



Project Eklavya

Listen . Act . Change



www.indusaction.org

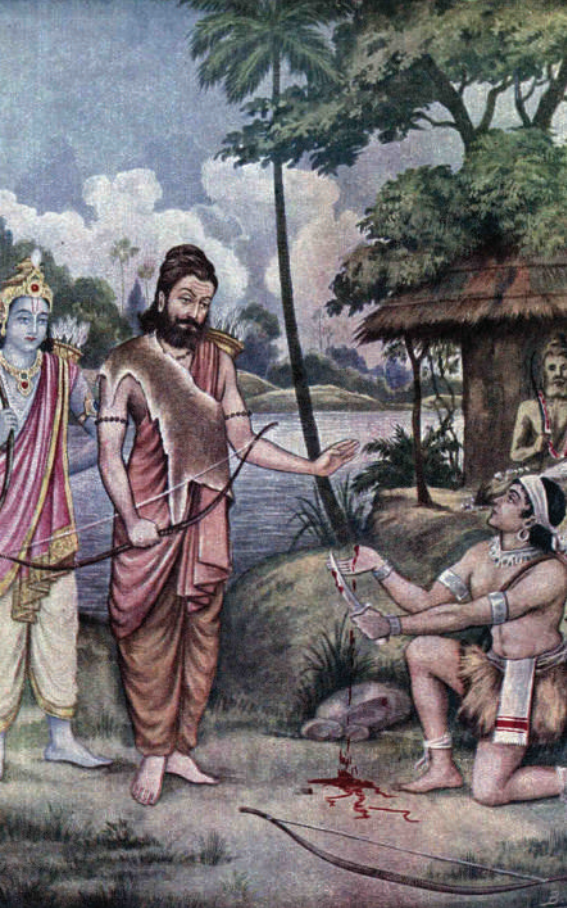
Why Social Inclusion?

Story of Eklavya

In the Indian mythological epic Mahabharata, the young tribal prince Eklavya aspires to study archery in the gurukul (school) of Dronacharya, the most reputed teacher of that era. Despite his precocious abilities, he is rejected on account of his low caste. Ekalavya's struggle to reach Dronacharya's school symbolizes the educational barriers that still exist today for India's underprivileged children and suggests a role for policies that can enable social inclusion.

In a landmark legislation in 2009, the Indian Parliament passed the Right of Children to Free and Compulsory Education Act. Section 12(1)(c) within the Act mandated that 25 percent of entering class seats be opened up for children from weak and disadvantaged groups in all non-minority unaided private schools. This progressive policy has the potential to put roughly one crore children across India on a different life path in the next 5 years, making it the single largest social inclusion scheme in the world.

This is not just an opportunity for the children who will attend the private schools, but it is an opportunity for us as a nation to make schools sites of social inclusion, to plant seeds of fraternity and equality. It is an opportunity for teachers to elevate their students and impart life education, for 75 percent children in private schools to understand the reality of India and embrace it. It is an opportunity for all citizens to undo the inequalities that plague our society today.



Why campaign?

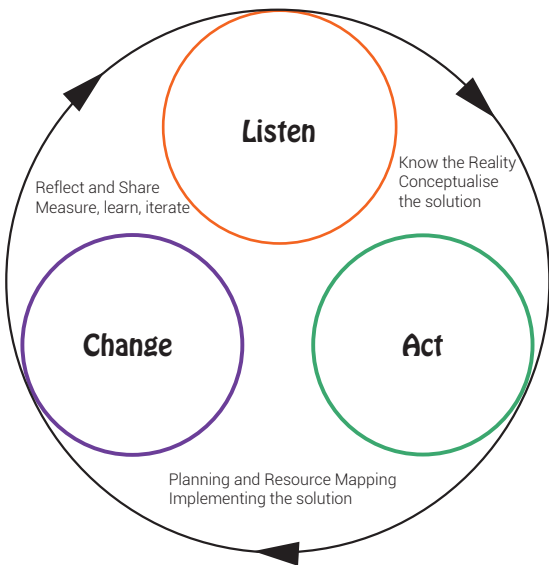
"My husband runs an electronic rickshaw from Saket to Sangam Vihar. His income is hardly enough to feed us, so I work as domestic help in the morning and run this shop in the evening."

One cold morning in January, through a pamphlet shared in a street play, I found out about this provision to send my kid to a private school for free. The overwhelming task of going through the application process was inundating and my mind was full of fear. I am glad I persevered, as my son got admission in Amity school in Saket which is a high-quality school in the neighborhood. He is the only one from the neighborhood whose name got picked in the lottery and I can already see how he has changed and how much he enjoys going to school.

When I go to drop him to school, I can see how motivated his peers and teachers are. I think this education will change his and our lives and I am very grateful for the opportunity"



Listen . Act . Change





Pick another card from the pile which can go

Design your own Campaign

Listen

Know the Reality

Where to look, Who to ask?

Understanding the Status

Classification of Barriers

Informational Barriers

Psychological Barriers

Structural Barriers

Act

Identify + Inform

Direct Reach

Indirect Reach

Mass Dissemination

Support + Advocate

Change

Campaign Period

Organisational Structure

Targeted Approach

Resourcefulness

Communication Strategy

Risk Management

Community Engagement

Off Campaign Period



Listen

Let's lay the foundation for the campaign by gathering data about the implementation status of RTE Section 12(1)(c) in your city/state.

Identify the eligible families and deepen understanding of challenges faced by them, students, schools and government alike through focussed and reality testing conversations.

Identify potential partners/allies for this diagnosis and subsequent Act phase through the above conversations.



Listen



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Where to look? Who to ask?

Purpose

To successfully execute a campaign of this proportion, time is the essence. To stay ahead of important deadlines and get children registered for the admission lotteries in time, it's of utmost importance to strategize the task of gaining first-hand precise knowledge and data. Defining those valuable sources of information i.e. where to look and whom to ask, for you, is the most efficient way to get started.

Outcomes

At the end of this phase, you will be able to clearly articulate the status of implementation of RTE Section 12(1)(c) in your area, identify the legal status, awareness level among the members of the community and the hurdles they face while accessing their rights.

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Talk to Experts

CONTEXT

To build the foundation of the campaign, IA wanted to know the exact status of the implementation of RTE Section 12 (1)(c) in New Delhi to decide the extent and nature of intervention required.

WHAT

IA team explored their connects and secured meetings with experts in education and childhood care in government and non government sectors. The Director of Census provided useful leads on targetting eligible families in Delhi and connected further with the Director of Women and Child Ministry, who partnered for information dissemination and support at the pilot stage.

WHY

How do I know the ground reality of awareness of the provisions of RTE Section 12?

Who are the competent authorities who know the present status and existing lacunae within the system?

Who are the experts that work with eligible families in your area and are aware of their challenges?



Listen



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Change



Pick another card from the pile which can go with this card.

Secondary Research

CONTEXT

Academics, researchers, and policy think tanks delve into implementation issues, and prepare reports containing primary research and analysis. These reports are a valid source of detailed information.

WHAT

Starting up in 2014, IA referred to the 2013 J-PAL study on slum dwellers in Delhi, which demonstrated that the awareness levels among eligible family was 3%. This showcased a need for an information campaign.

WHY

Where can I find already published material on status of implementation RTE Section 12(1)(c) in my region?

Which research agency published it and what is the validity of these reports?

What was the data collection, research and analysis methodology?

**Listen****Act****Change**

25%

Full

Status of RTE Section 12(1)(c) in Delhi



Team up with another person and co-create your ideas.

IIM A - RTE RC

CONTEXT

RTERC is a project by IIM A with other organisations like Central Square Foundation, (CSF), Accountability Initiative (AI) and Vidhi Centre for Legal Policy, Delhi.

WHAT

They prepared the State of the Nation Report which provides a current snapshot of each state on two fronts:

1. How accessible the states have made the law for the beneficiaries as elaborated in their state rules and notifications
2. Which matrix and numbers the states report in the annual DISE data.

To gather basic information about implementation of RTE Section 12 (1) (c), RTERC sourced the information on notification, criteria and other procedures online and prepared an extensive report collating all the information in a friendly manner. The complete report can be accessed

online.

WHY

Where can I find the status of implementation of RTE Section 12 in my state in India?



Listen



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STATE OF THE NATION: RTE SECTION 12(1)(c) 2015 (Provisional)



Share with your team "Why would you like to take ownership of this idea?"

25percent.in

CONTEXT

Even though the RTE was passed in 2009, the implementation of Section 12 (1)(c) is still unsatisfactory. One of the primary reasons for this is the lack of readily available valid information regarding the opportunity. This website aims to bridge this information barrier by sharing updates of this policy across different regions in India.

WHAT

The website was built by Swati Narayan who collected all the relevant information from different government websites, media articles, circulars etc, and sorted the information according to different states. It contains FAQ's on various topics, information on the various provisions of the act, seat fill rate of various states and tips for the applicants. In all, it's a one-stop information hub relating to RTE Section 12(1)(c) pan India.

WHY

Where can I get complete information about RTE Section 12 (1) (c) implementation details in my state?

What are the practices which best performing states are following?



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File RTIs

WHAT

RTI (Right To information) empowers you to see information from the state education authorities about the number of applications recieved by the private schools in the previous application cycle and number of children admitted under RTE section 12 (1) (c). This can be compared with the actual number of seats that are available in a particular school to arrive at the seats fill rates. know the status of implementation of the act.

WHY

How can RTI be effectively used to know the ground level reality of the exact implementation of the RTE Section 12?

What specifically will you be asking in the RTI letter?

What are the next steps if you don't get a satisfactory response from the department?

**Listen****Act****Change**



Share and incident from your experience or quote an example related to your card.

Group Discussion with Eligible Families

WHAT

A set of eligible families can be identified at the local health dispensaries, anganwadis and government schools and you can create a sample focus group or talk to them individually. Having a general discussion with them about the awareness of the Act and the problems that they face through each stage of the process could give you useful information directly from the beneficiaries of the act. This information can help understand the situation prevailing in each of the areas within your scope.

WHY

Where can I find target beneficiaries who can help me in understanding the ground reality?

How can I ask the questions so that the families provide me all the answers without feeling intimidated?

What are the problems families are currently facing and how do bright spot families go about solving them?

