

Request for Proposal (RFP) for Monitoring and Evaluation Services of the Go-To-Market Plan for  
the Civic Learning Program, Bala Janaagraha

**Commissioned by: Janaagraha Centre for Citizenship and Democracy**

*Deadline for submission of Proposals: 20/01/2022*



JANAAGRAHA CENTRE FOR CITIZENSHIP & DEMOCRACY

## Introduction and Purpose

Janaagraha Centre for Citizenship and Democracy ([www.janaagraha.org](http://www.janaagraha.org)) was founded by Swati Ramanathan and Ramesh Ramanathan in December 2001. It is registered under the Indian Trusts Act, 1882. Janaagraha's mission is to transform quality of life in India's cities and towns. We define quality of life as comprising quality of citizenship and quality of infrastructure and services, and therefore seek to make a measurable difference in the quality of citizenship and quality of infrastructure and services.

India is witness today to poor infrastructure and service delivery in cities across basic services which include housing, water supply, power, sanitation, clean air, public transport, safety, good quality pedestrian and road infrastructure, and open spaces like parks and playgrounds.

At the same time, there is limited or no scope for citizens to participate in civic life with government through formal platforms and limited knowledge on how to navigate complicated pathways for engagement with the state. This leaves little opportunity for citizens to influence or voice their concerns and priorities on civic issues in their neighbourhoods or avail services in a transparent and accountable way.

Janaagraha believes that by transforming quality of citizenship through more active participation on civic issues, services and infrastructure will improve. At the same time, Janaagraha believes that in a democracy improved citizenship is an end in itself; with participation and voice at the heart of the concept of quality of life in a democracy.

Civic Learning, Civic Participation and Advocacy and Reforms are Janaagraha's three major strands of work to accomplish its mission.

In our mission to transform quality of life, Janaagraha therefore works with citizens to catalyse active citizenship in city neighbourhoods through Civic Learning and Civic Participation and with governments across levels – Centre, State and Municipal to conceive and implement reforms to city governance (what we call "City-Systems").

Under Civic Learning, Janaagraha launched a program called Bala Janaagraha as a pilot effort in June 2002. The pilot effort covered 170 children spread over 5 schools. Over the last twenty years, we have managed to collate a repository of high quality experiences, designed an established model of imparting high quality civic learning and developed knowledge and skills for measuring outcomes in attitudes and behaviours necessary to build 21st century skills to face 21<sup>st</sup> century challenges.

A few of the milestones achieved by the Bala Janaagraha Program are listed below.

- 3,80,596 children have experienced high quality activity based civic learning on topical 21<sup>st</sup> century challenges viz. climate, conservation of resources like Water, Electricity, waste management, Road Safety, urban governance, active citizenship etc.
- 25,600 hyper local challenges identified by children across 800 schools and 26 cities in the country and solved by using a design thinking approach to problem solving.



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- 1,200 educators from the existing schooling system have delivered activity based civic learning.
- Over 7000 children across the country have participated in our Annual Civic Fests- a platform for peer learning and information sharing.
- 826 schools in 30 cities have been participating in the Our City Our Challenge initiative from over 7 years.
- 8 Civil Society partners in education have shown interest/ are delivering specific modules of our program in their set of schools

We are now seeking to engage youth and children of the country to build a generation of change agents by reimagining civic education as a pathway to impart 21<sup>st</sup> century skills, make civic learning more meaningful and strengthen democracy.

In this backdrop, Cisco has partnered with Janaagraha to

- Undertake a diagnostic and feasibility study to evaluate the maturity levels of the market to adopt a “digital only” approach (aka digital learning platform)
- Conceive a Go-to-Market Plan based on the findings of the diagnostic and feasibility study conducted by the third party agency.

Based on key inputs from the diagnostic and feasibility study and its own lived experience of running the Bala Janaagraha program, Janaagraha has now drawn up a Go-to-Market Strategy (which can be referred in the Annexures as “Terms of Reference”)

## Scope of Work

Janaagraha is seeking proposals in response to this RFP from qualified organizations to provide a full range of monitoring and evaluation services for the Go-To-Market Plan. The Go-To-Market Plan has an interim and medium term objectives.

Currently we are seeking Monitoring and Evaluation services to cover the interim objectives of the plan.

***1.5 Million Children from Grades VI-X improve civic knowledge, civic attitudes, and gain active citizenship values to become engaged citizens within three years by:***

Undertaking a light house project in 1 State using a hybrid model (online and offline) as proof of concept to develop a scalable model using a three pronged strategy

1. Strengthen the existing on-ground model of delivery and expand the span of delivery to select states through a partnership model
2. Create a pioneering digital platform for civic education
3. Advocate for mainstreaming civic education with States as an enabler of human development including 21<sup>st</sup> century skills.

Janaagraha is currently in the initial stages of executing the Go-To-Market plan. We have identified the targeted areas of intervention and drafted the work plan for the period of performance and are now in the process of hiring key project team members.



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At this stage, we are looking for an external monitoring and evaluation partner that can work hand in glove with our project team and leadership to develop the necessary M&E systems, processes, and tools to measure project performance and results. We are interested in having the M&E partner develop and implement a performance monitoring, evaluation and learning plan for our project – which will both measure the project performance but also evaluate the long-term impact of our intervention and investment in the communities we will serve.

The Go-To-Market Plan for the performance period has been attached as Annexures. The Plan details out our strategy, approach, