vs 26.4%)
 - 0.1 pp for grade 11 (10.6% vs 10.5%)
 - +2.5 pp for grade 12 (7.9% vs 10.4%)

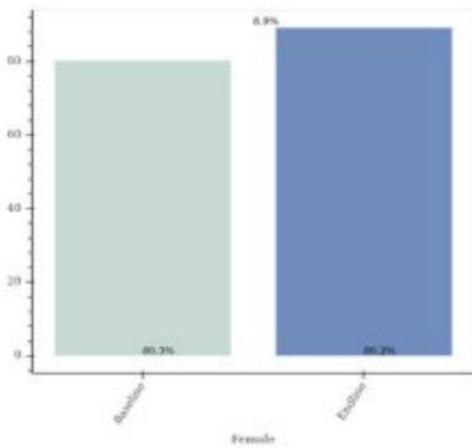


Problem Solving ATTITUDE CHANGE By District

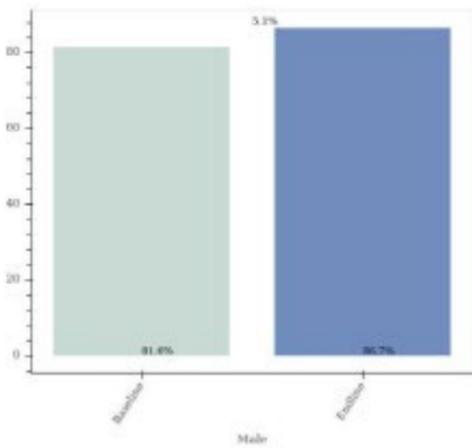
HIGHLIGHTS

- Jehanabad showed the most increase among all districts. +5.2 pp (5.2% vs 10.5%), followed by Madhubani (+4.3 pp)
- Munger, Nalanda, Patna showed a marginal drop in problem solving attitude

Being the total percentage of change in attitude among all students district-wise.



Problem Solving ATTITUDE CHANGE By Gender



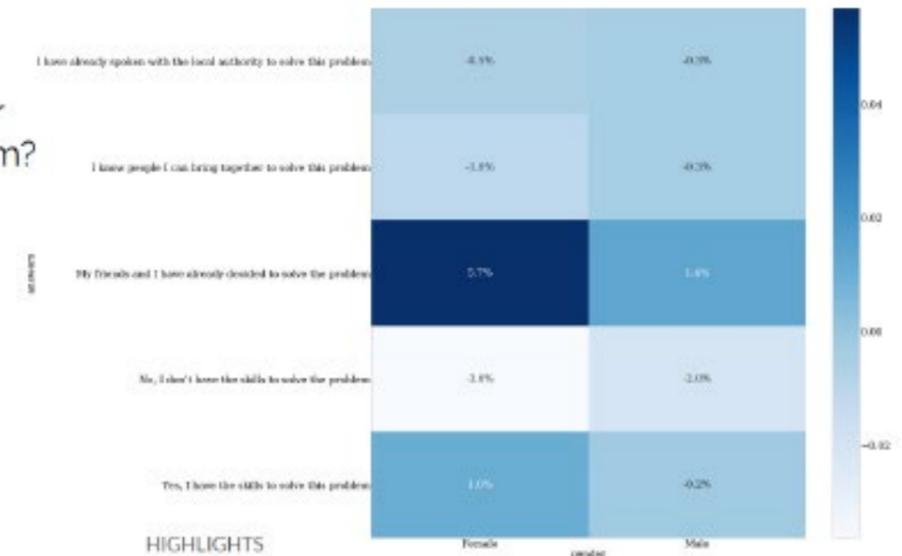
HIGHLIGHTS

- +8.9 pp increase in proportion of girls (80.3% vs 89.2%). This means, 80.3% of all girls in Baseline and 89.2% of all girls in endline demonstrated positive attitude.
- +5.1 pp increase in proportion of boys (81.6% vs 86.7%). This means, 81.6% of all boys in Baseline and 86.7% of all boys in endline demonstrated positive attitude.

Do you think it's within your power to solve this problem?

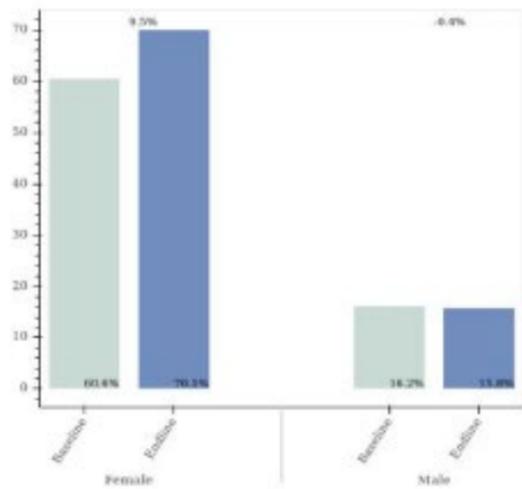
Problem Solving ATTITUDE CHANGE By Gender

Examining a question related to attitudes towards problem solving asked in the survey.

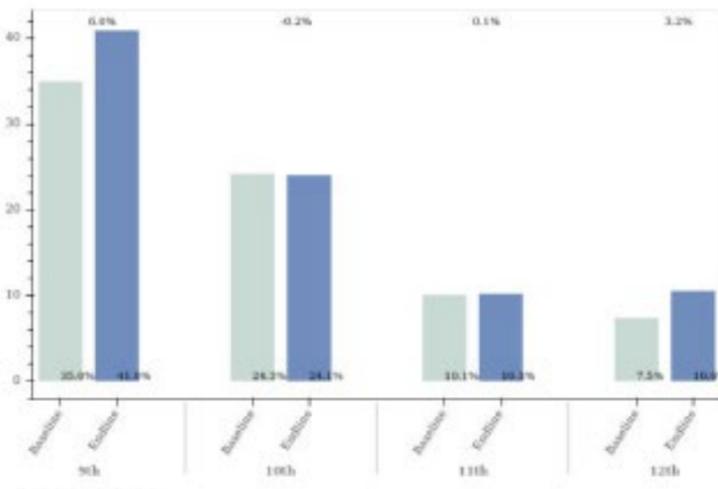


HIGHLIGHTS

- +1.0 pp increase in girls who have answered 'Yes, I have the skills to solve this problem'
- +5.7 pp, +1.4 increase in girls, boys respectively, who have answered 'My friends and I have already decided to solve the problem.'
- 3.6 pp and -2.0 pp drop in girls and boys respectively who have answered 'No I don't have the skills to solve the problem.'

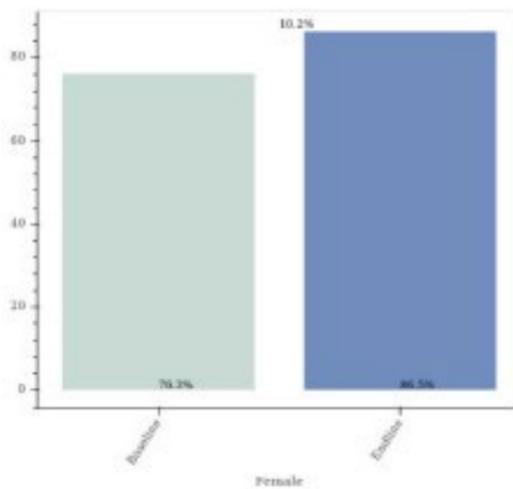


Business Skills
ATTITUDE CHANGE
By Gender/Grades

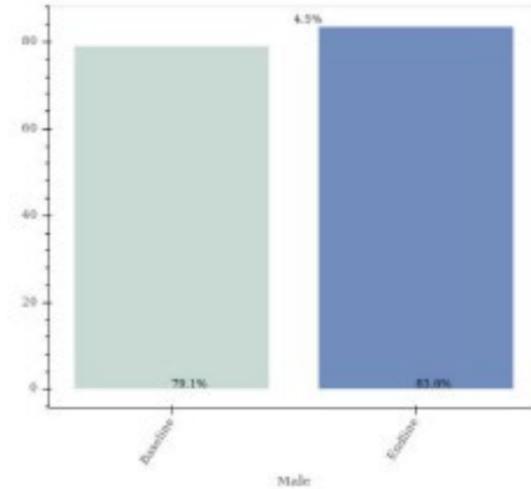


HIGHLIGHTS:
The 1st plot looks at attitude towards business skills among girls and boys.
1. +9.5 pp for Girls (60.6% vs 70.1%) in proportion to all students combined
2. -0.4 pp for Boys (16.2% vs 15.8%) in proportion to all students combined

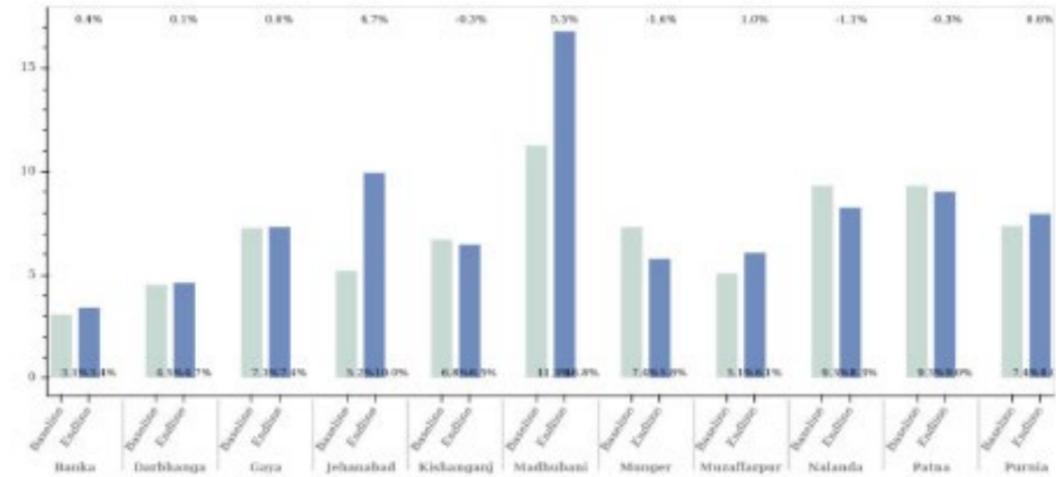
The 2nd plot looks at business attitude in different grades among all students.
3. +6 pp for grade 9 (35% vs 41%)
4. -0.2 pp for grade 10 (24.3% vs 24.1%)
5. +0.1 pp for grade 11 (10.1% vs 10.3%)
6. +3.2 pp for grade 12 (7.5% vs 10.6%)



Business Skills
ATTITUDE CHANGE
By Gender



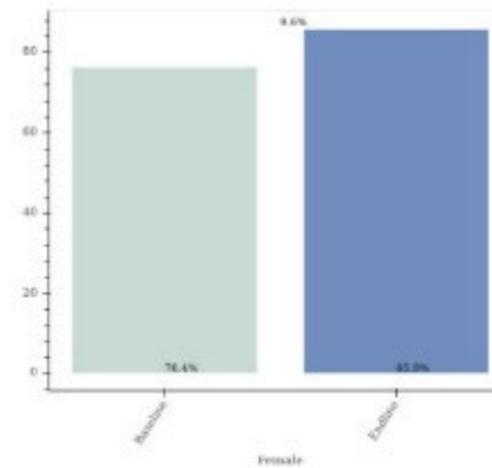
HIGHLIGHTS
1. +10.2 pp increase in proportion of girls (76.3% vs 86.5%). This means, 76.3% of all girls in Baseline and 86.5% of all girls in endline demonstrated positive attitude.
2. +4.5 pp increase in proportion of boys (79.1% vs 83.6%). This means, 79.1% of all boys in Baseline and 83.6% of all boys in endline demonstrated positive attitude.



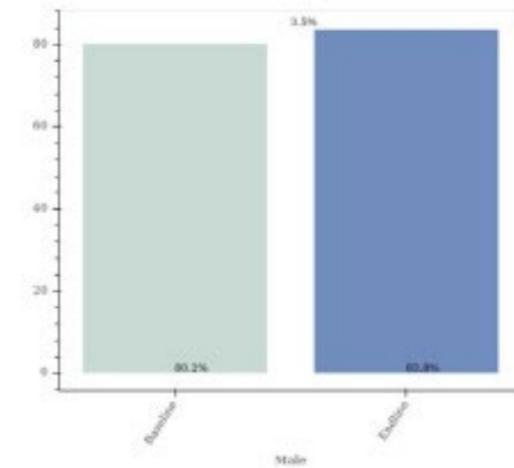
Business Skills
ATTITUDE CHANGE
By District

Being the total percentage of change in attitude among all students district-wise.

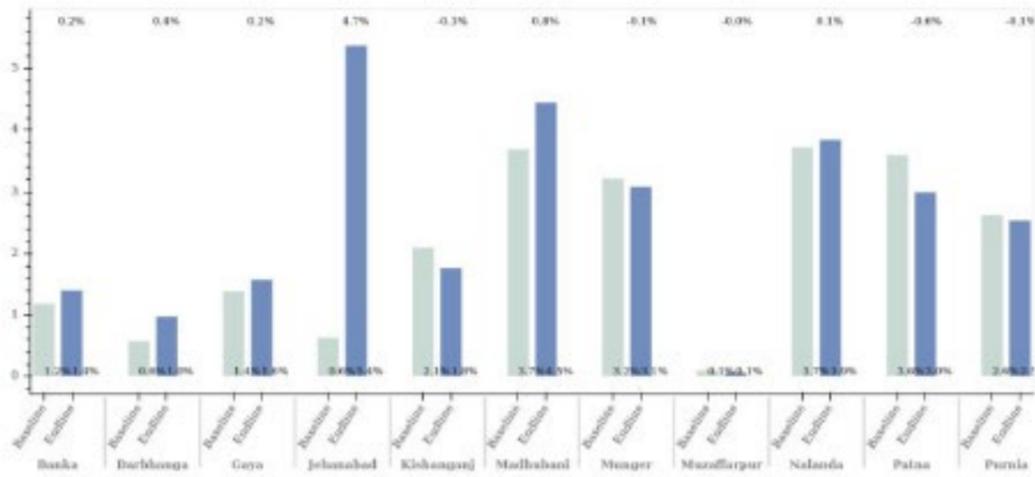
HIGHLIGHTS
1. Madhubani showed the most increase among all districts. +5.5 pp (11.3% vs 6.8%)
2. Following districts showed a drop - Kishanganj, Munger, Nalanda, Patna



Job and Enterprise
AWARENESS IMPACT
By Gender



HIGHLIGHTS
1. +9.6 pp increase in proportion of girls (76.4% vs 85.9%) showing positive aspiration (by their awareness) for jobs and enterprise
2. +3.5 pp increase in proportion of boys (80.2% vs 83.8%) showing positive aspiration (by their awareness) for jobs and enterprise

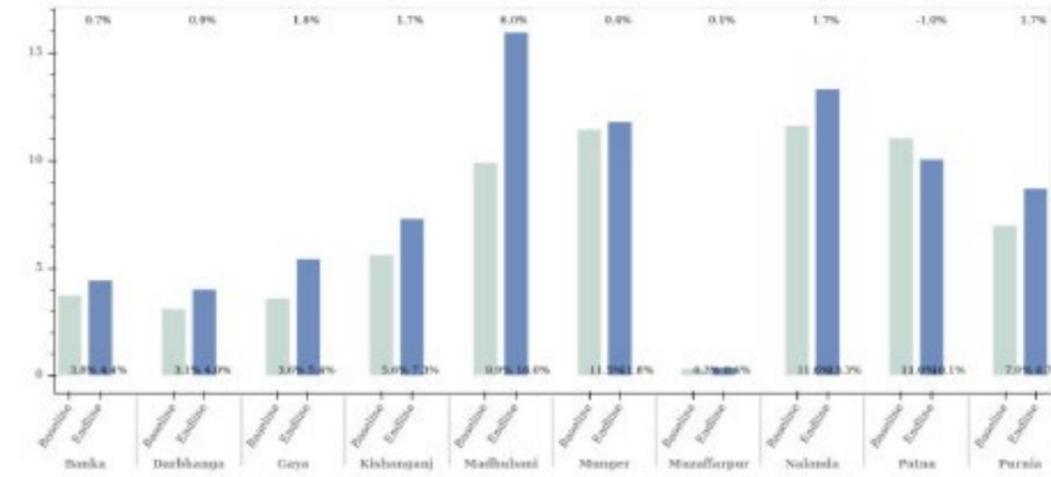


Job and Enterprise AWARENESS IMPACT By District

Being the total percentage of increase in awareness among all students district-wise.