**Listen****Act****Change**



Share with your team "Why would you like to take ownership of this idea?"

Understanding the status

Purpose

After identifying the go to people and organizations and the questions that follow, you employ how or what techniques techniques to fully assess the situation.

Outcomes

At the end of this stage you will be able to fully understand the challenges that families face during the admission period. Listening deeply to all the stakeholders and knowing their story from their perspective will help you identify the best solutions and act in a way to provide maximal support to the families.



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MADHYA PRADESH (1,61,000 CHILDREN ADMITTED IN 2013-14)

Category	Criteria	Criteria Status	Comments
Clarity in Defining Eligibility and Documentation Required	Definition of Economically Weaker Section and Disadvantaged Group		DG means SC, ST, de-notified tribes, homestead families of forest village/entitled families, and disabled children. EWS defined as families living below poverty line.
	List of necessary documents for each category of applicants		Notification No./ Rashikae/RTE/2013/394 dated Jan. 16, 2013 has detailed list of documents needed for each of the categories above, and which documents can serve what purpose. For example all applicants need a certificate of residence, there are 6 types of documents that will be accepted as proof of residence: "(i) Voter ID/Aadhar Card (ii) Rural Area Job Card... (iii) Passport/Driving Licence/ Electricity Bill/Water Bill (iv) Any other official document..."
	Age criteria for entry level		There was no minimum or maximum age limit specified for any class.
	Entry level		Section 12 applicable to class I as well as pre-primary.
	Neighbourhood criteria		Neighbourhood limit in rural areas means the village and adjoining wards of urban area if there are any. In urban areas the neighbourhood limit is the ward, adjoining wards and adjoining villages, if any. This applies to admissions taken under Section 12 as well.
Process of Information Outreach/Awareness	Method of information dissemination		There were no preferred methods of information dissemination mentioned.
	Type of information to be shared		No list of important information to be shared with general public.
	Authority responsible for information dissemination		Nobody held responsible for awareness efforts.
Selection Process	Description of admission form format or sample copy attached to notification		Sample copy of the admission form is attached to the notification. Applicant may submit a typed or handwritten application in the format prescribed.
	Timeline/dates for admissions cycle		The last date for submission of application form is given as 08.02.2013 for the 2013-14 academic year. Since then we could not find an updated date.
	Date for lottery		Parents to be informed regarding the date of lottery. The previous years lottery date was 15th Feb, 2013. Did not find any updated date on any of the notifications.
	Locations to collect and/or submit forms		Completed application form to be submitted to the school. In cases of non compliance and applicants have difficulty submitting an application, they can submit the same at the office of the District Education Officer.
	Authority to oversee lottery/selection process		On the date of the lottery, the District Education Officer is responsible to appoint an observer for each school.

Know the Legal Hurdles

CONTEXT

Education is a concurrent subject, providing discretion to states to formulate their implementation norms through a set of notification rules every year, before the admission cycle. You can access these notifications on the government department website

WHAT

At IA, we collected all the notifications issued since the first admissions cycle and matched it against the user experience of eligible families. This exercise illuminated high-leverage design changes at a notification rule level. We also contacted a legal activism organisation, Social Jurists in Delhi, who have been quite influential in advocating with the Government to effectively implement RTE Section 12 (1) (c).

WHY

Are there any legal hindrances in proper implementation of RTE Section 12?

Where can you find the legal documents that can give complete picture of the same?

**Listen****Act****Change**

**GOVERNMENT OF NCT OF DELHI
DIRECTORATE OF EDUCATION
ACT-I BRANCH, OLD SECTT., DELHI-54**

No.DE.15 (219)/Act-I/2015/ 8265-8269

Dated:- 28.4.2016

Circular

Subject: - Guidelines/Instructions to all Private Unaided Recognized Schools of Delhi regarding EWS/DG category admissions (2016-17).

To review the EWS/DG category online admission process for the session 2016-17, Directorate of Education had constituted 24 teams to inspect the records of EWS/DG category admissions in respect of 48 Private Unaided Recognized Schools of Delhi. On the basis of observations made by various Inspection Teams, following Instructions are hereby issued for strict compliance by the Managements of all Private Unaided Recognized Schools of Delhi.

1. Schools must maintain proper records and registers including student admission & withdrawal register, Student attendance etc.
2. No tuition fee is to be charged from the students admitted under EWS/DG category and if any school has charged, then school has to refund the same immediately under proper intimation to the Directorate of Education.
3. Schools have to provide free books, school uniforms & writing material to each and every student admitted under EWS/DG category.
4. Income certificate issued by the Competent Authority declaring the total annual family income less than Rs. 1,00,000/- is a valid document for admission under EWS/DG whether it is in the name of mother or father of the child.

This issues with the prior approval of Competent Authority.

Ashima Jain
(DR. ASHIMA JAIN, IAS)

ADDL. DIRECTOR OF EDUCATION (ACT-I)

No.DE.15 (219)/Act-I/2015/ 8265-8269

Dated:- 28.4.16

Copy to:-

- 1) P.S. to Director (Education), Govt. of NCT of Delhi.
- 2) P.A. to Addl. Director of Education (Act-I), Govt. of NCT of Delhi.
- 3) P.A. to Director of Education, Govt. of NCT of Delhi.



Think of a 5 step action plan to execute the idea.
Share it with your team

DEPUTY DIRECTOR OF EDUCATION (ACT-I)

Admissions Data

WHAT

It is essential to have the admissions data which can be compared with the number of seats in the schools of that particular area within the Act. This will give a clear picture of the situation prevailing on ground zero, in terms of how many children got the benefit of the act, how many did not, what were the drawbacks in the implementation of the act as well as understanding the constraints in the demand and/or supply side.

WHY

Where can you get the admissions data for EWS children in your region?

What is the ratio of the beneficiaries of the act and the seats available in the schools in a particular area?

Which schools are doing a good job of the implementation and why?

**Listen****Act****Change**



Team up with another person and co-create your ideas.

Bright Spot Schools/Communities

WHAT

Bright spots or positive deviants are actors in the system that have already found creative solutions to the complex problem you are trying to solve

Even without any intervention, some schools or communities would be performing better than the rest in terms of no of overall admissions, awareness levels etc. Understanding their practices, behaviours and attitudes will help learn about potential solutions and implementation at

WHY

What are the bright spots doing differently from the rest?

How will you find out the reasons or principles for their positive deviance?

Can you seek support from motivated members of this bright spots community for the campaign?

**Listen****Act****Change**



Imagine in your mind, how will the end result look like for you. Share it with your team.

KABBP Study

WHAT

An ethnographic study (Knowledge, Attitudes, Behaviours, Beliefs and Practices) can be conducted to understand the obstacles faced by the families who are potential beneficiaries of the Act. Understanding their daily rituals as well as limiting beliefs helps in designing the campaign as well as the messaging around it.

WHY

What are the behaviours and practices of the eligible families which are keeping them from getting benefit of RTE Section 12 for their children?

What are the ways in which families access general information for various government schemes and incentives?

What are you learning about families which can help you design a successful campaign?

**Listen****Act****Change**



Think about the risks and challenges that you will have to face on the way. Share them with your team

Designing my campaign - Listen

What are the ways you have finalised for yourself to know and understand the ground reality?



Listen



Act



Change

Notes

Informational Barriers

What are barriers related to lack of information and awareness about the Act and the procedures among eligible families?

eg. in south Delhi only 7% people are aware as compared to 34% in North Delhi. They have little knowledge about the documents required and schools, dates of application etc.



Listen



Act



Change



Psychological Barriers

What are barriers related to limiting beliefs about their present and future among the eligible families?

eg. eligible families in Delhi have lot of aspiration about their child's future and are aware of role of education in shaping that, they are afraid of their children picking up certain unacceptable habits in a diverse classroom environment



Listen



Act



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Structural Barriers

What are barriers related to institutional access which are affecting everyone?

eg. private schools in Delhi are not allowing low income families to even enter their premises to collect or submit admission forms. The government officials also ask for bribe before giving the income certificate



Listen



Act



Change

It's
okay
to

not know

but It's
not okay
to

not try

Act

Campaign work involves identifying the eligible families and informing them of their rights under RTE section 12(1)(c) and the procedures to avail them. More specifically it's about finding the right person at the right time and giving them the right information.

Once the families get into the admission process, they face challenges and difficulties for which they need constant support and nudge.

At the same time, to make the impact of your work last and setting up the system for ease and support for all stakeholders you can advocate with the government for policy level changes. This way you can ensure that the rules and procedures are properly designed for implementing the law in its letter and spirit.



Listen



Act



Change

Dreams
is NOT WHAT you see in SLEEP
is The THING Which doesn't LET
YOU SLEEP



Identify + Inform

Purpose

Information dissemination means communicating relevant information regarding the Act to all the stakeholders. This is a crucial step given that there is a lack of awareness about RTE Act section 12 (1) (c) among the eligible families, other groups influenced by this act, and the general public. In Delhi itself, when Indus Action started, less than 3% of eligible families were aware of the opportunity and its provisions.

One of the first barriers a campaign needs to overcome is information asymmetry: raising the level of awareness in the most cost-effective way

Outcomes

At the end of this phase you will be able to frame strategy and pick tactical tools for your information campaign to reach your target audience. The aim is to make sure you reach the right person, at the right time with the right information to ensure that the eligible family is able to access their child's right to free quality education.



Listen



Act



Change



Build Local Community Champions

CONTEXT

To overcome information barriers - seed the information deep within the community, and ensure that it stays there. Both these objectives can be met by engaging motivated citizens from the community.

WHAT

A community champion can be anyone - a community leader, a concerned citizen, a health or human service worker or a volunteer.

They usually have access to the local information like no one else, and are aware of the information hotspots in their community and the eligible families who are direct beneficiaries.

They build trust, spread information, support the families through various stages of application and motivate them when they face unforeseen challenges.

They achieve this through door-to-door campaigning and organising community meetings (e.g. mohalla sabhas).

WHY

How can you involve people within the community to take ownership of their challenges?

Will there be someone present to address the people's grievances in case you are not available?

**Listen****Act****Change**



Borrow another card from your team member. Explain how will you link both of them together.

