

About Madhi

We design and implement tech-based, scalable, and context-specific solutions to equip children with foundational literacy and numeracy skills, thus allowing them to emerge as the architects of ideas and life paths of their choice.

“ **Foundational learning first,**
so every child can thrive. ”

The Problem

75% of Std 3 students **cannot** read a Std 2 level text

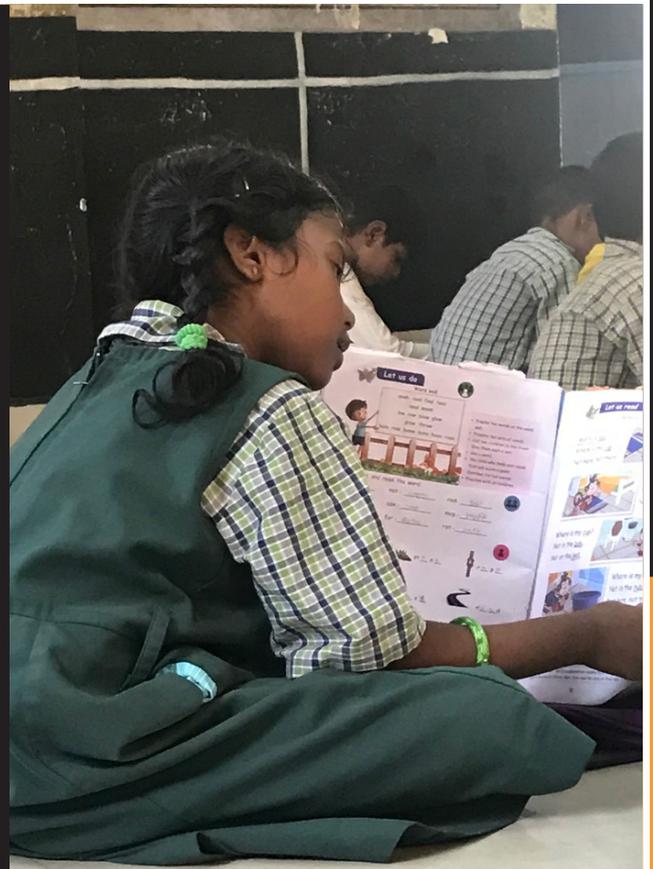
81% of Std 3 students **cannot** solve basic questions on subtraction

(ASER, 2018)

Addressing these learning deficits gets only increasingly difficult as the students progress as the students go to higher grades. This is the crux of the **Foundational Learning Crisis**.

Why improve foundational learning opportunities?

- Early interventions in education **improve productivity** while later remediation of early deficits is often prohibitively costly.
- Better education leads to higher individual income as well as **long-term economic growth**.
- Better quality teaching improves the demand for **girls' education** more than boys'.



Our Projects: Foundational Learning Improvement Programme (FLIP)

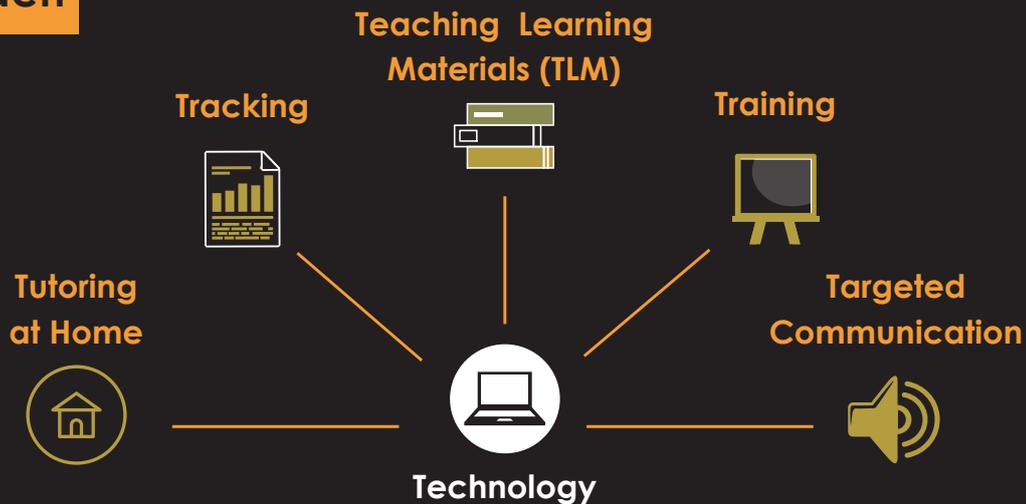
Partner: Department of School Education, Tamil Nadu

Vision: To reimagine school systems and eliminate the foundational learning crisis in Tamil Nadu by 2030.