HIGHLIGHTS

1. Jehanabad showed the most increase among all districts. +4.7 pp (0.6% vs 5.4%)
2. Munger, Nalanda, Patna, Kishanganj showed a marginal drop in problem solving awareness

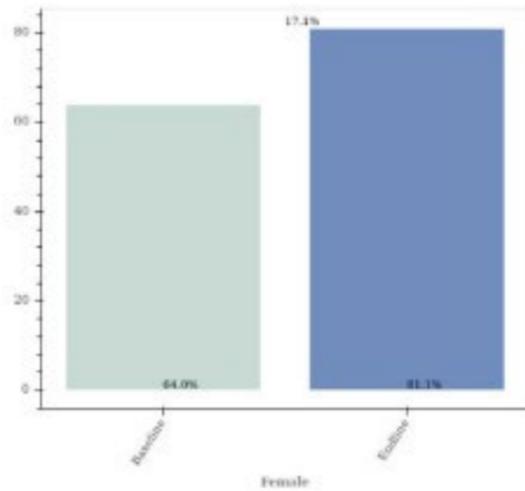


Job and Enterprise CAREER PLAN By District

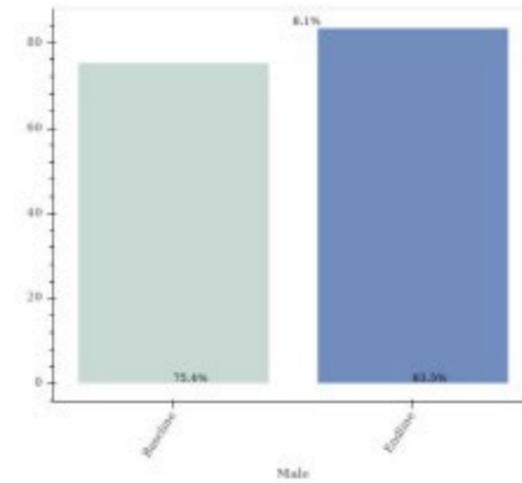
Being the total percentage of change in attitude and awareness among all students district-wise.

HIGHLIGHTS

1. Madhubani showed the most increase among all districts. +6 pp (9.9% vs 16%)
2. Most other districts showed improvement in career plan.



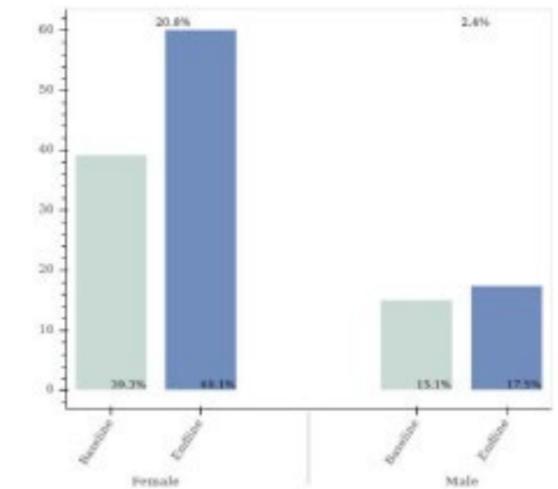
Job and Enterprise CAREER PLAN By Gender



HIGHLIGHTS

1. +17.1 pp increase in proportion of girls (64% vs 81.1%) showing positive aspiration (by their career plan) for jobs and enterprise
2. +8.1 pp increase in proportion of boys (75.4% vs 83.5%) showing positive aspiration (by their career plan) for jobs and enterprise

Will you get an internship this year?



HIGHLIGHTS

1. +20.8 percentage points increase for girls who answered with a 'Yes'
2. +2.4 percentage points increase for boys who answered with a 'Yes'

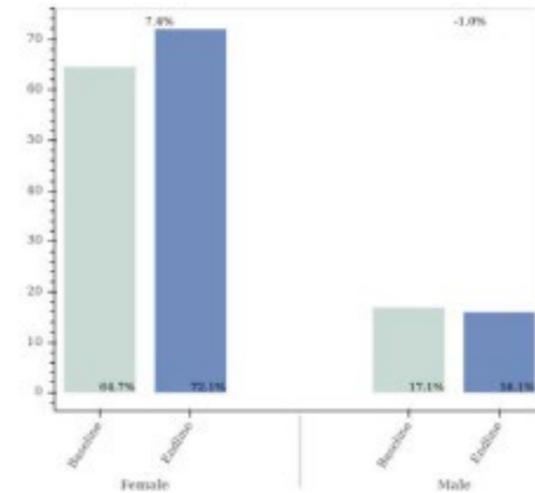
Job and Enterprise CAREER PLAN By Gender

Here, we try to analyse student's pursuit of skill training. This looks at the response on survey question: Will you get an internship this year?

Should women study for higher degrees and go on to whatever jobs they want to do?

Higher Education Attitude By Gender

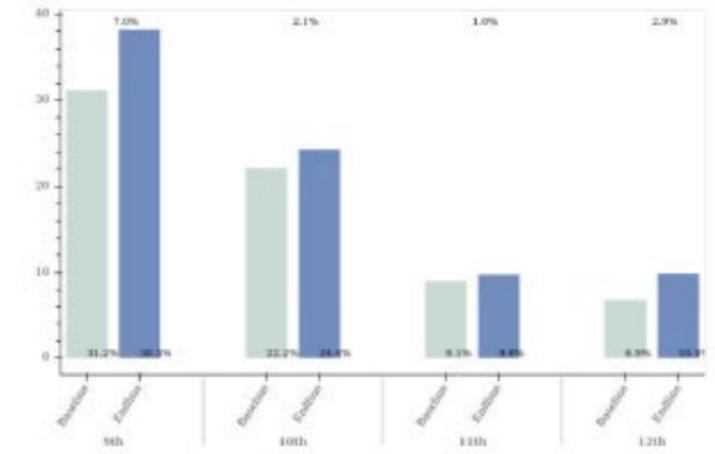
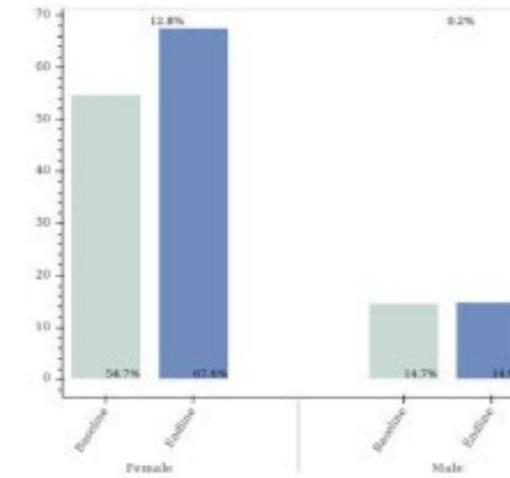
Here, we look at the student's attitude towards higher education. This looks at the response on survey question: Should women study for higher degrees and go on to whatever jobs they want to do? We analyse the "Yes" answers



HIGHLIGHTS

- +7.43 percentage points increase in girls answering in the affirmative
- 1.2 percentage point drop for the boys but question was more directed towards girls

Gender Sensitivity ATTITUDE CHANGE By Gender/Grades



HIGHLIGHTS:

The 1st plot looks at gender sensitivity attitude demonstrated by Girls and Boys together

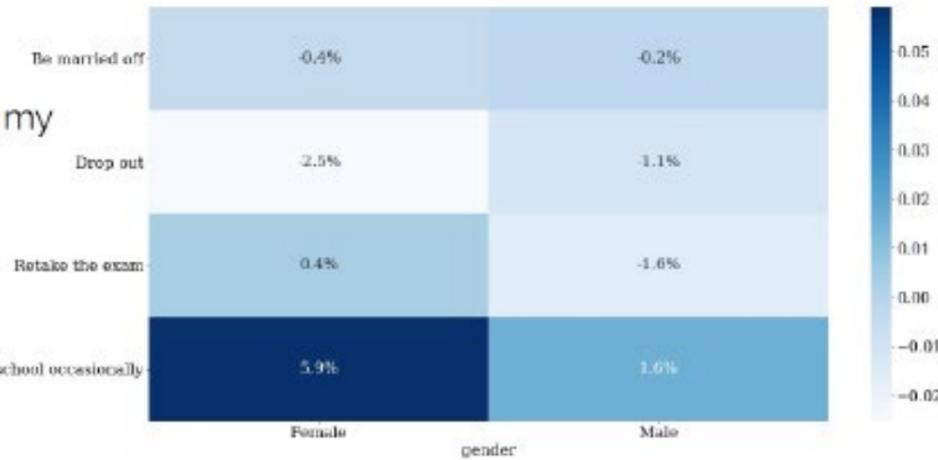
- +12.8 pp for Girls (54.7% vs 67.6%) in proportion to all students combined
- +0.2 pp for Boys (14.7% vs 14.9%) in proportion to all students combined

The 2nd plot looks at gender sensitivity attitude in different grades among all students

- +7 pp for grade 9 (31.2% vs 38.3%)
- +2.1 pp for grade 10 (22.2% vs 24.4%)
- +1.0 pp for grade 11 (9.1% vs 9.8%)
- +2.9 pp for grade 12 (6.9% vs 10%)

Finish the following statement: If I don't pass my exam, I will...

ANSWERS



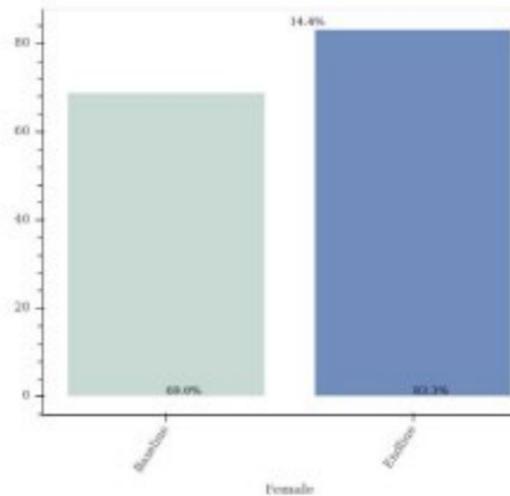
Labour force participation CAREER PLAN By Gender

This KPI is a long term study, the above survey question is used to compute (future) expected labour force participation.

HIGHLIGHTS

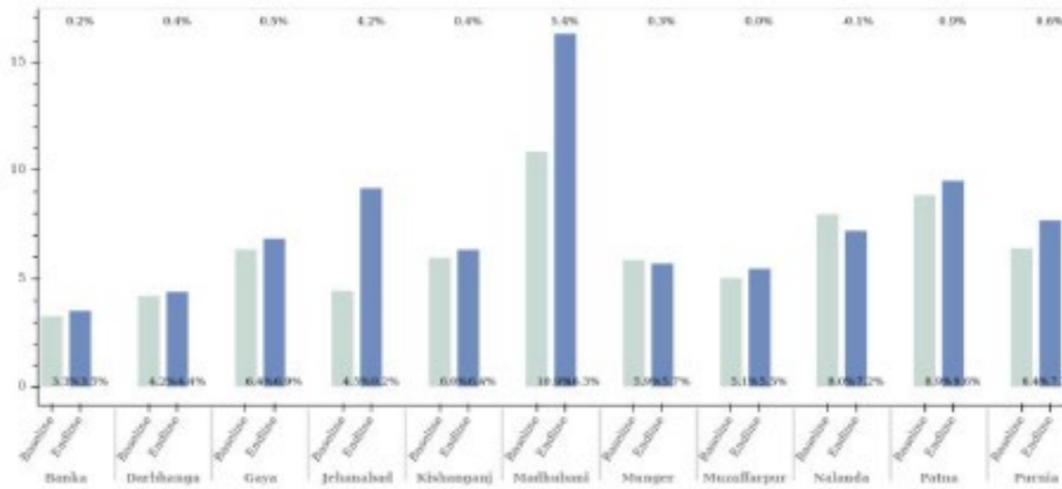
- +5.9 pp increase in girls answering 'Will start working for some hours.'
- +1.6 pp increase in boys answering 'Will start working for some hours.'
- 0.4 pp decrease in girls answering 'Be married off'
- 0.2 pp decrease in boys answering 'Be married off'
- 2.5 pp decrease in girls answering 'Drop out'
- 1.1 pp decrease in boys answering 'Drop out'

Gender Sensitivity ATTITUDE CHANGE By Gender



HIGHLIGHTS

- +14.4 pp increase in proportion of girls (69.0% vs 83.3%) showing positive gender sensitivity (by their attitude)
- +7.6 pp increase in proportion of boys (71.1% vs 78.6%) showing positive gender sensitivity (by their attitude)

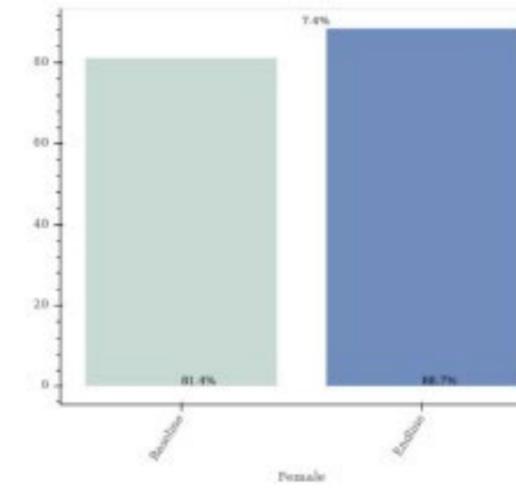


Gender Sensitivity ATTITUDE CHANGE By District

Being the total percentage of increase in attitude among all students district-wise.

HIGHLIGHTS

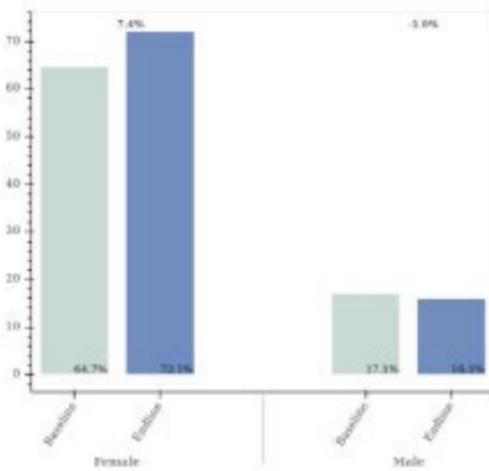
1. Madhubani (+5.4 pp) followed by Jehanabad (+4.2 pp) showed the most increase among all districts.
2. Only Nalanda among all districts, showed a marginal drop in gender sensitivity attitude.