Partner NGOs

CONTEXT

It is best to collaborate with existing organisations who can provide support by dedicating part of their resources for the campaign. The organisations who are active in the communities or have significant ground presence or have primary goal as educational reform can prove to be great partners for the campaign.

WHAT

As a mutually beneficial partnership IA provided complete ownership of the project along with rigorous training, volunteer support and backend support through helpline. The partners brought in extended community outreach and trust they had established in these areas. IA also partnered with for profit ventures like Get Domestic Help which find, train and place domestic and professional service workforce. Participating in the campaign provided them an opportunity to train their employees, providing additional benefits (admission support) to their recruits and fulfil their social service responsibility as well.

WHY

What other organisations having significant ground presence can support you with their resources and local know-how?

How can you pitch for a win-win partnership with those organisations?

**Listen****Act****Change**



Think about the risks and challenges that you will have to face on the way. Share them with your team

Mobilising Community Centres

CONTEXT

There are over 130 Gender Resource Centres (GRC) distributed evenly in all low income areas of Delhi. They came into existence after a rigorous baseline study to support the most vulnerable population.

WHAT

IA used GRC locations as a proxy for identifying low income areas and clustering the city of Delhi into zones which served as the strategic base for ground operations and reach.

All the GRCs were mapped on a wall size map of Delhi and that gave a visual idea of target and high priority areas. Next, Delhi was divided into 20 zones based on ease of access on the ground. In the course of one month over 1 lakh pamphlets were distributed to the GRCs by the volunteers which in turn was distributed in the community by GRC workers. IA volunteers built trust based partnerships with the GRC managers and trained their staff which ensured that the members of the community were aware of RTE Section 12 and its provisions.

WHY

How can you involve community based government organisations into your campaign?
How can these partnership help you in building long term relationship with the communities?

**Listen****Act****Change**



Imagine in your mind, how will the end result look like for you. Share it with your team.

Working with MLA, MP's and Counsellors

CONTEXT

Local politicians and elected representatives hold formal and informal authority to mobilise resources for the larger good in their constituency. MP's also have a fixed MPLAD funds for the development of their constituencies which they can invest for implementing RTE Section 12.

WHAT

Indus Action published ward level and constituency report cards which highlight the top and bottom ten performing areas to the government. To support the families with online form filing, all the MLA offices provided free internet facility. Besides, 200 volunteers also got inspired from our model and set up their own helpline and campaigned in their

WHY

How can you bring RTE Section 12 high on the agenda of elected representatives?

How can you make sure that local politicians put RTE

**Listen****Act****Change**

विधान सभा शिक्षा रिपोर्ट कार्ड



शिक्षा के अधिकार क़ानून के तहत हर प्राइवेट स्कूल को अपनी शुरुवाती कक्षा (nursury/ KG/ 1st) में 25% सीटें सामाजिक रूप से पिछड़े (SC/ ST/ OBC/ Orphan/ disabled/ transgender) एवं आर्थिक रूप से कमज़ोर (परिवार जिनकी आय 1 लाख से कम) पस्वारों के 3-6 साल के बच्चे के लिए आरक्षित होती है।



Vidhan Sabha

Madipur



Rank

33



RTE Index

447



MLA

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Seats Fill Rate



40% Filled

60% Vacant



Top 5 Vidhan Sabhas



Bottom 5 Vidhan Sabhas

1. Bohini

70. Uttam Nagar

4. Wazirpur

67. Matia Mahal

5. Malviya Nagar

66. Badarpur



Think of a 5 step action plan to execute the idea.
Share it with your team

Whatsapp Campaign

CONTEXT

Whatsapp has become one of the most preferred means of communication even among the low income families. During the campaign in Delhi IA found that 1 in 4 eligible families were active on smartphones. This gave the idea of connecting all of them online.

WHAT

Indus Action on an experimental basis created 100 whatsapp groups where families from same areas were connected together. The admin facilitated many to many connections and soon the groups shifted from sharing information to actively answering each others queries.

WHY

What will your engagement strategy be on whatsapp?

How many groups you will need and who will manage them?

**Listen****Act****Change**



Shiksha Ka Adhikar(53)...

Florencia, Imtiaz, Nisha, Puja, Tan...



+91 92681 40436

~Chander Arora

Maine abhi abhi check kiya hai. Jo link aaya hua hai us per click karo to msg show hata hai: ki updation chal rahi hai

12:05 PM

Result is declare

1:46 PM

All of u plz check

1:47 PM

+91 95828 98185

~Sarita Bhalla

Kaise check kiya aapne

1:48 PM

+91 92681 40436

~Chander Arora

Sarita Ji directorate of education ki website open kijiye

1:49 PM

+91 95828 98185 ~Sarita Bhalla

Haani open h

1:49 PM



What are the resources required for putting the idea in practice. From where will you get them?

Uske baad jaha EWS/ DG admission (new) likha hai click kijiye

1:49 PM

Leveraging Word of Mouth Reach

CONTEXT

In the pilot stage, IA learnt that word of mouth (wom) reach is a great way to ensure that the information spreads with minimal effort and stays within the community. Once the information starts reaching through trusted sources it also helps to address psychological barriers, and increases the reliability and retention of the information.

WHAT

Information dissemination is a resource heavy task, IA needed to find new and innovative ways to reach the members of the community. To multiply the efforts of every volunteer, community champion, partners and other sources a standard message was conveyed which requested everyone receiving the information to pass it on to 10 more eligible families around. This proved to be the most effective way by which an eligible family got in touch

WHY

How can your campaign message be seen/heard by thousands of people, without investing heavily in distribution?

What are the places where communication collateral can be distributed to have maximum impact in your area?

How can you ensure that the detailed information stays in the community and with the families for a long time?

**Listen****Act****Change**



Team up with another person and co-create your ideas.

Target High Income Families

CONTEXT

Most of the families from the working class like drivers, cooks, house help are embedded in the network of high income families who are sometimes easier to reach through traditional media. A part of Indus Action's campaign was targetted to reach high income families who can provide full support to the eligible families around them

WHAT

Social media and newspaper camapigns reached out with a call for action for high income families. IA mailer went out to corporate executives with simple ten steps in which they can support families around. Livelihood companies which provide training and skills to people for last mile jobs like delivery and security shared the helpline no within their database.


Once the message around inclusion spreads far and wide it also helps in creating a discourse for the proper

WHY

How can you reach high income families who are connected to eligible families around them?

How will you deliver the message around inclusion so that it resonates with maximum people ?

**Listen****Act****Change**



अपने बच्चों के सपनों को दें पंख
RTE Section 12 के संग

EWS कोटा में शिक्षा का
ज़ोर दिना की Private School
में सुपुत्र शिक्षा का अधिकार

आ सुनिश्चित करें

- EWS, SC/ST, OBC वर्गों के लिए
- ज्ञान का विकास करने के लिए

07566-210-810

December ३
Documents कागज़

January ५
Private School में आवेदन
Application form को

February ३

Pick another card from the pile which can go with this card.

Pamphlets through Mid Day Meals

CONTEXT

ICDS by Ministry of Women and Child Development runs Anganwadis all over India. In Delhi alone there are over 11,000 Anganwadis distributed in all the low income areas. They cater to early childhood care and education to the children aged 0-6 in the community and also make them

WHAT

IA partnered with over 15 NGOs which serve mid day meal to the Anganwadis. Through their support IA sent out its pamphlets to over 3,000 anganwadis during the campaign. As the pamphlets reached their homes, the mothers immediately sprung into action and took charge of the admissions. At many places the anganwadi workers themselves took on the responsibility of ensuring that the pamphlets reached the eligible families. The results were immediately evident as the traffic on the helpline surged and remained the major source of influx of calls.

WHY

How can the existing state capacity be utilized and leveraged?

What are the other supply systems in low income areas which can be easily leveraged?

What are the places in the communities regularly visited by the eligible kids?

**Listen****Act****Change**



Pick another card from the pile which can go

White Bindi Arts Project

CONTEXT

"No Child Brides", a campaign by Child Survival India and Havas Worldwide, held an art exhibition recently at the India Habitat Centre titled 'White Bindi Art Project'. The campaign strives to raise awareness about one of India's major social issues - child brides - through the use of white bindis.

WHAT

The campaign is the use of white bindis to protest child marriage. While married women wear red bindis and colourful bindis are commonly used, white bindis are an anomaly. Through art and fashion, it wants to make the white bindi a symbol of soft and peaceful protest against this social evil. The focal point of the campaign is the use of white bindis to protest child marriage. India is home to 40% of the world's child brides, but it is not talked about in public and the media. It was needed to help raise awareness of this huge social problem, and hence this campaign was started.

WHY

How can the issue of opportunities under RTE being wasted made a national discourse?

What kind of symbols can be used to subtly send the message across?

Who all can partner and assist in conducting a nation wide campaign?



Listen



Act



Change



Share and incident from your experience or quote an example related to your card.

Signature Campaign

CONTEXT

In the run up to the assembly elections in Delhi, a coordinated signature campaign was organized by The Delhi Child Rights Group across the city and approximately 40,000 signatures were collected in an attempt to bring child protection issues in the manifestoes of political parties.

WHAT

While community members were sensitive to the issues related to child protection, the impending elections brought several other issues of the community into focus. The signature campaign was thus organized to bring back child protection agenda on top priority of election manifesto. The Trilokpuri community contributed approximately 1,000 signatures to the campaign. Following up on this, another campaign, Kahi Hum Bhul Na Jaye! was organized in order to discuss issues related to child protection and to mobilize the community to seek their local legislative candidates' support for a Children's Manifesto.

WHY

How can you bring admissions under RTE Section 12 high on the agenda of elected representatives?

How can a signature campaign be leveraged to raise the collective voice of the community?



Listen



Act



Change



Share and incident from your experience or quote an example related to your card.

Working with Volunteers

CONTEXT

Volunteers are generally college students and working professionals who like to volunteer their time and skills for public good or for a rigorous social impact experience. For a short and highly energised campaign, engaging with volunteers helps in maintaining the critical energy levels as most of them are young and bring in lot of fun and vigour to the work.

WHAT

The on ground volunteers went door to door in the low income areas to identify eligible families. They also managed the helpdesk which provided form filling and application filing support as well as activated more community champions in their areas.

In the pilot campaign, the school volunteers managed helpdesk outside the high demand schools in their areas. By mobilising the community within the distance criteria they ensured that the schools got adequate number of applications and no family was turned away by the school.