Madhi works with a **Systems Approach** that looks at challenges holistically. Through FLIP, our interventions address multiple layers of stakeholders, integrating interventions across different aspects of the education system through a 6T approach in order to improve children's foundational learning skills.

6T Approach



TLM

Skill-based, culturally relevant, teaching learning materials mapped to state syllabus, created and distributed across schools in Tamil Nadu

Training

Tech-enabled training courses to improve teaching competencies

Tracking

Meaningful student learning and teaching quality data collected using mobile apps by Block Resource Teacher Educators (BRTes) and used by the Department of School Education to initiate corrective actions

Tutoring

Increased parental awareness and engagement in child's learning

Targeted Comms

Advocacy campaigns to increase the awareness of the importance of foundational learning

Technology

Simple, contextual, and scalable technology is at the heart of what we build

Impact of FLIP



86%

of teacher educators used our classroom observation app in 2019-20 - a marked increase from 2% usage in 2018-19

2X

average improvement in numeracy skills was recorded on objectives learnt by children across grades 1-3*

4X

average improvement in literacy skills was recorded on objectives learnt by children across grades 1-3*

95%

of our teacher training attendees preferred our blended learning model to traditional methods

57%

of children who received our TLMs scored above 50% in literacy, while this number was 40% for schools that did not receive them**

*Annual growth from baseline recorded in 2017-18 | **From control and treatment groups of the teacher handbook and workbook pilot

Our Projects: TN Foundational Literacy and Numeracy (FLN) Mission

Partners Samagra Shiksha, Tamil Nadu and Department of School Education, Tamil Nadu

Vision: Attaining universal foundational literacy and numeracy in all primary schools, identifying stage-wise targets and goals to be achieved by 2025, and closely tracking and monitoring its progress.

As the **Chief Management Partners** of the TN State FLN Mission, we are working with Samagra Shiksha and the Department of School Education, Tamil Nadu to integrate multiple facets of our flagship project, FLIP, into the state education system over the next 5 years.

Reach of FLN Mission

10,00,000

Students

45,000

Teachers

37,000

Government schools

8,000

Administrators



Our COVID-19 Response Projects



In response to the COVID-19 pandemic and the resultant school closures across India, Madhi launched 3 projects to ensure that education remains equitable, and our children continue to learn and thrive amidst this crisis, regardless of their access to technology.

- **Happy Learners:** To ensure that every child, irrespective of access to internet or smartphones, is able to continue learning at home through IVR technology and cable TV based content delivery
- **State Educators and Executive Development Programme (SEED):** To empower educators and executives and equip them with the skills to meet the demands of virtual classrooms, online project delivery and administration
- **Foundational Learning Over WhatsApp (FLOW):** To ensure consistent academic engagement for children through WhatsApp



Impact and Reach of COVID Response Projects*



will be ensured consistent academic engagement through WhatsApp as part of FLOW



will have the opportunity to learn the nuances of online teaching through the pilot of SEED



irrespective of access to internet, will soon be able to learn at home through Happy Learners

*Target reach numbers projected for December 2020

Testimonials on SEED

“ It has been very informative and very well organized sessions. I thoroughly enjoyed the sessions and the lots of learning. Thank you so much Madhi Foundation for all your tremendous help in guiding us through the technicalities of online classrooms and offline classes.

“ It has been a wonderful learning time with you at Madhi Foundation. You have kindled our student spirit dormant in us. For the last 3 weeks we have been eagerly awaiting for the clock to strike 4. We learnt a lot about educational tools in mobile which we were unaware of it so far.

Merlia Shaukath, Founder - CEO



Merlia is an alumna of Stella Maris College, London School of Economics and Political Science, and the University of Oxford. She comes with an experience of nearly 10 years in the development sector with leadership roles in organisations like Teach For India and Athena Infonomics. Merlia believes that access to quality early childhood education is the greatest leveler against social inequity and is committed to working towards eliminating the Foundational Learning Crisis in India.

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