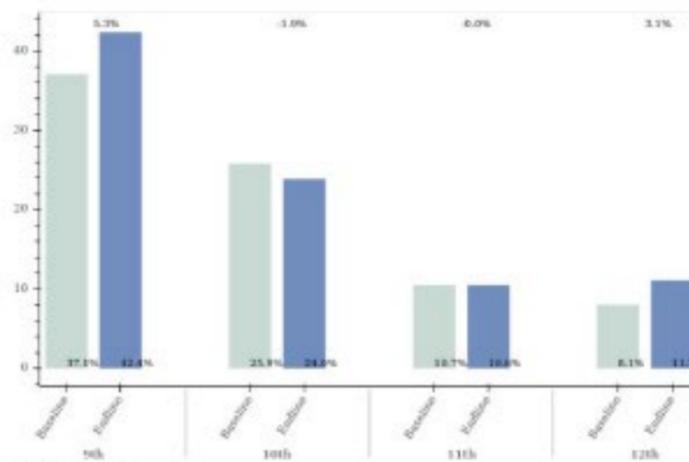
Negotiate Barriers to women's labour participation By Gender

HIGHLIGHTS

1. +7.4 pp increase in proportion of girls (81.4% vs 88.7%) showing positive response to Labour Force participation
2. +2.3 pp increase in proportion of boys (83.4% vs 85.8%) showing positive response to Labour Force participation (survey questions were oriented toward women)



Negotiate Barriers to women's labour participation By Gender/Grades



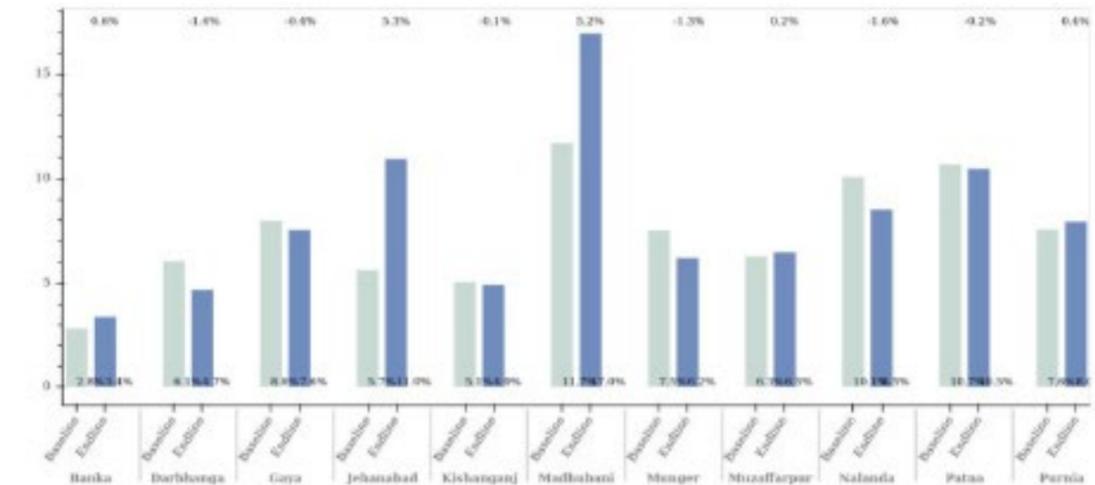
HIGHLIGHTS:

The 1st plot looks at Girls and Boys response to labour force participation question

1. +7.4 pp for Girls (64.7% vs 72.1%) in proportion to all students combined
2. -1.0 pp for Boys (17.1% vs 16.1%) in proportion to all students combined (survey questions were oriented toward women)

The 2nd plot looks at different grades (among all students) response to labour force participation question

3. +5.3 pp for grade 9 (37.1% vs 42.4%)
4. -1.9 pp for grade 10 (25.9% vs 24.0%)
5. -0.1 pp for grade 11 (10.7% vs 10.6%)
6. +3.1 pp for grade 12 (8.1% vs 11.2%)



Negotiate Barriers to women's labour participation By District

Being the total percentage of change in attitude among all students district-wise.

HIGHLIGHTS

1. Jehanabad (+5.3 pp) followed by Madhubani (+5.2 pp) showed the most increase among all districts.
2. Districts other than Banka, Muzaffarpur, Purnia showed a drop

February

The Children's Scrappy News Service Play City



Making Mumbai a giant sustainable place to play for one million children to take on and reverse Climate Change Mumbai, Maharashtra, India

Kicking off The Children's Scrappy News Service Play City approach for 2020, scrappy clean up and play, 200 children from DN Nagar Municipal School Andheri West, Poshha Nakwa Municipal School Versova, and Rishi Valmiki Eco School Goregaon West, along with over 60 volunteers from Oracle and The Children's Scrappy News Service, spent the day cleaning up the south end of Juhu beach. Stand-up comic Nitesh Shetty inspired everyone to keep going with funny jokes and serious notes to us all to pick up all kinds of plastic, big and small, as we can't even see the micro plastics are the most harmful to the environment.

Spectron, the team contracted by the BMC to clean the beach, had already done their clean up early morning and the beach was clean, but when the kids and volunteers filled more than 20 oversized bags with garbage and plastic buried under the sand, everyone realized this is everyone's responsibility and the clean-up is never over.

When we'd finished what we could that morning, kids and volunteers played beach cricket, volleyball, and football. Volunteers from the Bombay Natural History Society (BNHS) taught the children about the importance of marine life conservation and biodiversity, local lifeguards spoke about safety when at the beach, and the kids from Rishi Valmiki Eco School put on a beach play about turtles. Before the send-off, everyone enjoyed a locally-sourced sustainable breakfast. "We will be more careful now to keep our city clean, especially during festivals such as Chhat Puja and the Ganesh festival, when the beach gets really dirty," said one student.

The Children's Scrappy News Service is a news-talk-game show movement to enable children to get to the bottom of the biggest problems we face as a city, Climate Change, and take action to change the way things are.

Scrappy = To make something out of nothing to change the way things are. We believe anyone can be scrappy. To be scrappy is to change the world with whatever you've got, wherever you are. To see more about the Children's Scrappy News Service please do visit www.scrappynews.com

Scrappy Beach Clean-up & Play is supported by

ORACLE





Click the play button to watch the video





Play City, The Children's Scrappy News Service Season II.



1,200 schools, TV & online, 26 steps to making Mumbai a sustainable city for one million children to play
Mumbai, Maharashtra

We love scrappy and we were absolutely delighted to be able to sign a five-year MoU with the Municipal Corporation of Mumbai (BMC) to run scrappy in all 1,200 BMC schools with a scrappy lesson once a week for all children enrolled in Grade 6-8. When the city moves again, Play City The Children's Scrappy News Service, will break ground on 100 places to play and deliver design-thinking 21st Century skills curricula in 1,200 schools.

Scrappy's fierce goal is to equip one million children with the design-thinking and problem-solving skills they need to take on and reverse the biggest challenge of our time: Climate Change.

Opening up and making spaces to play, 100 sustainable multi-sports pitches will enable children to play team sports together, teamwork, acquire problem-solving skills, understand fair-play and not-so-fair play. Open to all children, the eco-pitches invite children from diverse communities to find one-million-children-strong solutions for the crisis we're in together, by playing together.

Creating spaces for one million children to participate, Scrappy fuses skills at school with play and mass media with educational outcomes.

Using scrapbooks made of recycled materials, Scrappy teaches children skills at school. Equipped with smart phones, teams report on educational outcomes in a way parents can understand. Scrappy is a public movement for children in the city. We know sharing data can improve quality education in individual schools and inspire others to compete.

Scrappy's prime-time TV show communicates the movement nationwide, telling the story of the children's revolution to make education relevant and save the city through play.

And when we do that, we hope one million children will challenge other cities of children to do the same: Mexico City, Buenos Aires.

*We also signed an MOU with SCERT Maharashtra to use all of our digital content on their central internal portal for teachers and teacher training.

The Children's Scrappy News Service Season II is supported by IKEA Foundation



This is a two-minute introduction to Scrappy

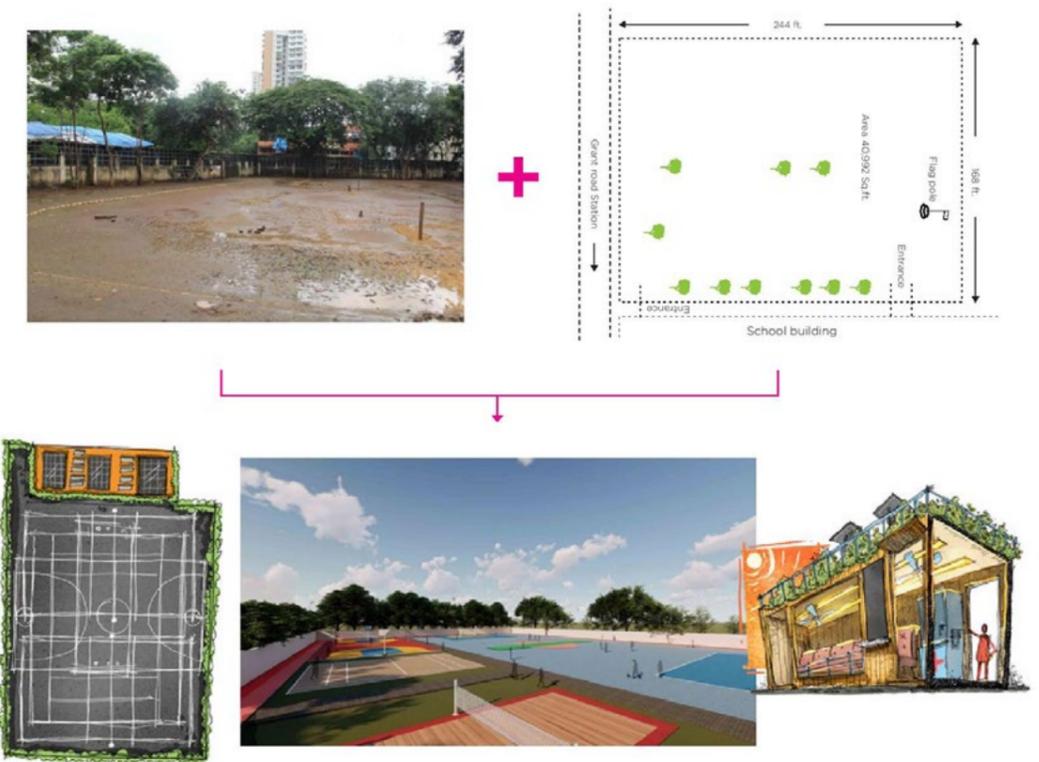


Click the play button to watch the video

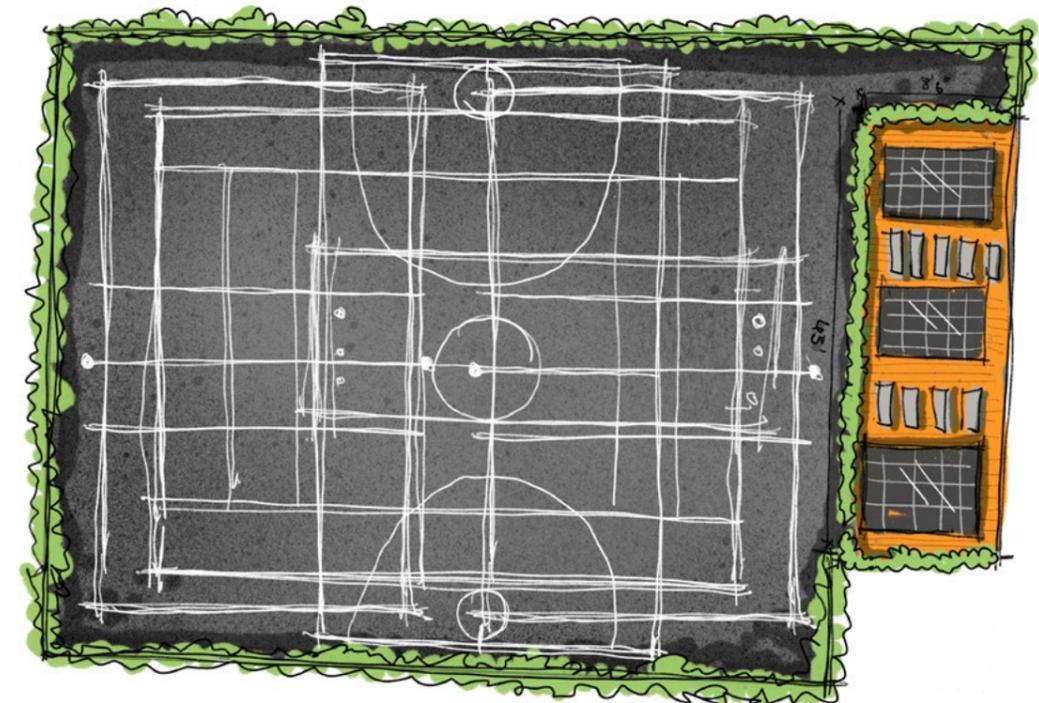
Play City



Spaces mapped to be re-made (100 places to play are in municipal schools or next to schools)



Artists and architects revisioning of the spaces



March

Get a Plan Internships The Children's & Young People's Skills Report Endline Survey APP Bihar, India

We'd been working for six months to set up internships for young people in Grade 11 and 12 that would be in local, sustainable enterprises and during school holidays. The first internship took place in March, with 52 interns (all girls) from Grade 11 learning how to bee-keep in Gaya, Bihar. The girls loved the adventure, the bus ride, the lunch and word got out so that we got calls from other schools and girls to be able to participate.

We'd set up internships for young people in organic farming, rural banking, making recycled bags, the hotel management industry, with chefs, building toilets, however because of the lockdown in mid-March they were not able to take place as planned.

In March, we were also working to complete our annual Children's Skills Report, that this year we added 'young people' to the title as Going to School's five year plan is Get a Plan which focuses on young people's transition from school to equitable work or enterprise of their choice.

This year, just before the world went into lockdown, over the span of a month and a half, between 26 February to 22 March, Going to School's original photographer Nitin Upadhye and the Going to School Bihar team travelled across eight districts in Bihar - Kishanganj, Purnia, Banka, Patna, Madhubani, Munger, Darbhanga, Muzaffarpur - to listen to young people about what they wanted to do after school, what jobs they wanted to, what sectors they are interested in and if they want to become entrepreneurs, what is their sustainable business idea. We interviewed, filmed and listened to 140 young people across Grade 10-12 and when they identified entrepreneurs who inspired them, we went to meet them too. We documented the change in aspirations for young people as a result of the first full year of the Get a Plan program.

Their voices are compelling, what they want realistic and their plans to get there, evolving.

Click on any image or play button to watch the video

Patna



Madhubani



Muzaffarpur



Get a Plan Endline Report - we went mobile/digital

We also completed the Endline Survey for Get a Plan. Replacing paper, we'd made an APP and took mobile phones to 120 schools where young people in Grade 9-12 answered questions about what they'd learned that year through Get a Plan, changes in aspirations and/or if they wanted to start a business.

[Check out the Endline report here](#)

Get a Plan is supported by **IKEA Foundation**



Madhubhani, Get a Plan is supported by



April - August

School TV

250 TV MasterSkills Classes in Hindi
Bihar, India



When schools shut down indefinitely in March this year, millions of children were left without the ability to learn at school. When the Government of Bihar tasked Doordarshan (DD) with the responsibility to air classroom curriculum on their free-to-air channels in Bihar and across the country, we realized that while millions of children are learning online, at the same time, there are millions more who are not. Even as the education sector pivoted online to e-education, with hours of online classes, there were and continue to be millions of children who do not have access to the internet, data, and mobile. That is when we hit upon the idea of #SchoolTV.

School TV is a leading DIY series that explores skills for employability and entrepreneurship for young people, watched by millions. Over 250 stories led by experts and professionals teaching skills they know, from beekeeping to making your own DIY organic home-cleaners, becoming a problem-solving entrepreneur, to making a comic book, becoming a news broadcaster, writing for film, pursuing photography, starting your own enterprise on a next-to-nothing budget, how to compost, and even learning why coding is a super power and how to play football.

Going to School, supported by IKEA Foundation and in partnership with the Government of Bihar pivoted to making a lot of television exploring how children can learn entrepreneurial skills on TV. Together, with experts across India and the world, we made dynamic modern content for children in the form of #SchoolTV shared through the country's oldest, most beloved, and widely reaching communication channel - Doordarshan. Keeping in mind that children are learning at home, most of the content creators have ensured that their episodes focus on a do-it-yourself (DIY) theme. Video editors ensured that all episodes have same-language subtitles in Hindi, a tried and tested method for reading that adds additional educational value to an already exciting format.

*SchoolTV also aired on DD in Rajasthan through a partnership with SCERT Rajasthan, The Government of Rajasthan



Click on image to watch the video

Click on the play buttons to watch the videos



School TV in the news!

www.janmatkipukar.com

जनमत की पुकार

हिन्दी दैनिक

वर्ष : 7 अंक : 248
 पृष्ठ : 12
 नई दिल्ली, शुक्रवार
 31 जुलाई 2020
 मूल्य : 5 रुपये

मुख्य संपादक : आरके आशुसवाल (महसवि, चंद्रकुल पब्लिशिंग) मो. 9990475033

फेसबुक: JANMAT KI PUKAR | ट्विटर: @janmatkipukar | ईमेल: janmatmedialogroup@gmail.com

ऑफिस: दिल्ली एवं एनएच, बिहार, उत्तर प्रदेश, पंजाब, हरियाणा, गुजरात, कर्नाटक, तमिलनाडु, राजस्थान, महाराष्ट्र, आंध्र प्रदेश, कर्नाटक, तमिलनाडु, राजस्थान, महाराष्ट्र, आंध्र प्रदेश

आज का खतरा: कोरोना, आधुनिक शिक्षा व बाइक की सेल्फी, माइक्रो प्रोसेसिंग, बिहार का बाजारपेठे पर-12



School TV reaches millions of children and young people who attend Government Secondary Schools in Bihar, 20 million children who are offline

Schools are closed, millions of children are online and millions more are not. In India, they shut in March and have not reopened. The education sector pivoted online to e-education, hours of online classes. But there are still millions of children who do not have access to internet, data, and mobile. Going to School in partnership with the Government of Bihar is innovating old school content for children shared through the country's oldest, most beloved, and widely reaching communication channel - Doordarshan for School TV.