WHY

How can you effectively maximise your human resource?
What are the ways in which you can engage youth fresh talent into your campaign?
How can I distribute work into the volunteers so that they remain motivated during the campaign?

**Listen****Act****Change**



Share with your team "Why would you like to take ownership of this idea?"

Micro Campaigns by TFI fellows

CONTEXT

TeachForIndia is a two year Fellowship program where recent graduates and working professionals teach in low income classrooms. During the Fellowship the Fellows immerse themselves in different projects which allow them to gain larger perspective of the education and development sector.

WHAT

Many teachForIndia Fellows led micro campaigns in their own communities and involved their students as well. They took it as policy implementation challenge and framed it into leadership development for the children. The students collectively went door to door to spread information, distributed pamphlets and posters and also conducted street plays.

WHY

Are there any structured programs which can allow access to college students or working professionals?

How can you break the campaign into modules and give area wise ownership to the leaders of the community?

**Listen****Act****Change**



Think of a 5 step action plan to execute the idea.
Share it with your team

Social Media Campaigns

CONTEXT

As both the high income and low income families are equal stakeholders and beneficiaries, the information and psychological barriers need to be addressed for both parties. Since IA was investing heavily in the communities with both high touch and medium touch interventions, it was decided to only do a low touch social media campaign aimed at mythbusting and bridging the informational barriers.

WHAT

The Gyan and Diya series which was used to prepare communication strategy for low income parents was repeated to create a storyline to make an emotional connect. Later IA shared a one pager, easy to follow step-by-step document calling for the people to support eligible families within their circle of influence. Social media by its design allows for exponential reach and if leveraged properly and strategically can help reach thousands of people with minimal effort.

WHY

How can social media be used to address psychological barriers of high income families towards mixed classrooms? What are the best practices to be learnt from some of the most successful online campaigns?

**Listen****Act****Change**



Share an incident from your experience or quote an example related to your card.

Newspapers

CONTEXT

Different sources of media have a different target audience. Running a parallel campaign involving all forms will help reach a wider audience and again larger support and traction.

WHAT

IA struck partnership with Hindustan Times under their "You read, They learn" program. As a part of the collaboration, Hindustan Times ran advertisements calling volunteers to help create awareness about Section 12(1)(c) in their main dailies. This way IA was able to accomplish two critical goals of the campaign - make all sections of society aware of the provision of RTE Section 12 and engage the highly motivated citizens into participatory development. Volunteers, recruited through the Hindustan Times advertisement were mapped to Anganwadi Hubs and Gender Resource Centres.

WHY

How can you best leverage the reach through newspapers?
How can you engage highly motivated individuals to become a part of the campaign?

**Listen****Act****Change**

hindus

Let's make

Name: Sania
Father: HR Head in MNC)
Age: 7 yrs
Ambition: Doctor



hindus

YOU



Think of a 5 step action plan to execute the idea.
Share it with your team

1211 or visit
earn.com



Join us for an orientation session
with project mentors from Indus Action

Information Hotspots

CONTEXT

All communities have local places like markets, prominent places, community centres which are well known in the area. People visit them regularly for customary transactions. Such places are fertile grounds for seeding information which ensures that maximum people get access to it.

WHAT

Indus Action volunteers went to over 100 gender resource centres in all the low income areas of Delhi, putting up posters and setting up helpdesks there. We also identified places of regular visits like electricity billing stations, LPG refilling kiosks, confectionary shops run by motivated individuals. Reaching out to these areas helped Indus Action tap into the deep networks within the community and seed information permanently.

WHY

What are the information hotspots in your area?
What demography of people generally visit there and in what frequency?

**Listen****Act****Change**

NOTICE BOARD

VAYUSENABAD GAS AGENCY

MORNING

EVENING

Time For
Issue Of Refills

Summer 10:00 Hrs - 12:00 Hrs
Winter 10:00 Hrs - 12:00 Hrs

10:00 Hrs To 12:00 Hrs
10:00 Hrs To 12:00 Hrs

CLOSED ON TUESDAY / CLOSED HOLIDAYS / LAST WORKING DAY OF THE MONTH

NOTE : NO ISSUE OF CYLINDER DURING LOADING / OFF LOADING PERIOD OF GAS REFILLS TRUCK



Borrow another card from your team member. Explain how will you link both of them together.

Bulk Messaging/IVRS

CONTEXT

On the missed call service, 1 in 4 families could not be connected for various reasons. To reach out to them, IA set up its own messaging and IVRS service with partnership from Awaaz de and Exotel.

WHAT

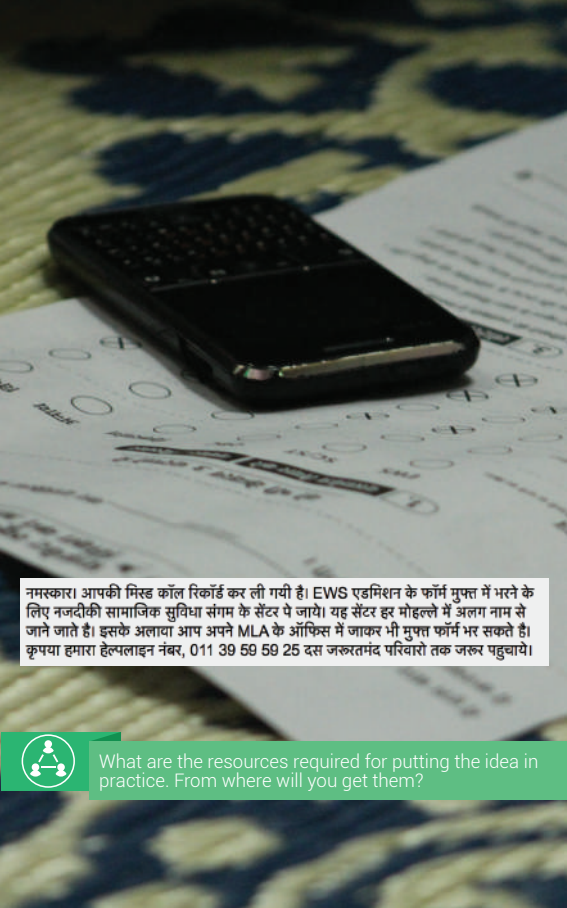
Over the three years in Delhi, over 40,000 families have been in touch with Indus Action. To send any new piece of information to these families IA uses bulk messaging and IVRS to ensure that we reach out to everyone. Both means have their own advantages. Messaging allows the families to access information just at a click while IVRS helps IA to institute quick response and feedback from the families. Throughout the campaigns these two means become an effective tool to stay connected and provide quick informational support.

WHY

What all do you need to set up a tech solution for mass communication?

Are there any organisation that can share their database of eligible families that you can get in touch?

**Listen****Act****Change**



नमस्कार। आपकी मिसड कॉल रिकॉर्ड कर ली गयी है। EWS एडमिशन के फॉर्म मुफ्त में भरने के लिए नजदीकी सामाजिक सुविधा संगम के सेंटर पे जाये। यह सेंटर हर मोहल्ले में अलग नाम से जाने जाते है। इसके अलावा आप अपने MLA के ऑफिस में जाकर भी मुफ्त फॉर्म भर सकते है। कृपया हमारा हेल्पलाइन नंबर, 011 39 59 59 25 दस जरूरतमंद परिवारो तक जरूर पहुंचाये।



What are the resources required for putting the idea in practice. From where will you get them?

Helpdesk

CONTEXT

Many families require in person support with form filling as well as grievance redressal. An in-person support also helps them gain confidence to keep going when they are facing challenges.

WHAT

In year one, helpdesks were set up at all information hotspots that IA was present in. From year 2 onwards, volunteers started putting helpdesks at many prominent locations in the community. A group of 3-5 students divided responsibilities around managing the helpdesk, managing crowd and community mobilisation. When the application procedure became online many families also needed additional support for accessing the internet. This became another way in which volunteers ensured that families are able to fill application in time.

WHY

How will you provide last mile in person support to the families to ensure maximum conversion?

How will you ensure that all helpdesks are properly managed and operated effectively?

How can you involve community champions in providing face to face support?



Listen



Act



Change



Share with your team "Why would you like to take ownership of this idea?"



Geographic Targetting

CONTEXT

Indus Action needed to know the size of the target population in every low income area to direct the efforts and ensure resource optimisation. Since the number of schools are also different in different regions, knowing parameters like density of eligible population, level of awareness and ease of access helped in prioritising.

WHAT

IA used the Census 2011 data to calculate ward wise eligible population data of Delhi. Based on human and financial resources available the IA team set up a target on number of areas to cover, percentage of eligible families to identify and support in each area and the number of helpline calls to expect. This helped to focus the efforts and plan in advance. More important, targeted efforts allowed the team to be strongly connected to the final goal and make collective efforts to reach there.

All the data, targets and number to the goal were updated on a wall size google map. This gave a visual touch to the campaign and made it very easy to know the status of every area on a live basis.

WHY

How can you visualise the data and targets for decision-making easier?

**Listen****Act****Change**



Imagine in your mind, how will the end result look like for you. Share it with your team.

Database of Eligible Families

CONTEXT

Almost all the people eligible to take benefits from the Act are holders of ration cards. They also come under Right to Food Act because of their financial status and same families are also eligible under many other government schemes. Hence, data can be collected from relevant government agencies keeps record of such families.

WHAT

How can I get information about the beneficiaries of other schemes?

What are the other organisations which serve the same demography and will be open to sharing their database?

**Listen****Act****Change**



Pick another card from the pile which can go with this card.

Support + Advocate

Purpose

Support during the admission process is an integral part of the campaign. Even after proper dissemination of information for all the provision under RTE, several problems and doubts remain about when the actual process of filing application starts. In these cases, support from organisations and hand holding for eligible families is important for the campaigns success. Several grievances are raised by these families, which must be addressed to make the admission process smooth. Additionally, a communication gap remains between school authorities and the beneficiaries, which must be filled to carry out the process in a transparent and justifiable way.