200 episodes of School TV are airing on DD across Bihar reaching an amazing number of children: 20 million. Young women teach how to code in Hindi, beekeepers show you how to make honey, illustrators show you how to make comics, writers how to write an essay, a how to script, new present the

focus on a do-it-yourself (DIY) theme. Video editors ensured that all episodes have same-language subtitles, a tried and tested method for reading and learning video content.

Going to School makes design-driven content to teach children and young people 21st Century skills at school, online and on national television.

It's the last part that kicked into action when schools closed. IKEA Foundation enabled Going to School to use the grant for printing graphic novels to pivot and make School TV, which has experts teaching what they know, their ultimate lessons, on TV. The premise was that we are all in lockdown, and the people who wouldn't usually have the time to do

photographer Nitin Upadhye, how to start your business on a budget by Pawani Khandelwal, founder, AatmNirbhar scooter driving school for women, Nirupa Rao, botanical illustrator, footballer and former Indian national team striker Jyoti Ann Burrett demonstrates warm up exercises.

VR Ferose, Head, SAP Academy for Engineering teaches how to write a graphic novel, and even an over 10-part mental health series with counselor Kavayal Sedani. Keeping in

When schools closed, we began making a series of 200 original, ready-to-air episodes called School TV, based on the idea of MasterClass where experts teach children what they know. Public service TV, DD, reaches millions of children who tune in and at the end of each story, call to learn more or submit their projects. The response is profound and sometimes overwhelming.

Going to School very enthusiastically bolstered our endeavour by providing content in the version of School TV. The episodes air on Saturday and Sunday and enjoy a viewership of over 2 crore and has garnered a very good response across India too. The manner in which experts share valuable skills-based information with the students is appreciated by one and all," she says. About the response to the programme, she adds, "The students not only learn, but also get opportunities to take part in a challenge at the end of every episode.

This goes a long way in providing holistic education in these tough times which certainly gives an edge to the classes being aired on DD Bihar."

Riya Kumari, Class 10 student from Madhubani says she is thankful to School TV. "I have learned a lot from School TV. Through

Till now I have learned a lot from School TV such as how to practice yoga, playing music, essay writing, basketball tips and such. Hope this program continues for long," says Riya.

While School TV was created primarily for the state of Bihar, its popularity lead other states to request episodes for their state Doordarshan programming since the central government has mandated that state governments air lessons for students on the free-to-air channel. As such, School TV is also airing on Doordarshan Rajasthan. Meanwhile, School TV is now being developed in original Marathi for Maharashtra.

It is also being integrated into the Bihar education APP which will also have pre-and-post learning

हिन्दुस्तान

तरक्की को चाहिए नया नजरिया

रूपीए पर निशाना

अपने पूर्ववर्ती एके एनवी पर निशाना लगाते हुए एक नयी मनीफेस्ट पॉलिटिक ने कहा कि राष्ट्रीय नेताओं ने एक नया रूप में गतिरोध पैदा किया था।

14/6

राजकाज आज का दिन 1346 में लगजमबर्ग के चार्ल्स चतुर्थ को पवित्र रोमन साम्राज्य का सम्राट बनाया गया।

Department of Education takes initiative for students of various grades of the state during the corona crisis

NEW CONTENT IS BEING PREPARED

Amid the schooling dilemma over the Corona crisis, more than 20 million children in state government schools are studying online through Doordarshan and the state government's education department. Since April, classes have started on DD Bihar through the audio-video medium, by which millions of children are benefitting. Now the education department has started preparing fresh content with the aim of making teaching materials high quality.

Firstly, children of classes IX and X of government schools started 2-hour classes on DD Bihar from April 20.

Then, from early May, the Bihar Education Project Council (BEPC) took a 5-hour time slot on DD Bihar.

Now studies of classes VI to VIII along with classes XI and XII have also begun on DD Bihar. Then, on the instruction of Chief Minister Nitish Kumar,

the education department prepared the curriculum for the children of grades one to five and started their classes on DD Bihar.

For these classes, teaching work is going on with the available materials of BEP, SCERT, UNICEF, NCERT, Diksha Portal etc.

Preparation

- To prepare audio video lessons they are seeking technical help from Aryabhata Knowledge University.
- For the children from Grade 6th to 12th, for all the topics scripts have been prepared by BEPC.
- A 2-hour Class for students was started from 20th April in DD Bihar.

More than 02 Crore children studying online and through Doordarshan

Shooting of required curriculum for children upto 5th will be done in a new way

More than two dozen teachers trained for efficiency

BEPC State Project Director Sanjay Singh said that now the audio video medium will be renewed for those subjects and lessons which are unavailable. For this BEPC has prepared enough scripts to read and teach the lessons efficiently. More than 2 dozen teachers have been trained for this.

Shooting will be done in quality studios.

AKU has been requested to provide Technical support. Mohammed Imtiyaz, Director of Mass Communication School at this university, is ready to provide technical support. Soon shooting will be done in high quality studios of the university. The shooting of study material/curriculum will be done. Initially shooting will be done for students of 6th to 12th then for children from the 1st to 5th, the necessary shooting will be done in a new and innovative manner.

May - September



Map of Me (MoM)

Map of Me, or MoM, is a mobile youth channel made in India for millions of young people from low-income backgrounds who are on the move from school to work or enterprise of their choice, powered by content. MoM is Work + Play. Young people can explore the skills they need to be an entrepreneur where they live and/or if they are in their first jobs, age 18-23, and commute to work by public transport, they can learn entrepreneurial skills on the way to work.

Designed to bridge the digital divide for young people in Grade 11 and 12 Government Secondary Schools and young people age 18-23, who commute to work by public transport, MOM has a fierce commitment to enabling girls to stay in school and learn the skills they need to succeed and then after Grade 12, to get a job or become a problem-solving entrepreneur in the city.

MOM launched last year in Bengaluru and Kolkata.

In 2020, we added a Delhi channel that is powered by over 100 youth-voice skills videos. Check it out www.mapofme.in

MOM Delhi

To make the content, we met young entrepreneurs from diverse fields such as art, music, food, business, science, sports, media to find out what young women want and need to go to work safely, how young people can make Delhi a sustainable city to live in, what will it take to become a cycling city to combat air pollution, gender pay parity, more non-traditional work opportunities for women and where you can get the best street food.

MOM Kolkata

MOM Kolkata continued to make a lot of new content for the channel and platform in Bengali. We made stories of many young entrepreneurs doing innovative work in different sectors. We met Kolkata's only woman Uber driver, Kolkata's only woman bus driver, cyclists, coders, restaurateurs, businesswomen, artisans, rappers and sports women. We also met many problem-solving entrepreneurs who are changing the face of the city.

MOM Bengaluru

While Delhi was being made and Kolkata continued to make and release content, Bengaluru was full steam ahead making a diverse range of engaging local content that is relevant to young women going to work in the city. What's cool is that we met a lot of young entrepreneurs across sectors, not just technology. We met farmers integrating tech to modernize their businesses and take their produce directly from farm to table. We met potters who are working hard to save their heritage businesses. We met a woman e-rickshaw driver. We met many food truck entrepreneurs, among them a woman who invested her own savings to start her business and is thriving. Check out Map of Me today and watch the playlists on the channel. Select the city of your choice, subscribe and have fun learning how about how you can be a part of the change you want to see in the city. www.mapofme.in

MOM is supported by





'Digital channels can help youth'

In this world of digital content, it is important to empower women with the skills they need to transition from school to work or enterprise of their choice, says LISA HEYDLAUFF

■ What is Map Of Me (MoM) all about? It is a mobile/digital channel designed to enable young people to learn the skills they need to get the jobs they want or make the jump to starting sustainable enterprises that solve problems in the city.

It is city focused. Delhi, Bengaluru, Kolkata. It features the skills you need to become a problem-solving entrepreneur in the city as well as what's up in the city that's interesting to young people: Street food, street art, extreme street sports. MoM has a fierce focus on young women in new careers, sectors and enterprises and wants to answer the question: What do young women want when it comes to going to work in the city? Safety? Equal pay? Flexible hours? Cycle lanes to cycle to work? A pollution-free city?

The MoM is supported by BT a global communications company that believes in the power of digital content to empower young women with the skills they need to transition from school to work or enterprise of their choice.

■ How does it work? It works online, for young people age 18-23 it's a free platform powered by video, young people we hope will tune in, visit the site, app every morning on their morning commute to work on public transport to learn skills for work, explore new enterprises, answer our quiz questions to win fun stuff like a bicycle and helmet to cycle to college or work.

For our secondary audience of young people in Classes XI and XII, there are 26 steps to making a new life plan



Lisa Heydlauff
Director-founder, Going to School

focusing on school to work transition

■ What are the benefits? The benefits of MoM is that it's free, funky and in each language of each city with bespoke content. With a global telecoms supporter of BT, the platform and content is set up to reach millions of young people on the way to work to enable them to discover new things they might like to do and dially to reach young people in Government schools who are at present offline, by BT volunteers taking the content on mobile phones, tablets, laptops to schools young people not only get to make new life plans and online bullet journals, they meet young people with jobs they might like to do and can ask them lots of questions about how they did it.

map of me MOM

Imparting entrepreneurial skills to schoolchildren

Former school teacher Lisa Heydlauff who came from UK two decades ago to understand the 'school education in India', has launched an initiative for the schoolchildren and youth to help them cultivate their instincts to turn into problem solvers



Ms. Lisa Heydlauff

ASKARI JAFFER

Launched a few weeks ago the initiative called Map of Me (MoM) is soon to address probable entrepreneurs across India. For Lisa, MoM is a mobile/digital set of stories to enable young people to learn 21st Century Entrepreneurial Skills and explore new problem solving enterprises.

MOM is about skills and how to be an entrepreneur in near your locality, how to get

people together around your idea, how to start a profit making enterprise and create jobs. MOM is designed for two kinds of youth, one for those in age group of 18-23 who have smart phones and travel by public transport and other for teens studying in grade 11 and 12. Through MoM these youth can explore the 26 steps to make working plan.

Lisa, founder of 'Going to School' NGO, shares, "After relocating to India most of the times I forget I'm a woman and here there are many restrictions. Someone keeps reminding me every time I land myself in such a situation or place. But it's also a reminder that we must keep visiting these places to change the mentality restricting women."

The young women are battling gender based norms like getting married, bearing chil-

dren and being a homemaker, no motivation for choosing professional career, etc.

However, she says her first book was possible only because of a group of men from Bharti Foundation believed in her idea," adds Lisa.

About her NGO, she says, "We run a large scale skill development programme in around 1,000 Government Secondary Schools in partnership with the Bihar government and supported by IKEA Foundation. We created 30 graphic novels to enable students of grade 9-12 to choose their own adventure to explore sustainable enterprises as career options locally. With schools closed due to Covid pandemic, the graphic novels have been made into a DIY youth skill series which is being telecast on television by DD in the state of Bihar reaching 20 million youth."

Teaching entrepreneurship to young minds

EXPRESS FEATURES

TATTOO artist Deepika Das lauds her own mastery over line work, sighs how men assume she's of loose character because of her line of work, and advises aspiring artists to first furiously sketch on paper before getting acquainted with skin. Businessman Anant says he successfully killed his obesity with a 5:00am cycling regime, aspires to participate in an Olympic triathlon, and advises on using headlights and a helmet with your cycle. Fashion designer Neti Jolly of XOXO only uses scraps of cloth to make Covid masks, loves imparting mask-making skills, and distributes free masks to low-income groups.

These Delhi locals, narrating their life goals via 2-3 minutes long videos, along with other inspirational tales from Kolkata, Bengaluru and Mumbai, are documented on Map of Me (MoM) - mapofme.in. Along with these live examples, this mobile youth channel has chalked out a 26-point plan to help the youth understand the entrepreneurial spirit and become problem solvers of issues that plague them and their community at

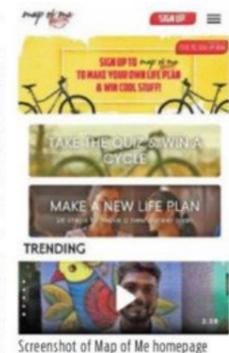
large. While 26 points can feel like a stretch and the word 'mom' can exude a vibe of being told what to do, the interface is actually quite easy to consume even during your solo traverse to school or work in public transport. For instance, Point 1 is about creating a bullet journal (bujo) - creating bullet-point jottings and illustrations of your thoughts. Movies, quizzes with

prizes being cycles and backpacks are the cherries on top.

MoM is founded by Lisa Heydlauff, a multi-award winning educator who left UK 20 years ago, made Delhi her home for 18 years before relocating to Mumbai. In this span, she worked with UNICEF; and was recognised as a TED Fellow, an Ashoka Fellow, a Young Global Leader of the World Economic Forum, for developing innovative tools to promote entrepreneurship skills in young minds. For instance, her Going to School initiative - eponymous graphic novels on 25 children across India who attend school against all odds - is taught, printed and distributed in 1,000 schools in Bihar after a MoU with the Bihar government. By now, Heydlauff had predicted MoM would have been holding sessions on entrepreneurship, especially at schools in Gurgaon, Noida and Delhi where students have limited or no access to technology. But the pandemic struck, and like a true entrepreneur, Heydlauff is looking at the positive side of this



“We also want to see more women in our hero narratives, leading businesses, instead of being stuck with childcare and cooking”
Lisa Heydlauff, Founder, MoM



Screenshot of Map of Me homepage

help themselves and others."

But in India, popular notion states that you don't make money as a social entrepreneur, while pure entrepreneurship is often associated to profiteering and *jugaad*. "No one is wholly good or bad. But we all want heroes, someone to look up to. And, in every hero's narrative as shown in films, starts with a problem, followed by self-doubt, then epiphany strikes, and a giant risk to solve the problem. And, maybe the system doesn't deliver, which is why corruption gets in. Ultimately, corruption is providing a service. So, it's best to figure out how to formalise that service in a fair manner. We also want to see more women in our hero narratives, leading businesses, instead of being stuck with childcare and cooking."

However, Heydlauff doesn't want 'hero' to be associated to a lone ranger taking up the cudgels to end a problem "We are now looking at groups of people working together on an idea, where each member brings in their own skills onto the table. Plus, these are not success stories, climate change and air pollution cannot disappear overnight. But collective efforts can make everything better."

BANGALORE

map of me MOM



THE NEW INDIAN EXPRESS **edex** LIVE

NEWS #BEINSPIRED I'M NOT CLICKBAIT CAREERS 40 UNDER 40 EXAMS GALLERIES

Entrepreneurship Published: 23rd August 2020

Why these unique videos available on Map of Me can aid you choose a suitable career

Lisa Heydlauff's online platform Map of Me helps youngsters and kids who want to explore entrepreneurship and make wise decisions related to their careers. Take a tour of the videos on their website

Rashmi Patil Edex Live

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edex LIVE

MONDAY, AUGUST 24, 2020

CANTEEN FUNDAS

How EQ can help you go the full distance

Map out your next business decision

Rashmi Patil speaks to Lisa Heydlauff, whose online platform Map of Me helps kids and youngsters explore the joys of entrepreneurship

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betway

Map Of Me (MoM) trains you to become a problem solver in a fun, impactful way

Media Release | Aug 13, 2020 05:04:25 PM (IST)

New Delhi: Entrepreneurs are intrinsic, problem solvers. Sometimes the problem is discernible, but mostly it is the uncanny art of perceiving a problem that can be solved. But what if from a young age, your mind is trained to see a problem and help is rendered to get to its solution? Seems far-fetched, but totally true and in fact, happening right now

wework Office space on-demand Optimise your spends Low CapEx commitment

TOI COVID-19 OPEN APP

Offer



Heydlauff said, "The stories of the young entrepreneurs of Kolkata are very inspiring. They are dynamic and good at innovating. Map of Me will provide them with a platform to follow their passions, give them access to proper mentorship and prepare them for risks and show how to overcome them." She added that the digital channel is creating a repository of more than a hundred videos of those who have chosen the unbeaten track and dared to dream big so that the young entrepreneurs can learn from these experiences.