Outcomes

- To provide pre-admission support to the eligible families
- To provide hand-held support and behavioral nudging to the families who are unable to move forward
- To advocate with government for administrative changes and additional support and grievance redressal mechanisms for the applicant families

**Listen****Act****Change**

1 Volunteer = 50 families



70 Volunteers = 3,500 families

Helpline and Call Banks

CONTEXT

A helpline is a missed call number that people can call on to get immediate emergency telephone counseling by trained staff, volunteers and community champions. IA needed a way to be able to help the families at any and every hour of the day possible and this proved as a very effective channel for information dissemination and support system for the families. The advantages of a missed call helpline is that it is not just accessible, convenient and affordable to maintain but also provides all the necessary information and counselling required with just a call away. It also serves as a way to collect data to inform the efficacy of the campaign

WHAT

IA set up a helpline number to support the applicants. People were required to just give a missed call, and then our helpline operators contacted them within 24 hours. When the call volume exceeded IA's core capacity, we set up mobile call banks with volunteers and community champions. Every family was called 3-4 times to ensure that they don't fall behind in the application process.

WHY

What are the logistical as well as operational challenges to be resolved?



Listen



Act



Change



Think about the risks and challenges that you will have to face on the way. Share them with your team

Pardarshita

CONTEXT

Pardarshita is a non-profit organization founded with the aim of utilizing the Right to Information Act 2005 for fighting corruption, ensuring transparency & accountability in Public Governance Systems so as to empower the marginalized sections of society.

WHAT

Working since the early days of implementing RTE Section 12 in Delhi, Pardarshita has been influential in ensuring both ground level implementation and system level reform. The regions in which Pardarshita is present boast of hundred percent enrollment. The families are also supported to ensure that schools do not charge them fees or segregate the children studying under EWS.

Effectively utilising RTI, Pardarshita filed a complaint with Chief Information Officer and ensured that all the required information is made public on the website as well as on the notice boards outside every school.

WHY

How can you translate the lessons from the ground to the government to ensure adequate reforms?
How will you leverage the existing government grievance redressal system?



Listen



Act



Change

शिक्षा के अधिकार बाल सुनवाई

दि. 26 दिसम्बर 2013

स्थान - D. पार्क, दिल्ली

Support
tio



Share and incident from your experience or quote an example related to your card.

RTE Helpdesk by govt of Maharashtra

CONTEXT

When the Government of Maharashtra started implementing RTE Section 12, it realised that the parents from poor families may not be well-versed with the online forms for admission and might have additional questions. To help them through the process, government came up with the solution of help-desks.

WHAT

To assist parents who were still unfamiliar with the online admission process for the 25 percent seats reserved under the Right to Education (RTE) Act, 2009, a helpdesk was provided for every group of 10-15 unaided schools. In addition, the helpdesk also provided clarifications pertaining to clauses of RTE Section 12 (1) (c) to prospective families. The education department's staff assisted those parents who found it difficult to follow the online process of filling up the online form.

WHY

How will you ensure that besides overlooking the admission procedure, the government takes on the monitoring and support role as well?

What part of the campaign work can you give back to the government to implement at scale?



Listen



Act



Change



Pick another card from the pack. Explain how will you link both of them together.

Video Tutorials

WHAT

Most of the parents are unaware about the exact procedure to fill the application form. Simple and easy to follow videos could be made and distributed by various means. Video can also be shared on social media, wherein educated people can inform their maids, drivers etc. about the Act and how to benefit from it. These videos will also serve as a quick way to train volunteers and community champions who can further go and pass on the information.

WHY

How to make use of technology to provide support during the application process?

How can you automate the training as well as first level information support?



Listen



Act



Change



Imagine in your mind, how will the end result look like for you. Share it with your team.

Maintaining Database

CONTEXT

Indus Action's volunteers and community champions who went door to door filled a basic survey form every time they met a new eligible family. An elaborate version of the form was filled by helpline executives every time an eligible family reached out for any support. The database was maintained on a central server and helped us track the families through the admission cycle.

WHAT

IA designed a basic survey form to collect information on families on variety of parameters. The data collected was in 5 categories - basic family information, documents possessed, level of previous information on RTE Section 12, source of information and nature of query.

Every eligible family identified through this effort was attributed to the source and mapped back to the predefined targets in one of the 20 zones in which Delhi was divided for the ground operations. This helped in knowing the efficiency of IA's efforts and intervention.

WHY

How can you effectively use data to measure the efficiency of on ground efforts?

How can you make sure that the efforts are being mapped to identify and support eligible families?

**Listen****Act****Change**

Your name : Organisation's name :

Family Details

Phone No. : Alternate Phone No. :

Father's Name : Father's Occupation :

Mother's Name : Mother's Occupation :

 Name of child : Age : M ☐ F ☐ Any Disability :

Address :

House No

Area

Locality

Pin Code

Category
☐ EWS ☐ SC/ST ☐ OBC (Non Creamy) ☐ Physically/Mentally Challenged ☐ Orphan ☐ Transgender

Documents*

 1 **Address Proof** ☐ ID Proof ☐ AADHAR card ☐ Electricity/water bill ☐ Rent aggrement

 2 **Birth Certificate** ☐ AAGANWADI record ☐ Hospital record

 3 **Income Certificate** ☐ BPL ration card ☐ AAY ration card ☐ Income certificate from SDM Office

 4 **Category Certificate** ☐ Cast certificate issued by Delhi Government

 5 **Disability Certificate** ☐ Medical certificate from govt. hospital

 6 **Orphan Certificate** ☐ Certificate from WCD

*Documents required according to the category are:

EWS - 1, 2, 3

SC/ST/OBC - 1, 2, 4

Child with Disabilites - 1, 2, 5

Orphan - 1, 2, 6

RTE Section 12 Provisions

- ☐ Did you know about RTE Section 12 before ?
- ☐ Did you know about documents required and procedure to get them ?
- ☐ Did you know that the school cannot charge anything for admission, tuition, books and uniform?

How did hear about Indus Action / RTE Section 12 -



Team up with another person and co-create your ideas.

MISSED CALL

07966-210-610

Centralised Lottery

WHAT

RTE Section 12 allows families to apply in all the schools that fall in their neighbourhood criteria. Physically going to all the schools and filling individual forms is not only difficult but also consumes lot of time for the families who might have to let go of their daily wage for being present there.

Additionally, many schools also take advantage of the autonomy provided to them for lottery. There have been multiple cases in Delhi where unfair means and practices were used during the lottery procedure leading to selection of a few candidates and exclusion of rest.

An online procedure eradicates both these issues and makes the process easy and transparent for all the stakeholders involved - schools, government and families.

WHY

What are the pros and cons of the admission procedure for EWS families in your region?

Who is the right person you can go to for learning the government's intent to move to an online system?>



Listen



Act



Change

General Details of the Child (बच्चे का सामान्य विवरण)

Registration ID (पंजीकरण संख्या)	20160080149
First Name (पहला नाम)	PRIYANSHI
Middle Name (मध्य नाम)	
Last Name (आखिरी नाम)	
Gender (लिंग)	Female
Date of Birth (जन्म तिथि)	11/11/2011
Proof of Date of Birth (जन्म तिथि का प्रमाण)	Birth Certificate u
Mobile No. (मोबाईल नं.)	8860007019
Email Address (ईमेल एड्रेस)	
Applied Category (आवेदित वर्ग)	EWS
Proof of Income for Economically Weaker Section (EWS) (ईडब्ल्यूएस कैटेगरी का आय प्रमाण)	Food Security ca
Annual Income Proof Certificate Issued/Applied (ईडब्ल्यूएस प्रमाण पत्र जारी हो गया है/आवेदन किया गया है)	Issued
Issued Certificate No. (जारी सर्टिफिकेट की संख्या)	077000216194
Issued Certificate Date (जारी सर्टिफिकेट की तारीख)	
Aadhar No. of the Child (बच्चे का आधार संख्या)	
Class (कक्षा)	KG/.....dry

Details of Parents/Guardian (माता-पिता/अभिभावक का विवरण)

Mother's Name	VANEETA	Mother's Mobil
Father's Name	SUNIL KUMAR	Father's Mobile
Guardian's Name		Guardian's Mob
Total Annual Income of both the Parents from all sources (सभी स्रोतों से माता-पिता की कुल वार्षिक आय)	60000	
Residential Address (आवासीय पता)	s-221/31A	
Locality	Vishnu Garden	
Sub Locality	Khayala	
Sub-Sub Locality	Khayala	
Pin Code (पिन कोड)	140000	
Proof of Present Residential Address (वर्तमान आवासीय प्रमाण पत्र)	Unique Identity C	

Selected Schools (चुने गये विद्यालय)

Distance Range (दूरी की सीमा)	Priority No. (प्राथमिकता संख्या)	School ID (विद्यालय ID)
0 to 1 KM	1	1514075
1 to 3 KM	1	1514080
1 to 3 KM	2	1514090
1 to 3 KM	3	1617173
1 to 3 KM	4	1617176
1 to 3 KM	5	1617185



Think about the risks and challenges that you will have to face on the way. Share them with your team

1 to 3 KM	9	1617186
1 to 3 KM	10	1617183
1 to 3 KM	11	1617180
3 to 6 KM	1	1514085
3 to 6 KM	2	1516121
3 to 6 KM	3	1618181

End-to-End MIS

WHAT

Rajasthan government started with a centralised lottery and realised the benefits of a technology platform to regulate all the procedural norms of private schools. From granting licences to nursery admissions and fee regulations to reimbursements, everything is being facilitated through one platform which is designed by the state NIC team. This initiative also won the Prime Minister's e-governance award.

This platform inspired states like Karnataka, Tamil Nadu and Delhi to start a similar end-to-end portal to save the administration time and effort.

WHY

How can you make system level technical interventions which can solve the issues the government might be facing?

Can you arrange a meeting with the education director to present the benefits of an end to end system?