Praising the efforts of MOM, Devanshi Rungta, co-founder of Art Rickshaw, said she had her shares of highs and lows while running her enterprise. Sharing her story with MOM, she found it inspired her to continue her fight.

Parliament Monsoon session with a twombly is like comparing apples with oranges...

The Sunday Statesman KOLKATA, 06 SEPTEMBER 2020

-pass procedures

has been made compulsory

E-W metro track laying work begins under Hooghly riverbed

STATESMAN NEWS SERVICE KOLKATA, 5 SEPTEMBER

Taking a step forward in the completion of the East-West Metro Project, the Kolkata Metro Rail Corporation Limited (KMRL) today started a 1.8-km long track laying work at Hooghly Metro Station which will pass below Hooghly riverbed.

Cargo carrying the tracks, which are precast and brought to the Kolkata Port before the lockdown, are now being transported to the site. The concrete laying track near the riverbed is already over 100m long. The concrete strength and does not corrode.

The tracks, 17.10 tonnes in weight, are in the shape of a 'U' and will be laid on a bed of sand. The concrete strength and does not corrode.

The KMRL engineers had laid out the track on the Hooghly riverbed. The work is expected to be completed by January 2021.

The KMRL engineers had laid out the track on the Hooghly riverbed. The work is expected to be completed by January 2021.

Reflection

The Trinamool Congress on Saturday said it is "upset and sad" to see the postponement of the 200th anniversary of the birth of Mahatma Gandhi.

The Trinamool Congress on Saturday said it is "upset and sad" to see the postponement of the 200th anniversary of the birth of Mahatma Gandhi.

74-yr-old duped of ₹ 40k in online fraud

STATESMAN NEWS SERVICE KOLKATA, 5 SEPTEMBER

Seeking a bank statement from your customer service via the phone is a common sight. But a 74-year-old woman from New Alipore was duped of ₹ 40,000 by a scammer who impersonated a bank representative.

She had a complaint with the RBI. She had a complaint with the RBI.

UK school teacher helps ignite entrepreneurial zeal in Bengal students

STATESMAN NEWS SERVICE KOLKATA, 5 SEPTEMBER

She had a quest to give her children a glimpse of the world beyond their school walls.

She had a quest to give her children a glimpse of the world beyond their school walls.

Belur Math to live stream Kumari Puja

STATESMAN NEWS SERVICE KOLKATA, 5 SEPTEMBER

The authorities of Belur Math will live stream the Kumari Puja on the 19th of the month.

The authorities of Belur Math will live stream the Kumari Puja on the 19th of the month.



June

Bullet Journal: 26 Steps to Make a New Life Plan

Map of Me

Delhi, Bengaluru, Kolkata

MoM 26 Steps

Map of Me, MOM, has two audiences. Young people on the way to work who commute by public transport who can access the free mobile/digital channel through their mobile phones. And then there's the other audience of young people in Grade 11 and 12 Government Secondary Schools who might not have access to technology. Before the lockdown, Going to School teams with BT volunteers were taking the 26 steps to make a new life plan to young people on mobile phones and laptops. During the lockdown we pivoted to make the entire '26 steps to make a new life plan' digital and in four languages: English, Hindi, Kannada, Bengali. You can check it out on www.mapofme.in

At the heart of Map of Me is the 26-step Challenge that young people who subscribe to Map of Me can take to become an entrepreneur. The 26-step challenge provides participants with step-by-step guidance on what it takes to become an entrepreneur. There are practical projects to complete, research to be done, and a chance to meet and learn directly from entrepreneurs who were once like the young people starting out in their careers.

More than 50% of India's population is 25 or below, who are not sure when they are in school or just out of school, exactly what they can do when it comes to going to work or starting an enterprise. 26 Steps to Making a New Life Plan gives young people a set of choices and experiences to move back and forth between getting a job or becoming an entrepreneur, each step uploading their research and notes in an online bullet journal format that they can keep.

The 26-step life plan both challenges and encourages young people to reflect on their ambitions and to take practical steps that can enable them to fulfill their potential after Grade 12.

Why 26 steps to find out how you can become an entrepreneur? 26 steps corresponds to half an academic year. Students complete one step a week. This gives the learner enough time but within a deadline to complete the assignments they need to, week on week. It is a practical, experiential challenge that allows the learner to apply their mind, and learn from experience when answering the challenge steps. It also allows students time to conduct research, and write their reports.

With 26 Steps being delivered only online in 2020, we've included winning a graphic novel every five steps and when completing all 26 steps, you get a cool sweatshirt.

MOM is supported by



SIGN UP TO *map of me MOM*

TAKE THE QUIZ & WIN A CYCLE

EXPLORE MoM MOVIES

MAKE A NEW LIFE PLAN

SIGN ME UP

COMPLETE THE 26 STEPS CHALLENGE AND WIN EXCITING PRIZES!

ADVENTUROUS GRAPHIC NOVELS!

COOL TEE SHIRT!

LET'S GO



STEP 1

Beginning With YOU
Making Your Bullet Journal
What is a Bujo anyway?

Good move, you've written your Mission Statement, you've kicked off your school to career journey. Now you need somewhere to write it down, put it all together. A journal, a notebook, online, offline? Yes, both, all and in the format of a Bullet Journal.

A Bullet what?
Bullet Journal.

It's an out-of-the-box, non-conforming artistic way to journal, scrapbook, draw, map and untangle the chaos that cascades into your brain when you begin to plan. Really, it's a thing.

"A bullet journal is meant to help you track the past, organise the present, and plan for the future."

- Ryder Carroll, designer, creator of the bullet journal



I want to _____ after Grade 12

My Goal

Arjun Aggarwal

I'm marvellous at

- 1.
- 2.
- 3.

The first problem i want to solve is

EDIT

June - October



The Young Entrepreneurs' Skills Show

युवा उद्यम कौशल शो

Bihar India

युवा उद्यम
कौशल शो

June - October The Young Entrepreneurs' Skills Show ~ युवा उद्यम कौशल शो TV

We believe that learning should be fun. This is why when we decided to make the Get a Plan programme of graphic novel adventures into a youth chat show. The Young Entrepreneurs Skills Show (YESS) is a 26-part TV series that explores the 30 graphic novels in the Get a Plan series and dives deep into the issues and meaning of each. Climate Change, Sustainable Enterprise, new roles for women at work, young women learning how to drive, how to know if you want to get a job or become an entrepreneur, how to get an idea, how to make a plan, why it's important to open a bank account and how you can find investment for your sustainable business idea. So many topics and skills we needed 26 episodes to cover them all.

The YESS TV show airs on DD in Bihar, in partnership with the Government of Bihar, reaching 20 million young people.

Deep into the middle of lockdown, we wrote 26 episodes, tested them with young people, and filmed and edited the series.

YESS TV hosts Kettan Singh and Kavyal Sedani introduce young people in their trademark humorous manner to the joys of learning skills to become an entrepreneur. This 26-episode series explores how young people can decide what they want to do or be, how to get a job or become an entrepreneur and how you can do it yourself (DIY) to learn 21st Century Entrepreneurial STEM Skills.

There's also a quiz to play, inspiring graphic novels to be won, and funding for young people's big sustainable idea!

The show can also be watched on the YESS app, downloadable from Google Play Store. The show premiered on Doordarshan Bihar on 15 September, 2020 and has been airing daily, Monday to Friday at 11.05 am.

The show also aired on DD Rajasthan between June and August.

What's new in YESS TV?

Burning question > IVR

The additions to the YESS show from School TV are the burning question segment in the show that asks young people to call an IVR number, answer quiz questions and win graphic novels. This helps us measure the impact of the show, to know who called from where and what skills they learned. See below for the number of callers and from where.

YESS APP

Missed the show on TV? You can download the Young Entrepreneurs' Skills School APP and watch each show again. The APP has the additional features of the entire graphic novel (not just the video) and digital project upload fields, so young people can complete and submit their projects wherever they are. The TV show constantly chats about the APP and IVR. Check it out, YESS APP:



Questions for eps 1 + 2, with multiple-choice answers in English

IVR

Young Enterprise Skills School

जानिये, आप कैसे गूगल प्ले से YESS App अपने फोन डाउनलोड कर सकते हैं

इस App से आप हमारे सवालों के जवाब हम तक पहुंचा सकते हैं



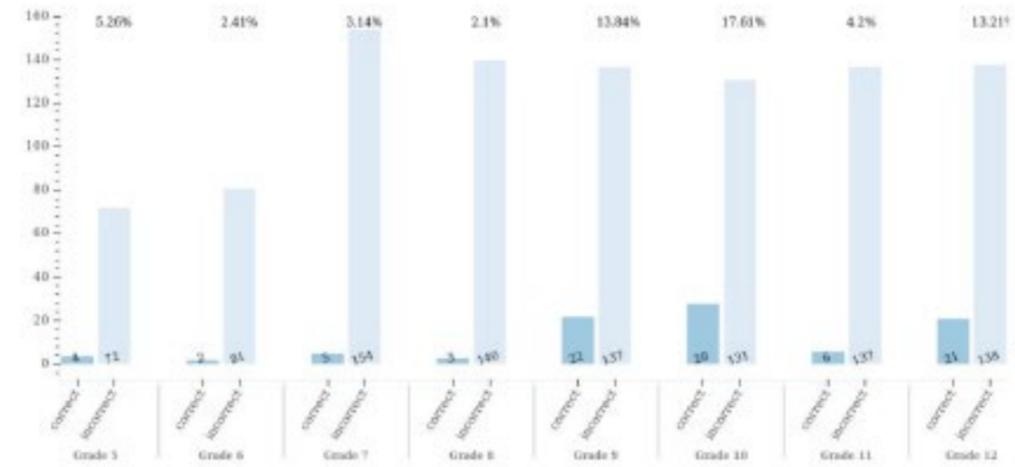
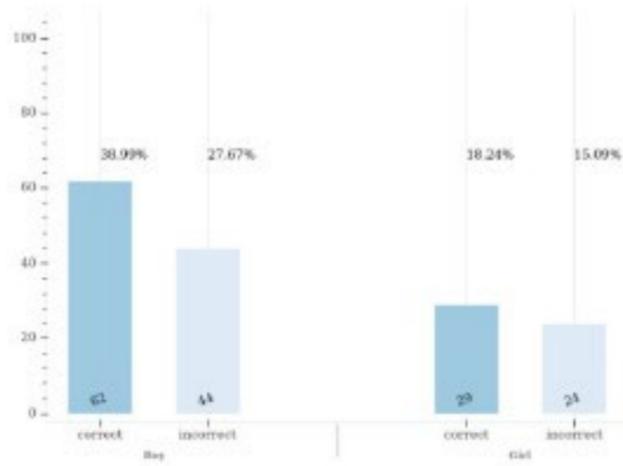
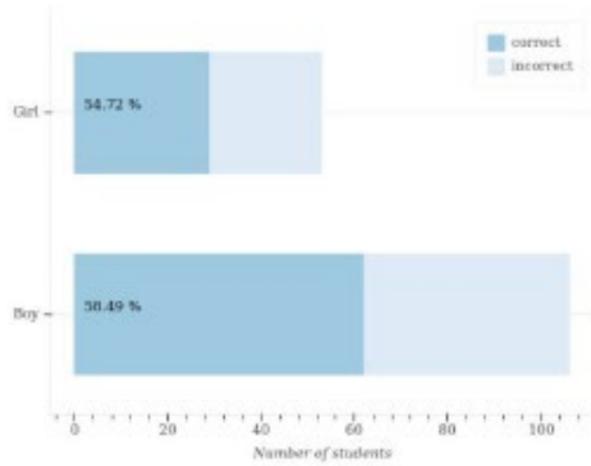
| Who is downloading the YESS APP in Bihar? Top five districts. | |
|---|----------------|
| 1 | Patna |
| 2 | West Champaran |
| 3 | Samastipur |
| 4 | East Champaran |
| 5 | Saran |

Students from 190 districts outside of Bihar have also interacted with or downloaded the YESS app.

Total number of APP YESS APP downloads across states in India:

| | | |
|---|----------------|------|
| 1 | Bihar | 2480 |
| 2 | Uttar Pradesh | 81 |
| 3 | Madhya Pradesh | 31 |
| 4 | Rajasthan | 22 |
| 5 | Delhi | 18 |
| 6 | Jharkhand | 14 |
| 7 | Maharashtra | 13 |

YESS TV Show 2020 Analysis Report



Problem Solving ATTITUDE ASSESSMENT By Gender

Left plot : The left plot looks at proportion of correct vs incorrect answers by girls and boys . It answers, out of all girls, how many answered correctly
 Right plot : The right looks all answers and breakup them up into boy - correct, girl - correct, boy - incorrect, girl - incorrect. It answers what is the percentage of girls who got the wrong answers.

HIGHLIGHTS:

- 54.7 % of all the girls gave the correct answer
- 58.49 % of all the boys gave the correct answer
- Across all boys and girls, 38.9% of boys, 15.0% of girls gave the correct answer

Yess App

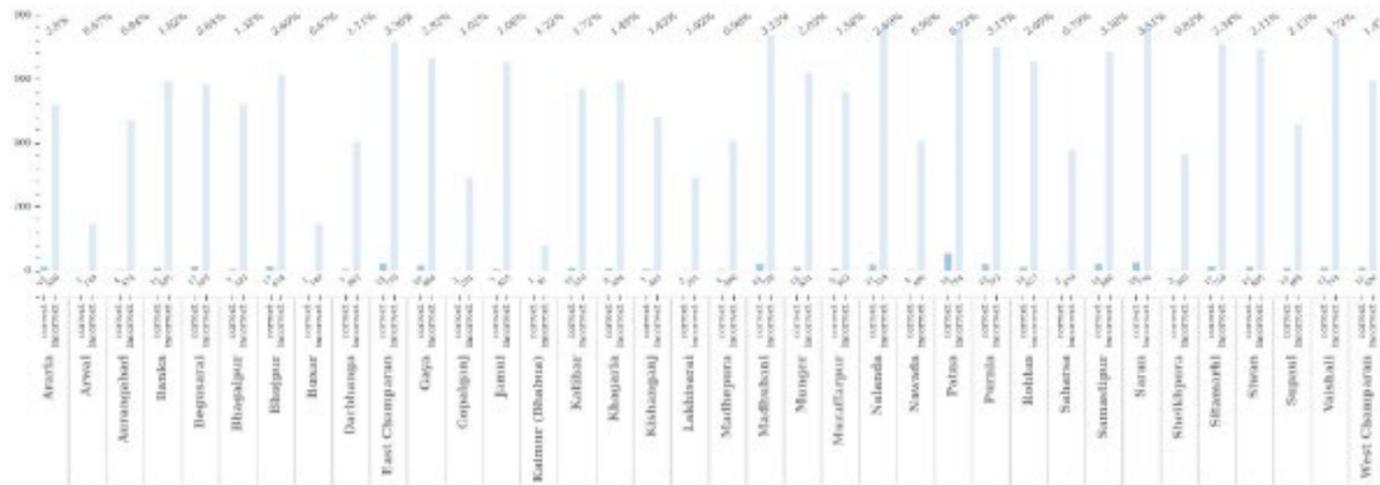
Problem Solving ATTITUDE ASSESSMENT By Grade

The plot show number of the correct and incorrect answers by Grades.