Listen



Act



Change



सत्यमेव जयते

Directorate of Elementary Education Rajasthan (Government of Rajasthan)

राजस्थान प्रारम्भिक शिक्षा निदेशालय (राजस्थान सरकार)

स्कूल	अभिभावक/बालक	ऑफिस	संपर्क विवरण	सहायता
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बालकों के प्रवेश हेतु आवेदन पत्र

छात्र ऑनलाइन आवेदन (आवेदन की अंतिम तिथि : 25-अप्रैल-2016)

प्रवेश हेतु आवेदन के लिए ऑफ लाइन या ऑनलाइन आवेदन का विकल्प चुन सकते हैं, लेकिन किसी भी स्थिति में एक ही बार (ऑफ लाइन अथवा ऑन लाइन) आवेदन करना है। एक ही विद्यालय में एक बालक का नाम दर्ज करने में एक बालक का नाम एक से अधिक स्थानों पर आता है तो बालक का प्रवेश वरीयता सूची के सबसे नीचे दर्ज होने के बाद प्रवेश के लिए सक्षम अधिकारी द्वारा प्रदत्त प्रमाण पत्र संलग्न करना आवश्यक है। आवेदन करने हेतु बेसिक विवरण के साथ जिला, ब्लॉक, ग्राम पंचायत एवं ग्राम, एडमिशन कक्षा का चयन करना है। फॉर्म को 'फाइनल लॉक' बटन पर क्लिक कर लॉक करें।

आवेदक यंहा से आवेदन करें

लिए सामान्य चरण

जानकारी

के लिए स्कूल चयन



Borrow another card from your team member. Explain how will you link both of them together.

आवेदन के लिए यंहा क्लिक करें



पूर्ववर्ती आवेदन

आवेदन पत्र क्रमांक* :

मोबाइल नंबर* :



आवेदन पत्र क्रमांक एवं सम्बंधित मोबाइल नंबर

Self attestation of Documents

WHAT

To make a successful application, families have to present documents for proof of income, caste, age of the child and their address. Attesting these documents from gazetted officers takes time, adds additional psychological burden and also perpetuates corruption in the system as some of the touts start exploiting admission time as money making opportunity.

Indus Action successfully advocated during the first year for self-attestation of documents and accepting application receipt for income certificate as a valid proof document during pre-admission stage. This saved both time and effort for the family which they invested in making applications to more number of schools.

WHY

What are the redundant procedures in the admission process which can be done away with without compromising the integrity?

Which other organisations will also benefit from such changes? Can you seek their support in making this happen?



Listen



Act



Change



Share and incident from your experience or quote an example related to your card.

Online Documentation

WHAT

All the documents required for attaching with the application are made in different offices. Often there are long queues and bureaucratic waiting times. The inefficiencies and lack of intent on the service providers part leads to a separate market for touts who start exploiting the families during the admission period. In Delhi some EWS families who were unaware of the procedures at times paid as high as Rs10,000 for an income certificate.

An online procedure does away with such inefficiencies and saves time and effort on their part which can be productively used for other activities.

WHY

What is the documentation procedure in your region? Can it be simplified for the benefit of the applicants?

How can you ensure that middle men don't start exploiting the parents during the application procedure?



Listen



Act



Change



What's New



Online application facility now available on e-District Portal.

Search, Verify and Print Certificates online.

Other services being added soon

15 Departmental databases linked online.

Simplified Procedure for Certificates w.e.f. Dec 01, 2015
([Click Here](#)).



Statistics



1. Visitor No.	:	5158967
2. Registered Users	:	479696
3. Applications Received	:	493661
4. Certificates Downloaded	:	348399
5. Users Online	:	663
6. SMS	:	31646

Timely Reimbursement to Schools

WHAT

Under RTE Section 12(1)(c), schools will be reimbursed a fixed amount or their annual per-child expenditure, whichever is lower for the EWS children that they have admitted by the state government.

Often this reimbursement is delayed or denied by the government for various reasons and schools pass on the financial burden to the EWS families who find it hard to afford the costs.

You can ensure a smooth relationship between all stakeholders by ensuring that all the objectives of the clause are being met. The most important of them being timely reimbursement to the private schools.

WHY

What are the pain points of the schools which are holding them back from making active efforts for implementing RTE Section 12?

Why is the government not able to reimburse the costs to the schools? How can you intervene to make it happen?



Listen



Act



Change

Details of Entry level Classes & Seats (Including EWS/DG) 2016-17

Note:- The following data is provided by the schools. This is indicative. Parents may contact the school concerned for any further clarification.

S.No.	District	Schid	School Name	Address	Nur/ Pre Sch	KG /Pre Primary	Class I
1	East	1001152	GREEN LAND PUBLIC SCHOOL	2126 GALI NO4 RAJGARH COLONY DELHI - 110031	0	0	50
2	East	1001155	GYANDEEP SHIKSHA NIKETAN	107/52 EAST AZAD NAGAR DELHI - 110051	0	0	36
3	East	1001156	PUNEET PUBLIC SCHOOL	PATEL STREET, VISHWAS NAGAR, DELHI - 110032	100	0	0
4	East	1001158	HAPPY PUBLIC SCHOOL	32/125, STREET NO 10 VISHWAS NAGAR DELHI - 110032	0	0	35
5	East	1001159	AMAR JYOTI SCHOOL	KARKAR DOOMA DELHI - 110092	0	30	0
6	East	1001161	MODERN MONTESSORI SCHOOL	RISHABH VIHAR DELHI - 110092	36	0	0
7	East	1001162	ARUNODAYA PUBLIC SCHOOL	1-A KARKARDOOMA INSTITUTIONAL AREA VIKAS MARG DELHI	60	0	0
8	East	1001163	BHARAT NATIONAL PUBLIC SCHOOL	RAM VIHAR KARKARDOOMA DELHI - 110092	0	100	0
9	East	1001165	PANCHSHEEL PUBLIC SCHOOL	C- 84 EKTA VIHAR (JHILMIL) DELHI - 110095	0	0	20
10	East	1001166	BHAI PARMAMAND VIDYA MANDIR	SURYA NIKETAN DELHI - 110092	160	0	0
11	East	1001167	ST. JOSEPHS ACADEMY	SAVITA VIHAR DELHI	150	0	0
12	East	1001169	NATIONAL PUBLIC SCHOOL	VISHWAS NAGAR JHILMIL DELHI - 110095	40	40	40
13	East	1001170	SAROJ MONTESSORI	A- 43 VIVEK VIHAR II - 110095	0	30	0
14	East	1001172	RANI SHARDA VIDYA MANDIR	ST NO 12 VISHWAS NAGAR DELHI - 110032	22	0	0
15	East	1001174	HENRY DUNANT PUBLIC SCHOOL	D-2/3 JHILMIL COLONY, DELHI - 110095	25	0	0
16	East	1001175	DAV PUBLIC SCHOOL	SRESHTA VIHAR DELHI - 110092	300	0	0
17	East	1001177	DAYANAND MODEL SECONDARY SCHOOL	VIVEK VIHAR DELHI - 110095	64	0	0
18	East	1001178	NEW CAMBRIDGE PUBLIC SCHOOL	OPP TIKONA PARK, JWALA NAGAR SHAHDARA - 110032	0	0	30
19	East	1001180	ARWACHIN BHARTI BHAWANSR. SEC. SCHOOL	VIVEK VIHAR - 110095	180	70	0
20	East	1001181	VIVEKANAND PUBLIC SCHOOL	B BLOCK ANAND VIHAR DELHI - 110092	60	0	0
21	East	1001182	VIVEKANAND SCHOOL	D- BLOCK, ANAND VIHAR 110092	208	0	0
22	East	1001183	DAV PUBLIC SCHOOL	DAYANAND VIHAR DELHI	219	0	0
23	East	1001184	GREENWAY MODERN SCHOOL	A-210, JHILMIL COLONY, DELHI	30	16	16
24	East	1001185	Guru Harkrishan Public School	Hangabind Enclave Delhi-92	160	0	0
25	East	1001197	GREEN LITE PUBLIC SCHOOL	5/10 STREET NO-4 GEETA COLONY DELHI-31	0	0	12
26	East	1001198	LOVELY PUBLIC SENIOR SECONDARY SCHOOL	PRIYA DARSHINI VIHAR, DELHI - 110092	200	52	0
27	East	1001207	ANGELS PUBLIC SR. SEC. SCHOOL	3/33-35 SAHDEV STREET,VISHWAS NAGAR,SHAHADARA	40	0	0
28	East	1001209	Nutan Vidya Mandir	AGCR Enclave, Delhi - 92	35	0	0
29	East	1001210	G D Goenka Public School	Plot No. F-18,Karkarduma Delhi-110092	108	0	0
30	East	1001211	Prakash Punj Vidya Sadan	2291, Gali 3,4 Bihari Clny, Shahdara,d 32	100	0	0
31	East	1001212	Lovely Public English School	A 100, Yoine Vihar, d 92	40	10	0
32	East	1002264	BHARAT BHARTI PUBLIC SCHOOL	U-107 SHAKERPUR EXT. DELHI	30	0	0
33	East	1002265	HOMELY PUBLIC SCHOOL	MASTER BLOCK SHAERPUR DELHI	0	0	28
			INDIRA MEMORIAL PUBLIC SCHOOL	229/28 RLY COL. MANDAWALI FAZAL PUR	0	60	0



Pick another card from the pile which can go with this card.

37	East	1002270	NATIONAL VICTOR PUBLIC SCHOOL	I.P. EXTENSION, DELHI-92	200	0	0
38	East	1002271	NEW OXFORD PUBLIC SCHOOL	B, BLOCK (B-122A) VIVEK VIHAR-1 DELHI	20	0	0

Amending the Notification - BAF

WHAT

Uttar Pradesh avoided its implementation of RTE Section 12 for four years by passing a Government Order that ruled that a child could seek admission in a private unaided school only if there was no government school within 1 km radius or there was no vacancy in the nearest government school. This condition was not aligned with the true spirit of the RTE clause as in majority of the cases one the two conditions are never met.

For two and a half years, BAF worked hard to get the Government order amended. They advocated with the government machinery but due to a powerful lobby of private schools, Cabinet note couldn't reach the floor of the House.

With time BAF changed its tactics and took the legal route to single out a high income school which defaulted within the existing norms. The efforts finally paid off and they were able to admit more than 5,000 children in schools while working with government system.

WHY

What the various factions involved who might get affected negatively with the change?



Listen



Act



Change

Only 12 districts admit poor in private schools

Only 54 poor students admitted under RTE Act last session.

The Uttar Pradesh State Child Rights Protection Commission too has instructed all district authorities to ensure that poor children are admitted to private schools.

In the last academic session, only 54 students were admitted in private schools under RTE Act. Four among them were in Lucknow, two in Meerut and the rest from across the state.