HIGHLIGHTS:

- Grade 10 got the highest of all correct answers at 17.6%
- Grade 9 and Grade 12 got 13.8%, 13.2% of all correct answers
- Grade 11 got 4.2% of the correct answers

Yess App



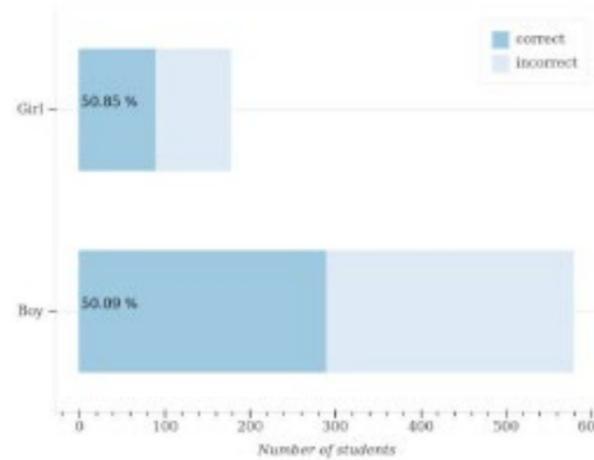
HIGHLIGHTS:

- Patna got the highest percentage 6.72% of correct answer
- Other districts with high percentage of correct answer are Samastipur, East Champaran, Saran, Purnia.
- Arwal, Buxar, Kaimur were districts with least participation

Problem Solving ATTITUDE ASSESSMENT By District

The plot show number of the correct and incorrect answers by district. It covers close to 26 districts.

Yess App



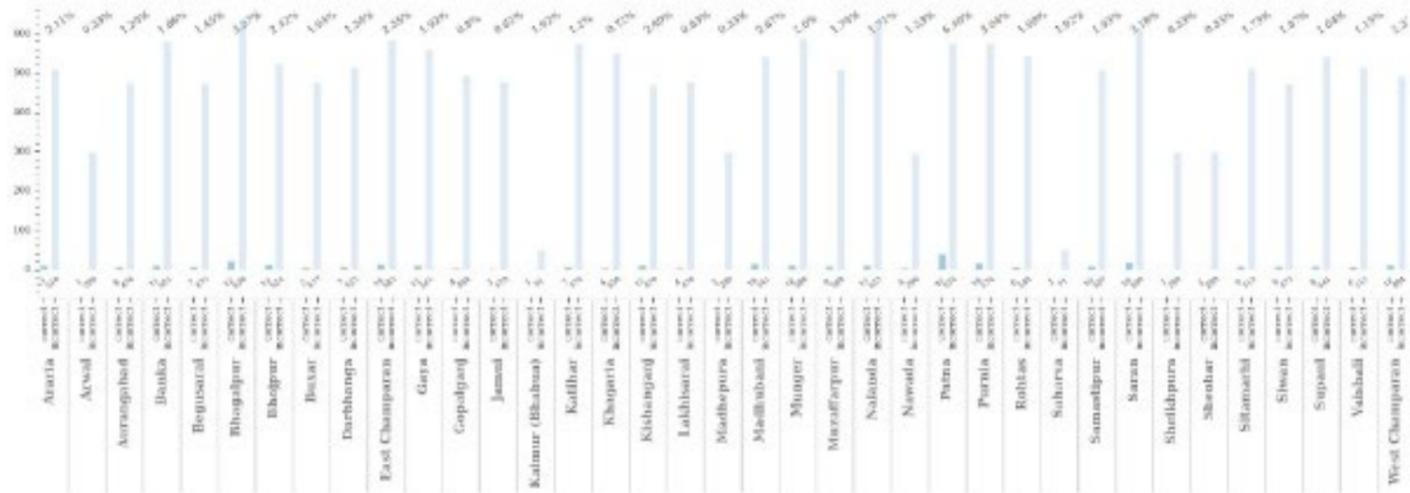
Business Skills ATTITUDE ASSESSMENT By Gender

Left plot : The left plot looks at proportion of correct vs incorrect answers by girls and boys . It answers, out of all girls, how many answered correctly
 Right plot : The right looks all answers and breakup them up into boy - correct, girl - correct, boy - incorrect, girl - incorrect. It answers what is the percentage of girls who got the wrong answers.

HIGHLIGHTS:

- 50.8 % of all girls gave the correct answer
- 50.0 % of all boys gave the correct answer
- Across all boys and girls, 38.3% of boys, 11.9% of girls gave the correct answer

Yess App



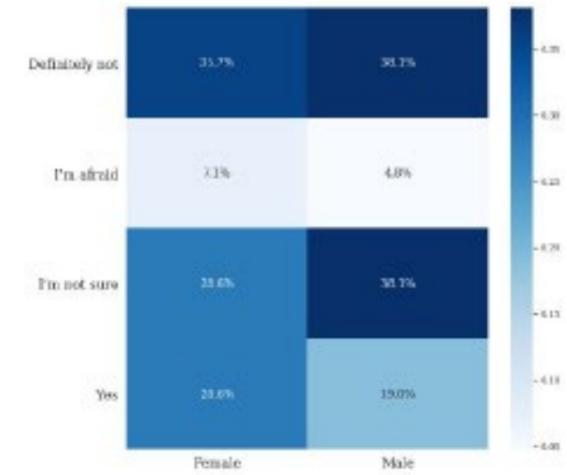
Business Skills ATTITUDE ASSESSMENT By District

HIGHLIGHTS:

- Patna got the highest percentage of correct answer at 6.49%
- Other districts with high percentage of correct answer are Saran, Bhagalpur, Purnia
- Kaimur, Saharsa were districts with least participation

The plot show number of the correct and incorrect answers by district. It covers close to 26 districts.

Would you take a risk to do something new?



Business Skills ATTITUDE ASSESSMENT

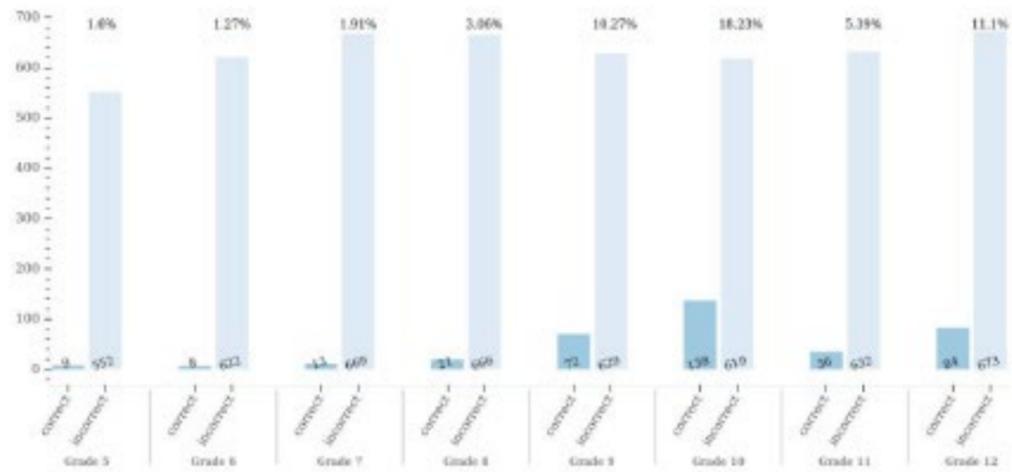
HIGHLIGHTS:

- 28.6% of girls said 'Yes' to taking risk compared to 19% of boys

Ep1Q3: This question assess students perspective on risk

Yess App

Yess App

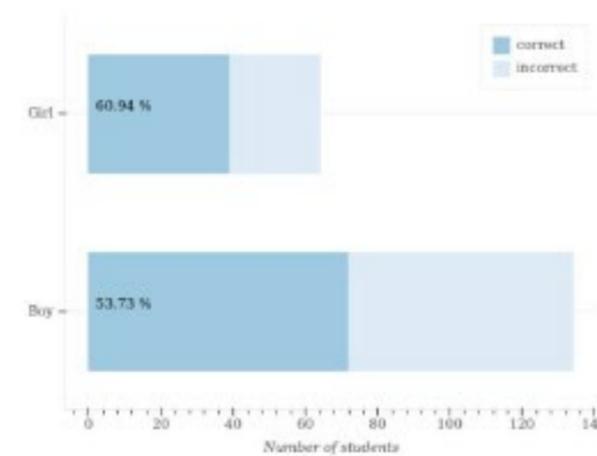


Business Skills ATTITUDE ASSESSMENT By Grade

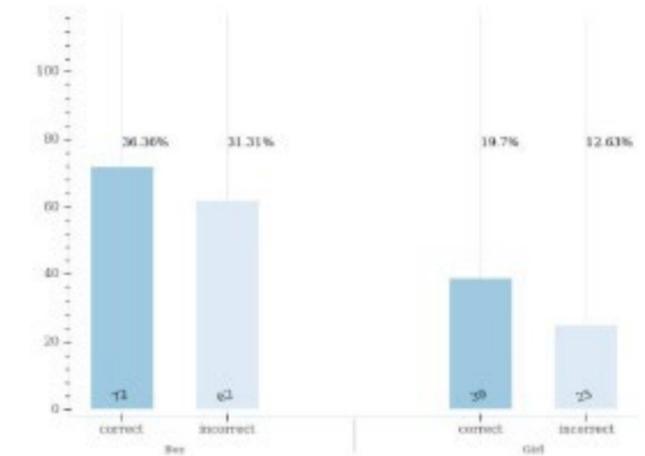
HIGHLIGHTS:

- Grade 10 got the highest of all correct answers at 18.2%
- Grade 12 and Grade 9 got 11.1%, 10.2% of all correct answers
- Grade 11 got 5.3% of the correct answers

The plot show number of the correct and incorrect answers by Grades.



Job and Enterprise ATTITUDE ASSESSMENT By Gender



HIGHLIGHTS:

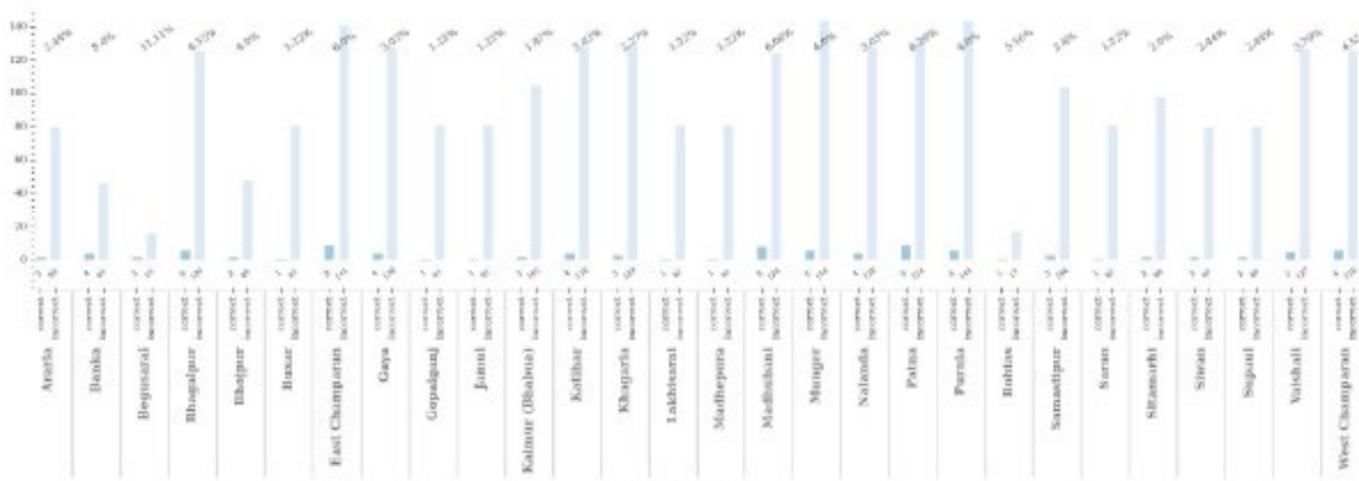
- 60.9% of all girls gave the correct answer
- 53.7% of all boys gave the correct answer
- Across all boys and girls, 36.3% of boys, 19.7% of girls gave the correct answer

Left plot : The left plot looks at proportion of correct vs incorrect answers by girls and boys. It answers, out of all girls, how many answered correctly

Right plot : The right looks all answers and breakup them up into boy - correct, girl - correct, boy - incorrect, girl - incorrect. It answers what is the percentage of girls who got the wrong answers.

Yess App

Yess App



Job and Enterprise ATTITUDE ASSESSMENT By District

The plot show number of the correct and incorrect answers by district. It covers close to 26 districts.

HIGHLIGHTS:

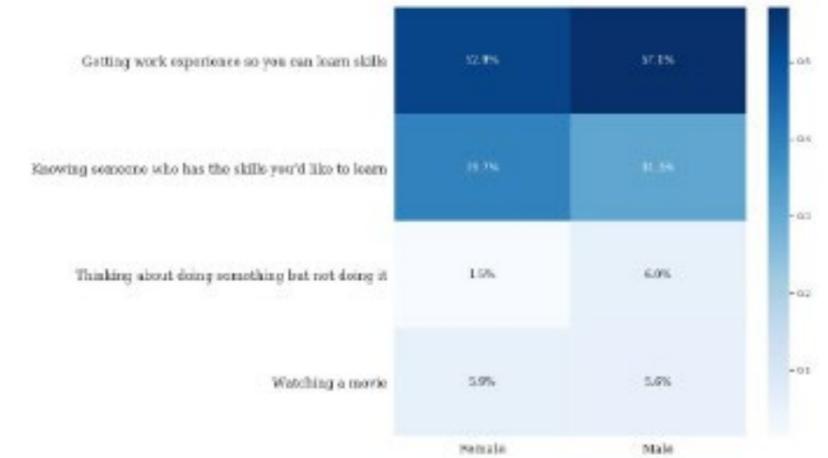
- Patna got the highest percentage of correct answer at 6.29%
- Other districts with high percentage of correct answer are Madhubani, Munger, Purnia, East Champaran, West Champaran, Vaishali
- Begusarai, Rohtas were districts with least participation

Yes App

In this show, we talked about internships. What is an internship?

Job and Enterprise ATTITUDE ASSESSMENT

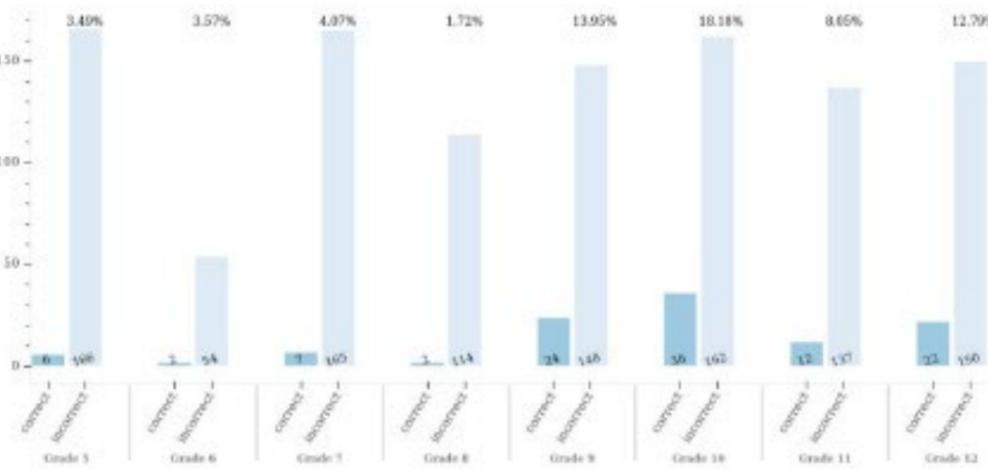
Ep1Q1: This question tries to analysis if the students have understood the concept of internship



HIGHLIGHTS:

- 52.9% of girls and 57.1% of boys understood the concept of internship

Yes App



Job and Enterprise ATTITUDE ASSESSMENT By Grade

The plot show number of the correct and incorrect answers by Grades.

HIGHLIGHTS:

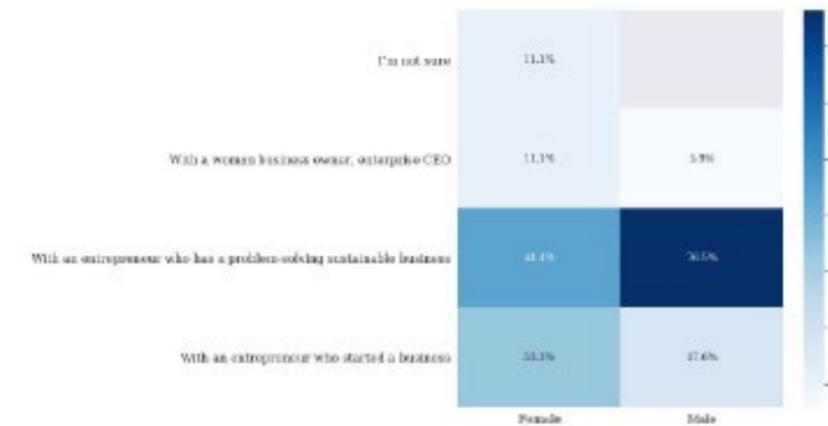
- Grade 10 got the highest of all correct answers at 18.1%
- Grade 9 and Grade 12 got 13.9%, 12.7% of all correct answers
- Grade 11 got 8% of all the correct answers

Yes App

Where are you going to intern after this school break?

Job and Enterprise ATTITUDE ASSESSMENT

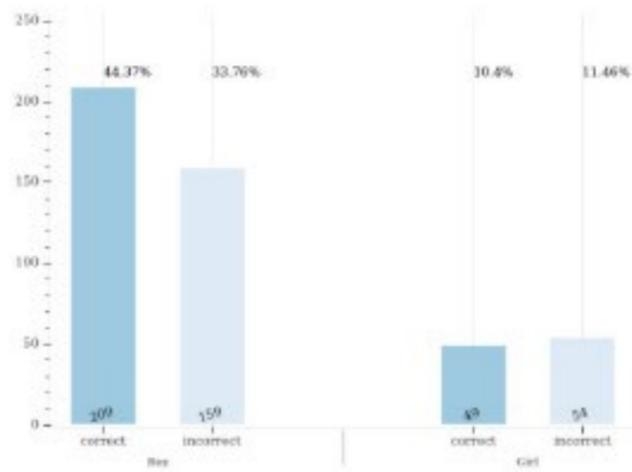
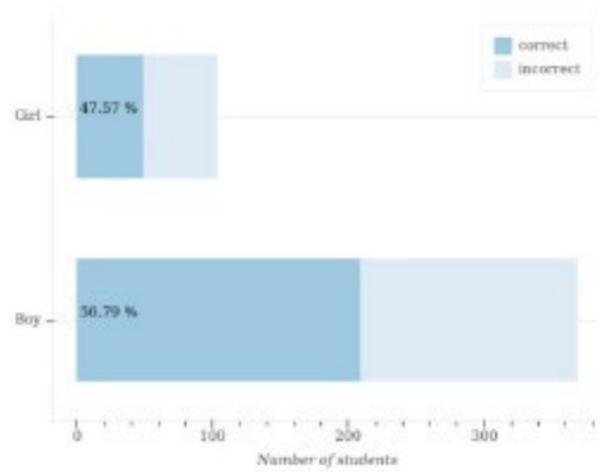
Ep10Q7: This question tries to assess the career plan of students



HIGHLIGHTS:

- Both girls and boys at 89% and 100% respectively have the plan for internship

Yes App



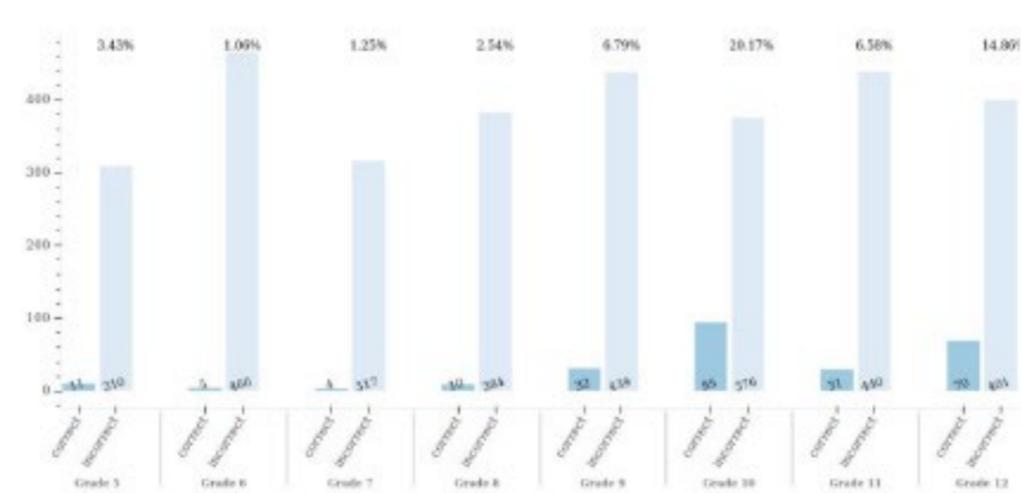
Labour force participation ATTITUDE ASSESSMENT By Gender

Left plot: The left plot looks at proportion of correct vs incorrect answers by girls and boys. It answers, out of all girls, how many answered correctly.
Right plot: The right looks all answers and breakup them up into boy - correct, girl - correct, boy - incorrect, girl - incorrect. It answers what is the percentage of girls who got the wrong answers.

HIGHLIGHTS:

- 47.5 % of all girls gave the correct answer
- 56.79 % of all boys gave the correct answer
- Across all boys and girls, 44.3% of boys, 10.4% of girls gave the correct answer

Yes App



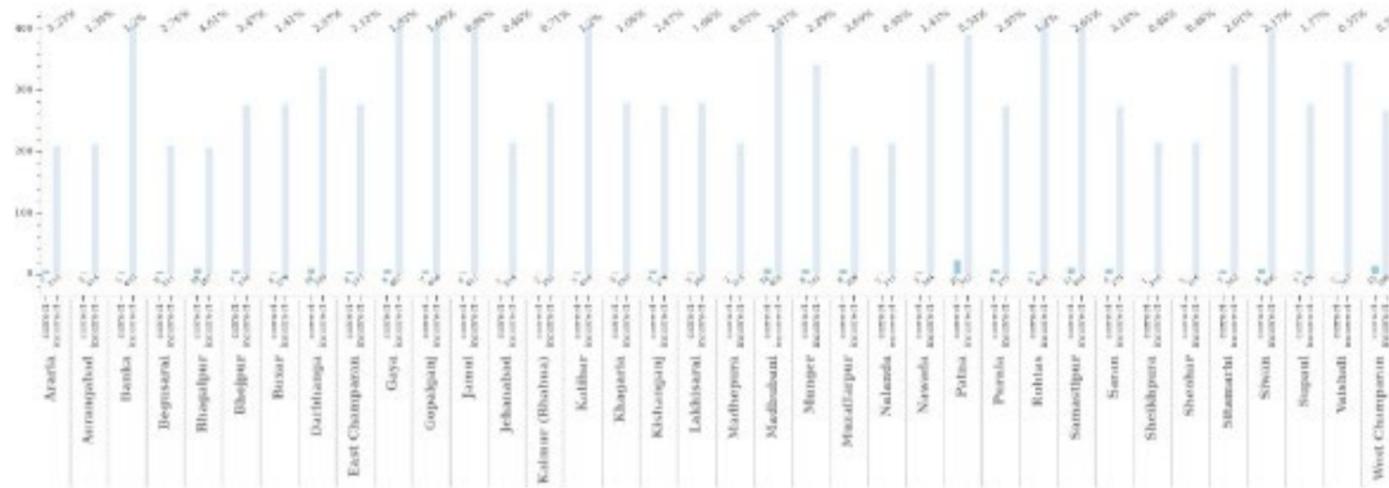
Labour force participation ATTITUDE ASSESSMENT By Grade

The plot show number of the correct and incorrect answers by Grades.

HIGHLIGHTS:

- Grade 10 got the highest of all correct answers at 20.1%
- Grade 12 and Grade 9 got 14.8%, 6.9% of all correct answers
- Grade 11 got 6.5% of all the correct answers

Yes App



Labour force participation ATTITUDE ASSESSMENT By District

The plot show number of the correct and incorrect answers by district. It covers close to 26 districts.

HIGHLIGHTS:

- Patna got the highest percentage of correct answer at 5.5%
- Other districts with high percentage of correct answer are West Champaran, Saran, Bhagalpur, Muzaffarpur, Araria
- Most district are well represented.

Yes App

What would you do if learned how to drive?



Labour force participation ATTITUDE ASSESSMENT

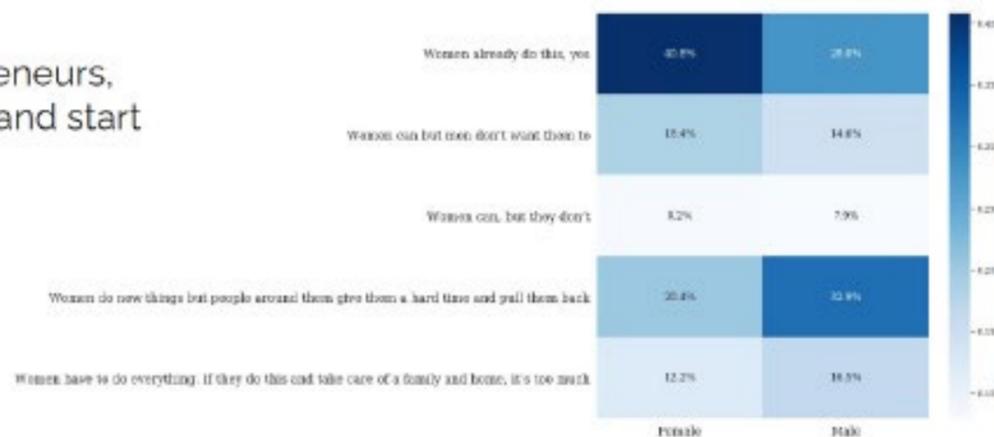
Ep5Q6: This question tries to assess what they would do if they have a new skill in driving

HIGHLIGHTS:

- 22.7% of girls and 31.6% of boys said they will 'start an enterprise and drive myself.'
- 13.6% of girls, 14.3% of boys said that they will apply for job which requires to drive

Yes App

Can women be entrepreneurs, leaders, team-builders and start businesses?



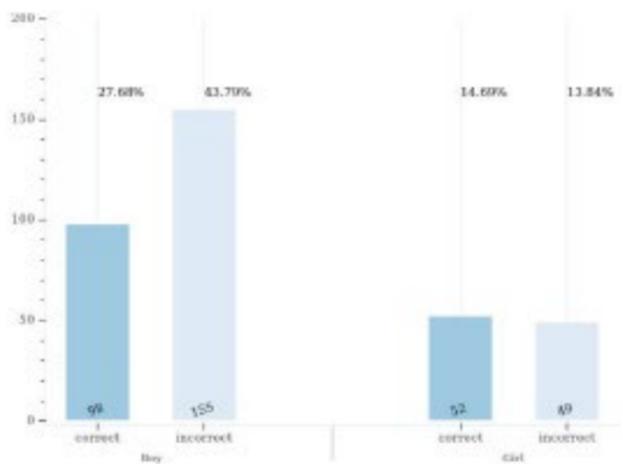
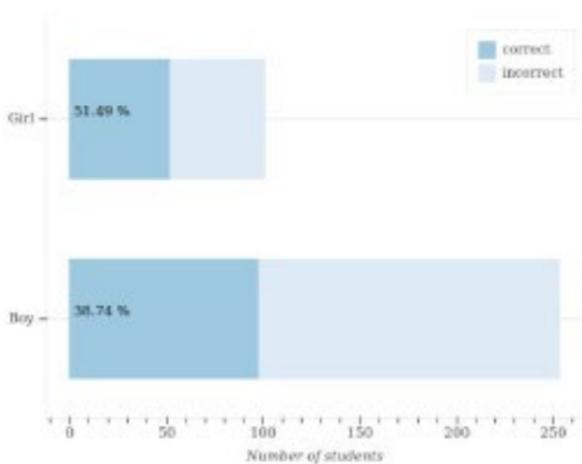
Gender Sensitivity ATTITUDE ASSESSMENT

EPJQ4: Looks at specific question to understand gender sensitivity

HIGHLIGHTS:

- 40.8% of girls agreed that 'Women are already entrepreneurs, leaders, team-builders and start businesses' compared to 28 % of boys
- 32% of boys agreed to 'Women do new things but people pull them back' compared to 20.4% of girls

Yes App



Barriers to women's labour participation ATTITUDE ASSESSMENT

By Gender

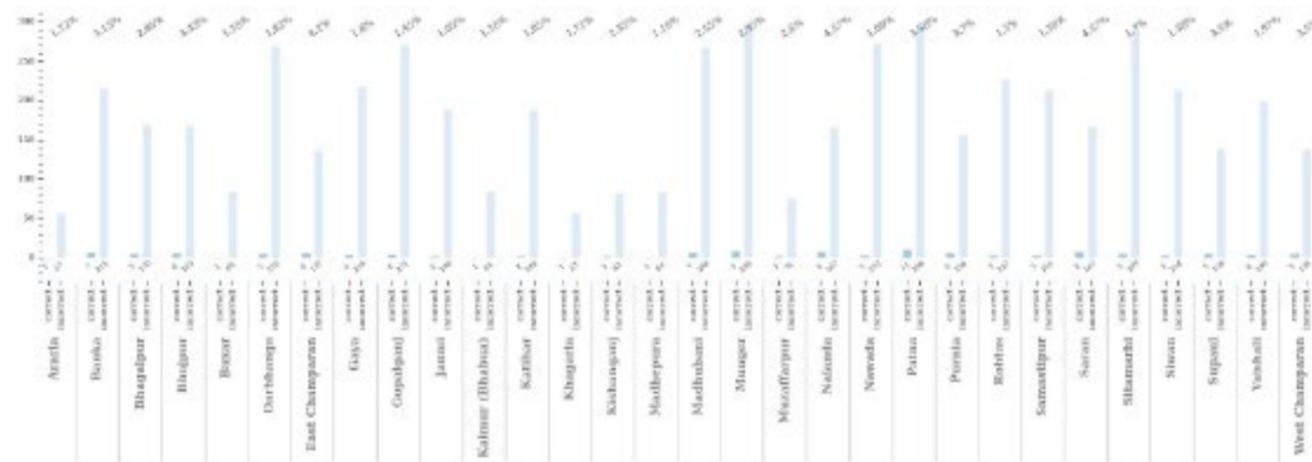
Left plot : The left plot looks at proportion of correct vs incorrect answers by girls and boys . It answers, out of all girls, how many answered correctly

Right plot : The right looks all answers and breakup them up into boy - correct, girl - correct, boy - incorrect, girl - incorrect. It answers what is the percentage of girls who got the wrong answers.

HIGHLIGHTS:

- 51.4 % of all girls gave the correct answer
- 38.7 % of all boys gave the correct answer
- Across all boys and girls, 27.6% of boys, 14.6% of girls gave the correct answer

Yes App



Barriers to women's labour participation ATTITUDE ASSESSMENT

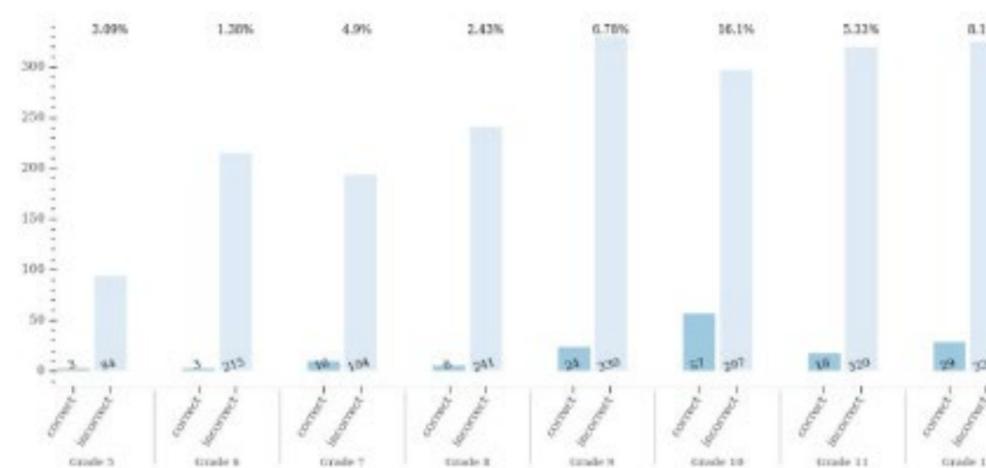
By District

The plot show number of the correct and incorrect answers by district. It covers close to 26 districts.