"We understand that UP's performance is not satisfactory. We have instructed the Basic Shiksha Adhikari (BSA) to cancel the recognition of private schools which do not adhere to the instructions. But CBSE is doling out recognition to schools like anything... this has devastated the whole educational atmosphere in the state," State Basic Education Minister Ram Govind Choudhary told [The Indian Express](#).

"We have issued instructions to government primary schools as well to increase nominations, else these will be closed," he added while claiming that admission dates have been pre-poned from April to induct more students.

According to education department records till May 13, 863 poor students have been admitted in private schools with Kanpur topping the list with 336, Lucknow with 282 and Faizabad with 57.

After reports that only 54 poor students have been admitted in private schools last year, Chief Minister Akhilesh Yadav had organised a function on January 12, roping in an organisation called Bharat Abhyudaya Foundation.

He had several meetings with the chief minister, but a government order is



Share with your team "Why would you like to take ownership of this idea?"

The government order issued in 2011 states that private schools are liable to admit poor students only if the government primary school — within one kilometre vicinity of the neighbourhood — has no seats left to admit students.

Design your own Campaign - Act

What are the ways you have finalised for yourself to identify and inform the eligible families and support and advocate for them?

**Listen****Act****Change**

Notes

Change

Listen and Act phases involve you to actively go and work. Change phase which encompasses both of them involves those strategies and thought processes which can help you make your work sustainable through lasting impact.

Campaign period involves being resourceful, communicating effectively, managing risk and uncertainty, building partnerships and managing volunteers.

Off Campaign period involves school readiness program, research and collaboration, advocacy, fundraising and technology intervention.



Listen



Act



Change



Campaign Period

Purpose

During the campaign, while you are busy ensuring that maximum number of families are supported, certain strategies can help you streamline your thoughts and actions which will ensure maximum impact within the limited resources and time.

Outcomes

This phase which goes on parallel to Listen and Act phases will help you ideate on how to be resourceful and run a high quality campaign.



Listen



Act



Change



Collaborative Partnerships

WHAT

In order to ensure maximum impact for the beneficiaries with limited resources at hand, Indus Action collaborated with different stakeholders who brought in their particular strengths and expertise. Partnerships were forged with the Delhi Directorate of Education, grassroots organisations like Pratham, PVR Nest, Udayan Care, media like Hindustan Times and volunteers from Bhumi, Becoming I Foundation and IIT Delhi to empower the beneficiaries to access their right.

Mutually beneficial partnerships are critical to the success of the campaign as they bring together expertise, resources and enable scale.

WHY

What are the various verticals of your campaign (eg. information dissemination, grievance redressal, volunteer support etc)? In which of these areas do you need expertise in that you don't possess?

Who are the critical stakeholders in the admission process and how can you form a win-win partnership with them?



Listen



Act



Change



Pick another card from the pile which can go with this card.

Optimising cost per child

WHAT

All the costs that are incurred for the campaign are done so with the purpose of sending children to private schools of their choice. Being resourceful helps in ensuring that you can put maximum children on a different life track within your limited resources. Tracking the amount spent per child admitted in school helps in ensuring that all the actions are aligned towards minimising costs.

Indus Action enrolled 5,677 children in the year 2015-16 at a cost of Rs. 835 per child admitted. The total no of families that were supported with this amount were above 40,000. Besides the campaign costs, this also included all the technology, human resource and management cost to run the campaign.

WHY

What can you do differently to send maximum children to schools at less than Rs.500 per child admitted?

What costs you can cut down to optimise your cost per child admitted?



Listen



Act



Change



Share with your team "Why would you like to take ownership of this idea?"

Optimum Resource Allocation

WHAT

With limited resources, both human and monetary, resource optimisation can drastically impact the scale that your campaign can reach.

For example, instead of full-time resources, IA relies on volunteer teams for work such as distribution of collateral and additional support for the telephonic query resolution. Also, to optimise the utility of pamphlets, instead of mass distribution, we opted for existing channels such as Anganwadis and GRCs, which resulted in the use of fewer pamphlets, saving distribution time and travel cost, while effectively disseminating information,

Working within a resource constrained environment helps trigger creativity and allows to you to fully maximise the potential of all your resources at hand.

WHY

How can you find ways of leveraging existing state capacity like Anganwadis and mid day meal distribution?

How can you prepare your team for a higher order role which involves thinking creatively about maximizing every individual's potential?



Listen



Act



Change



Think about the risks and challenges that you will have to face on the way. Share them with your team

Switch Framework

To address the psychological barriers, IA followed the framework suggested by Heath brothers' authored "Switch". The extensive array of evidence portrayed in "Switch" concludes that lack of clarity, motivation, and environment are often the impediments to successful change.

Their research shows that the rational mind wants change and the emotional mind wants comfort. Emotional side is referred to as the Elephant and our rational side is its Rider. The Rider holds the Table reins and seems to be the leader, but the Rider's control is risky because the Rider is so small compared to the Elephant.

The 3 stages required to bring about any social change are:

1. DIRECT THE RIDER - Provide clarity of information to the citizens
2. MOTIVATE THE ELEPHANT – Provide an emotional basis for social integration and Section 12(1)(c) to all the stakeholders, including the beneficiary
3. SHAPE THE PATH - Reduce the entry barriers and streamline processes to bring about sustainable change within larger system



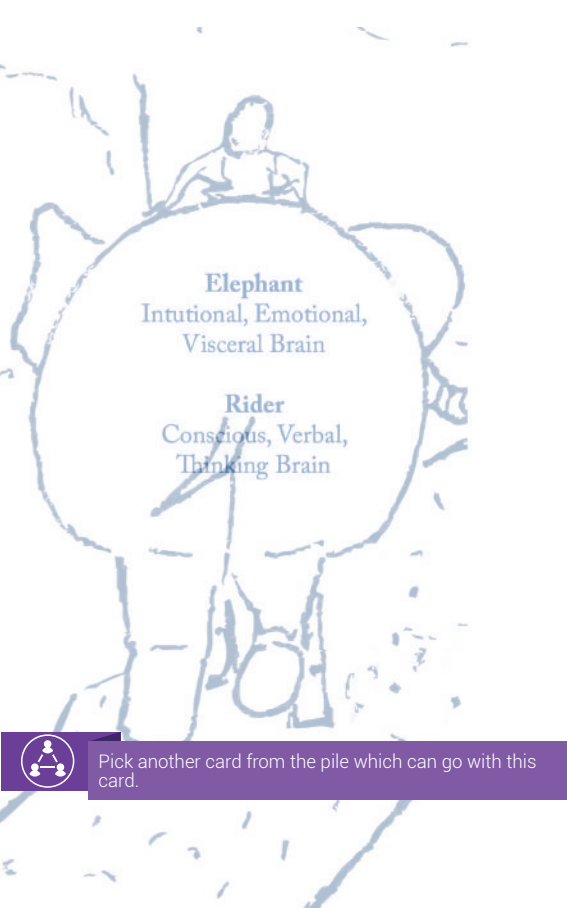
Listen



Act



Change



Elephant
Intutional, Emotional,
Visceral Brain

Rider
Conscious, Verbal,
Thinking Brain



Pick another card from the pile which can go with this card.

Sticky Messaging

A sticky idea is understood, it's remembered, and it changes something. IA used the following framework by Heath Brothers to make the communication effective and memorable.

1. **SIMPLE** - Simplicity isn't about dumbing down, it's about prioritising. What's the core of your message? Can you communicate it with an analogy or a high-concept pitch?
2. **UNEXPECTED** - To get attention, violate a schema. To hold attention, use curiosity gaps. Before your message can stick, your audience has to want it.
3. **CONCRETE** - To be concrete, use sensory language. Paint a mental picture. Try to create visual hooks.
4. **CREDIBLE** - Ideas can get credibility from outside (authorities or anti-authorities) or from within, using human-scale. Let people "try before they buy."
5. **EMOTIONAL** - People care about people, not numbers. Don't forget the WIIFY (What's In It For You). But identity appeals can often trump self-interest.
6. **STORIES** - Stories drive action through simulation (what to do) and inspiration (the motivation to do it). Stories help people see how an existing problem might change.



Listen



Act



Change



अपने बच्चों का भविष्य उज्ज्वल बनाए, जल्द से जल्द

Private School में मुफ्त शिक्षा का लाभ उठाएं*



10 दिन बाकी



* RTE Section 12 के तहत ये सुविधा केवल

- EWS, SC/ST, OBC बच्चों के लिए
- अनाथ व विकलांग बच्चों के लिए

शुरुआती कक्षाओं में 3-6 साल की आयु में ही उपलब्ध है

अधिक जानकारी के लिए

Missed call

07966-210-610



INDUS ACTION



Share an incident from your experience or quote an example related to your card.

Metrics and Live Dashboard

WHAT

Data based decisions play an integral role in correlating inputs and outputs, thereby informing strategy for moving forward.

For IA, a live dashboard (with indicators such as number of calls on the helpline, geographical split of the parents, nature of queries etc.) helped us identify the media of information dissemination that were most effective, which volunteer teams performed best and the ones that needed support. It also feeds back into design when thinking about information that can be shared through pamphlets.

A live dashboard integrated with the helpline, volunteer management app and target to goals for each area helps the team stay connected to the efforts and outcomes and allows everyone to see the larger whole.

WHY

What are the outcomes you want to monitor?

Which parameters can be used as indicators of progress towards the intended outcomes?

How can you measure the parameters and monitor them in real time?



Listen



Act



Change

stage_id: "1 to 17"

Actions +

Total Applicants

2,240

Count

Overall average call duration

243.72

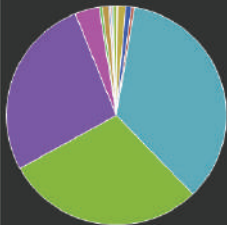
Average data.callRecords.duration

Children Age

✎ ✕

Legend

- 2
- 0
- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10
- 11
- 12



Discover Visualize Dashboard Settings

✎ ✕

Daily Unique Missed Calls Count



What are the resources required for putting the idea in practice. From where will you get them?

24

tion

Planning Falacy

WHAT

It always take more time to finish than you think. This is because of an inherent inability to predict the actual time required to complete a complex and uncertain task. This is specifically important in the campaign context because as you will lead through uncertain times, things might not go as planned or that you will have to attend to unexpected situations. Planning for such inefficiencies in advance will give you leeway and help you to be responsive and not reactive to the situation.

WHY

Can you break down your campaign tasks into smaller ones and commit to a timeline?

What is the most critical step and what is your contingency plan for it?



Listen



Act



Change



Share and incident from your experience or quote an example related to your card.

Opportunity in Crisis

WHAT

Often during the campaign things seem to be falling apart or atleast not going the way you had planned. That is majorly beacause campaigns by definition are chaotic in nature. During such times when it feels like you have exhausted your options, you can use it as an opportunity to look for a new kind of solution which you wouldn't have otherwise. This way you can leapfrog the situation causing the crisis and find a new state of equilibrium.

An example from IA's context is when the number of calls on the helpline exceeded five times the core capacity. Supporting so many families within a given period was not feasible till we found a disruptive solution. The idea of call banks emerged where we enabled motivated community champions to support eligible families over phones. This helped us tap into latent capacity of the community and also build on their local knowledge.

WHY

When facing a tough situation, ask yourself what can you do differently to eliminate the root cause?

Who will be your partners and allies in the period of change?

How will you help everyone manage personal losses if any?



Listen



Act



Change



Think about the risks and challenges that you will have to face on the way. Share them with your team

Feedback Loop

WHAT

A well-established feedback mechanism is a must for introspection and appraisal of the current standing of the campaign. It includes learning systems offering reflective practices for the personal growth of team, thereby increasing contribution to high value work.

IA adopted some of the following strategies:

Volunteers were asked to send pictures of their community visits on Whatsapp

Contact the beneficiaries directly for feedback.

Success of the media campaign was gauged by tracking the number of missed calls received on the helpline.

WHY

How will you set up learning loops so that everyone on the campaign is learning and growing through feedback?

How will you respond to plan vs reality gaps and use them as opportunities for learning?



Listen



Act



Change

RTE Section 12 के Private school

यह सुविधा केवल

- EWS, SC/ST, OBC बच्चों के लिए
 - अनाथ या विकलांग बच्चों के लिए
- शुम्भाती कक्षाओं में 3-6 साल की उम्र

Application form नजदीक के

अधिक जानकारी के लिए

MISSED CALL करें

07966-210-6



Imagine in your mind, how will the end result look like for you. Share it with your team.

Roles and Responsibilities

WHAT

To execute a successful campaign you need a cohesive team of high committed and motivated individuals. Having clearly defined roles and responsibilities helps to get work done efficiently and maintain accountability.

Indus Action's campaign team included the following functions - Helpline, Partnerships, Volunteer Management, Advocacy, Community Engagement, Communication, Design and Technology.

In addition to these campaign specific roles, IA team member also ensured legal, financial and regulatory compliances.

A team of total 6 individuals took on all these roles and delivered a campaign which achieved 100% fill rate in Delhi.

WHY

What are the roles you will need to execute a successfully execute Project Eklavya in your area?

How will you ensure that your team is fully equipped with all resources and necessary skillsets ?



Listen



Act



Change



Team up with another person and co-create your ideas.

Building Capacity from within

WHAT

While doing community work it is easy to provide external solutions which one feels are best for the community. However, it is neither sustainable and nor desirable. Moreover, unintentionally you may also create dependencies within the community undermining the existing knowledge that they might already possess.

A better approach towards community engagement is the one which builds leadership and capacity from within. This means an approach which actively works towards the community taking ownership of their own problems and as far as possible developing their own solutions. This way you can work towards a sustainable exit from the community in a 3-5 year time span.

IA's idea of working closely with community champions is based on this approach

WHY

How can you start involving members of the community from early on?

What skills and expertise do you need on the team to build on this approach?



Listen



Act



Change



Pick another card from the pack. Explain how will you link both of them together.

Serve, don't push

WHAT

It is important to realise that the problems you are trying to solve have been with the community for years. It will be irrational to think that all behaviours and mindsets can be changed with a few technical interventions. Keeping this in mind, go in the community with a mental model of serving their needs and not fixing their situation. There is a fine line between the two and erring on being paternalistic only ends up alienating members of the community who could also effectively contribute and become a part of the solution.

WHY

What rituals can you create within your team which help you listen deeply to the needs of the community?

How will you effectively use storytelling to convey ideas of service to everyone who is involved with the campaign?



Listen



Act



Change



Share with your team "Why would you like to take ownership of this idea?"

Differentiated Support

WHAT

Beneficiary families are as diverse as the areas we cater to, each requiring customised support. IA largely categorised the families by the nature of their queries and their distance to a submitted application. Some categories were - (Information given, no documents), (documents ready, no grievance), (documents ready, school problem), (applied). Each group requires distinct support. For instance, the group with no documents needs information about the different documents needed and where to apply for them. The group with documents ready will need motivation to take the final leap and apply, while also preparing them for potential roadblocks. The group with grievances will need legal aid to file complaints and track their resolution. The group that has applied will need information about admission lottery dates and how to check their results.

When planning for support, you will need to keep the diverse needs of the family in mind.

WHY

What are the various situations in the application process a family might find themselves in?

What support will they need in each situation?

Do you have the capability to provide the support? If not, who can be your partner in this process?



Listen



Act



Change



Imagine in your mind, how will the end result look like for you. Share it with your team.

Off Campaign Period

Purpose

Peak time of the campaigns is during the admission cycle. Add a month or two before that, effectively a good part of the year is available for just preparing the campaign. This time can be effectively utilised to make sure that you build strong foundations for the campaign and design robust processes which can help you get maximum children admitted under RTE Section 12.

Outcomes

During off campaign period, full focus will be on designing and planning for the campaign and setting up fundraising and revenue streams which can help you lead and execute a successful campaign.



Listen



Act



Change



Social Inclusion Program

WHAT

Enrollment in school is only the first step in the journey to building an inclusive society through inclusive classrooms. Once enrolled, children face many challenges such as gap in learning outcomes, English language acquisition as a barrier, even discrimination from peers. Often, parents of enrolled children also feel helpless as they are unable to find solutions.

In order to ensure children are equipped to start school on a strong note, Indus Action organises a School Readiness Program which lays the foundation for problem solving, literacy and mathematics and builds motor skills. The program also works with parents on how they can support their child at school and home such as creating a literacy rich environment at home and providing nutritious meals at low cost.

WHY

What are the challenges students could face after enrollment in school?

How can parents support their child to overcome those challenges?

How can you equip parents to support their child and each other?



Listen



Act



Change



Team up with another person and co-create your ideas.

Data and Technology

WHAT

Delivering services at scale is a challenging task. You need tools for quick decision making and faster execution. Technology and data science can help with both.

Indus Action's campaigns were completely tech driven. Volunteers and Helpline recorded data of the families to find patterns which can give insights on improving delivery and existing gaps which need to be filled. The back end system connected all the campaign streams together and made it easy to reach out to thousands of families with a single click.

During the off period you can explore how technology can help you design a better campaign and invest in building that with your team.

WHY

What technology interventions can you make to execute a better campaign?

How much time and resources will be required for the same?



Listen



Act



Change



ODK Collect 1.4.7 (1053)

Data collection made easier...

Fill Blank Form

Edit Saved Form

Send Finalized Form

Get Blank Form



What are the resources required for putting the idea in practice. From where will you get them?

Delete Saved Form

Fundraising and Revenue Generation

WHAT

The nature of the enrollment campaign is periodic, thus allowing for lulls which are best utilised in activities such as research and school readiness programs. An important agenda for this period is fundraising. IA raised its funds from foundations such as TAP India Foundation, Ernst & Young Foundation and grants such as Asha for Education Stanford chapter. This period can be used to identify avenues such as foundations, corporate CSR, crowdsourcing, grants and Fellowships etc.

While raised revenue is a good source of funds in the initial years, self sustainability must be an aspirational goal for the organisation. Identify avenues for generating revenue such as products, services or data.

WHY

What are channels to raise funds for your organisation? Are there any ways to generate revenue? What could you create that doesn't exist in the market? Who would your target audience be?



Listen



Act



Change



Think about the risks and challenges that you will have to face on the way. Share them with your team

Impact Research

WHAT

The true impact of RTE Section 12(1)(c) is to build an inclusive society. Considering the various barriers to implementation and acceptance of this section, is this impact truly created? What happens to the children after they enroll in school? How many drop out? How do they fare academically? What is the impact of mixed classrooms on children from high income families?

In an attempt to answer these questions and more, Indus Action is proposing a longitudinal research to track the cognitive and non-cognitive impact of mixed classrooms over the next 5-7 years.

WHY

What are some questions which will need to be answered to evaluate the long term impact of the campaign?

How will you answer these questions over the next 3-5 years?

Who can help you to answer these questions?



Listen



Act



Change



Borrow another card from your team member. Explain how will you link both of them together.

Reflect and Share

WHAT

IA believes in adding value to its community of peers and organisations. Capturing and sharing the insights and learnings is one way to do that. IA recorded its experience from the enrollment campaigns and best practices across schools that are socially inclusive in the form of reports. These reports were shared with and made freely available to all individuals and organisations who could potentially benefit from it. IA is currently creating a research proposal to assess the impact of RTE Section 12(1)(c) so as to add to the growing body of work in this area.

WHY

What is the best medium to capture and present your insights?

Who will benefit from your insights and how can you make it available to them?



Listen



Act



Change

Campaign Inputs and Outputs



	Total Calls/Missed Calls	Average School per family	NGO Partners	Volunteer Engaged
2013 - 14	2,852	~3*	4	50
2014-15	8,539	~6*	10	400
2015-16	58,790	~15**	25	1100

* Based on IA Data

** Based on Qualitative Insight

Campaign Outcomes



	Total unique families engaged	Eligible Families	Families Applied	Families Enrolled
2013 - 14	NA	1,683	856	166
2014-15	7,308	3,768	2,165	604
2015-16	29,145	23,597	14,424	5,677

* Validation still underway, overall system system odds at 40% (28k/70k)



Share and incident from your experience or quote an example related to your card.

Design your own campaign - Change

What are the ways you have finalised for yourself for campaign and off-campaign period?

**Listen****Act****Change**

Notes



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P³EN

People, Policy, Politics
Entrepreneurs Network