HIGHLIGHTS:

- Nalanda got the highest percentage of correct answer at 4.5%
- Other districts with high percentage of correct answer are Patna, East Champaran, West Champaran, Bhojpur
- Araria, Buxar, Kaimur, Khagaria, Madhepura, Kishanganj, Muzaffarpur were the district with least participation

Yes App



Barriers to women's labour participation ATTITUDE ASSESSMENT

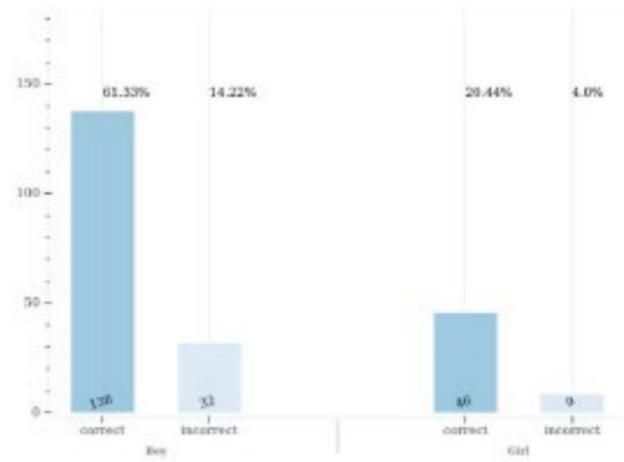
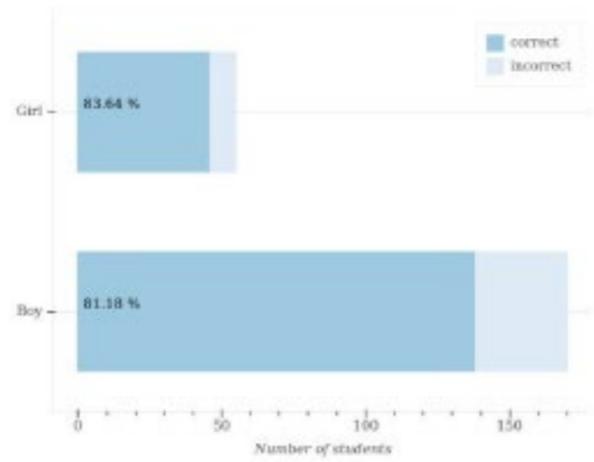
By Grade

The plot show number of the correct and incorrect answers by Grades.

HIGHLIGHTS:

- Grade 10 got the highest of all correct answers at 16.1%
- Grade 12 and Grade 9 got 8.19%, 6.7% of all correct answers
- Grade 11 got 5.3% of the correct answers

Yes App



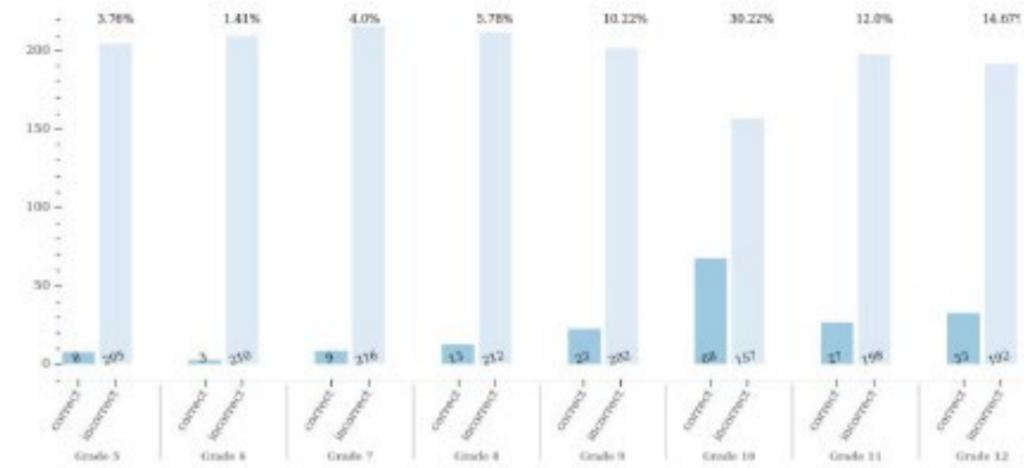
Sustainability ATTITUDE ASSESSMENT By Gender

Left plot: The left plot looks at proportion of correct vs incorrect answers by girls and boys. It answers, out of all girls, how many answered correctly.
Right plot: The right looks all answers and breakup them up into boy - correct, girl - correct, boy - incorrect, girl - incorrect. It answers what is the percentage of girls who got the wrong answers.

HIGHLIGHTS:

- 83.6% of all girls gave the correct answer
- 81.1% of all boys gave the correct answer
- Across all boys and girls, 61.3% of boys, 20.4% of girls gave the correct answer

Yess App



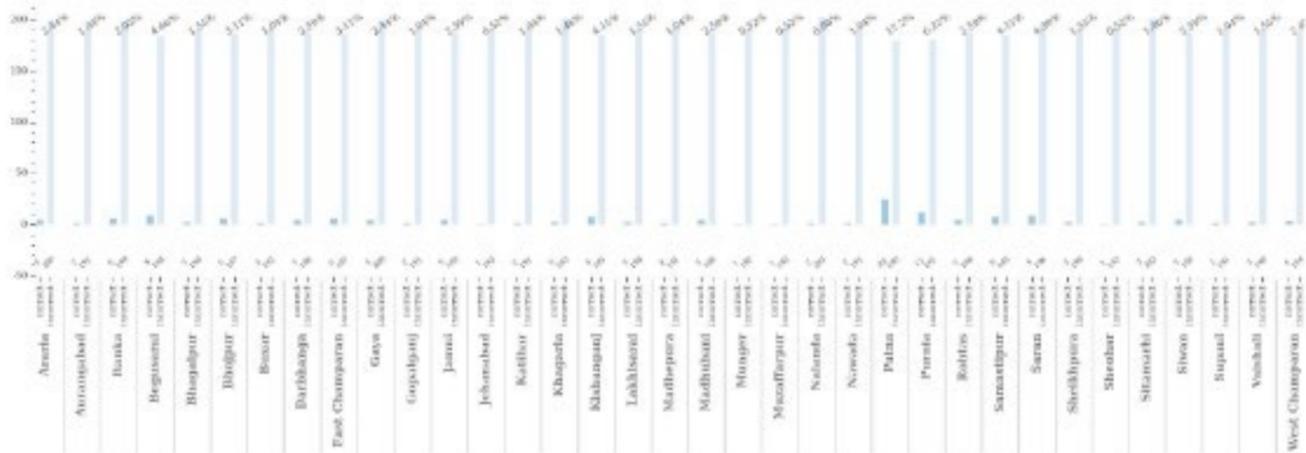
Sustainability ATTITUDE ASSESSMENT By Grade

The plot show number of the correct and incorrect answers by Grades.

HIGHLIGHTS:

- Grade 10 got the highest of all correct answers at 30.2%
- Grade 12 and Grade 11 got 14.6%, 12% of all correct answers
- Grade 9 got 10.2% of the correct answers

Yess App



Sustainability ATTITUDE ASSESSMENT By District

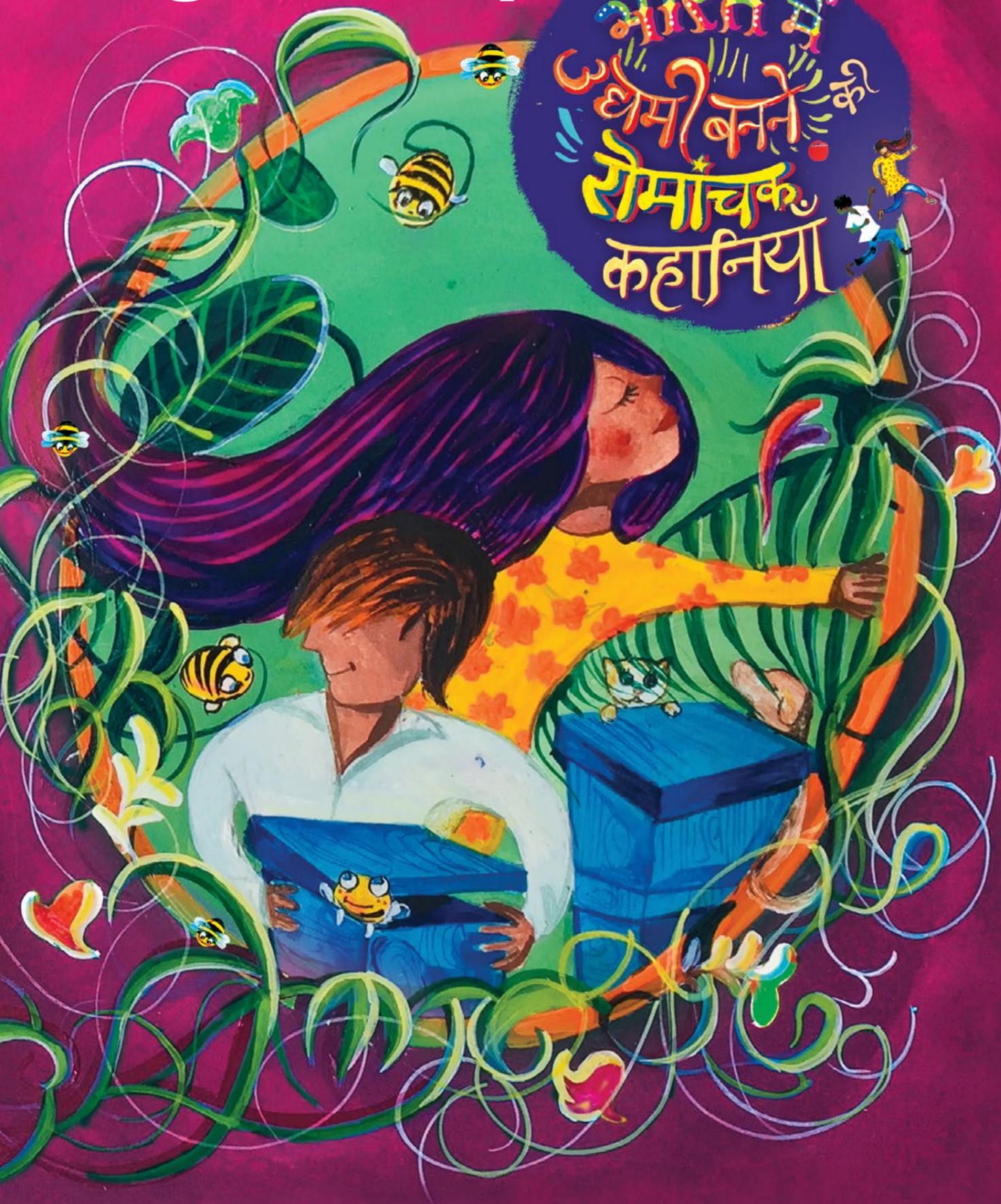
The plot show number of the correct and incorrect answers by district. It covers close to 26 districts.

HIGHLIGHTS:

- Patna got the highest percentage of correct answer at 12%
- Other districts with high percentage of correct answer are Purnia, Begusarai, Bhojpur, Kishanganj, Samastipur, Saran, East Champaran
- All districts are well represented

Yess App

August - September



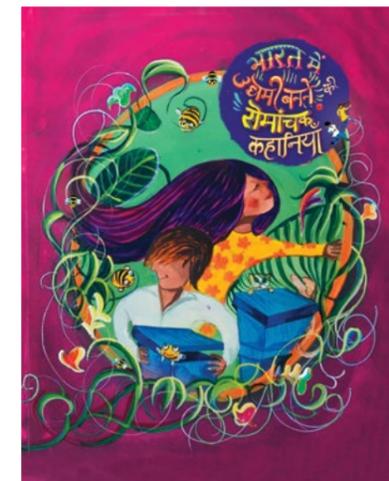
An Adventurer's Guide to Being an Entrepreneur in India on TV Bihar, India

We made the all-in-one Adventurer's Guide to becoming an Entrepreneur textbook for Grade 9 in 2019, in 2020, the stories come to TV in the form of a chat show. Two young hosts take us through everything it takes for young people to become entrepreneurs, what skills do they need, where they can they learn these skills.

An Adventurer's Guide to Being an Entrepreneur in India / भारत में उद्यमी बनने की रोमांचक कहानियाँ is a collection of short stories inspired by real-life people and their adventures, to inspire young people everywhere to become entrepreneurs.

The book is a compilation of stories that were originally written for Going to School's Grade 9 program, Be! an Entrepreneur. Students can learn about how they can find out if they have entrepreneurs in their own families and what they can learn from them. There are stories on biomass, solar energy, a toilet enterprise, a leaf-plate enterprise, recycled bags, and even how every dog can also get a job!

Each story has a collection of skills related to the work done by the entrepreneur in the story. These skills are depicted through icons. Students turn to the Skills Glossary at the back of the book and read the meaning of each skill to understand how they can use them in their lives. After reading the book, students open the activity book which is a separate black and white pull-out booklet that allows the students to complete and submit the filled-in challenges to Going to School/ their teachers.



Click image to read



Click the play button to watch the video

Click the play button to watch the video



The Adventurer's Guide TV Show

The Adventurer's Guide TV Show is an extension of the book. With schools closed, we decided that the best way to reach students during lockdown is to put our work on TV.

What better channel than Doordarshan, the free-to-air, government-run TV channel that is accessible to millions of young people everywhere in the country and at no cost. We knew that with the super success of two of our shows already on TV, School TV and the Yuwa Udhyaam Kaushal Show, this was the way to go with the Adventurer's Guide. In the show, in every episode, hosts Rohan and Smriti take young people on an adventure of a lifetime with stories from the Adventurer's Guide to Being an Entrepreneur in India / **भारत में उद्यमी बनने की रोमांचक कहानियाँ.**

They play the short stories from the book that have been inspired by real-life people and their adventures, to inspire young people everywhere to become entrepreneurs. The hosts also teach the children how to use the skills in the book, how to answer the challenges, and even present two questions per show as part of the quiz section. Children dial into the IVR to record their answers or log on to the APP and win a copy of the Adventurer's Guide, and can also ask questions!

When did it air? October 12th onwards for 13 days. You can also catch the series on our Youtube channel and it's in the YESS APP too.

[Sample questions from Eps 1](#)

[Show](#)

The Adventurer's Guide to Becoming an Entrepreneur in India TV show is made possible by the Government of Bihar and IKEA Foundation

IKEA Foundation


Click the play button to watch the complete playlist



September



Map of Me TV Delhi, Bengaluru and Kolkata

With our cities and schools still closed, MOM took a leaf out of School TV and YESS TV's playbook to pivot to make 30 episodes for TV for each MOM city - Delhi, Bengaluru and Kolkata.

Hosted by two to four young hosts in each city, the chat show is designed to air in the morning during young people's commute to college or work and when young people would be watching.

The 90 episodes are fresh, current, led by women, take on the issues that women want to know about going to work in the city and exploring new careers.

Each show asks young people to sign up to Map of Me, www.mapofme.in to create an account and answer a quiz to win really cool stuff from bicycles with helmets so you can cycle to school or work to a two cups of coffee to be able to chat about a business idea.

MOM TV Bengaluru aired every day for 30 days in October beginning on October 12th. Tune into DD.

MOM TV Kolkata is scheduled to air from November first on DD in Kolkata and Delhi nationwide, in November.

MOM TV is supported by 



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MoM TV on DD Chandana in Karnataka, October 12-November 11



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Click the play button to watch the video



Click the play button to watch the video



Click the play button to watch the video

October



Breaking ground on Play City

With Mumbai opening up we mapped an exciting space to play football and tennis in Bandra, that we hope will become where we will launch Play City from.



The Children's Scrappy News Service is supported by

IKEA Foundation



November



Get a Plan Zoom Teacher Training with the Bihar Education Project Council (BEPC) for 3000 teachers in Bihar, November 25-28)



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Click the play button to watch the video

December



Yuwa Udhyojak Kaushalya TV Show in Marathi, DD Sahyadri



Click the play button to watch the video

MoM TV West Bengal, from December 07 onwards on DD Bangla



Click the play button to watch the video

MoM TV Delhi, DD National



Click the play button to watch the video





Thank you.

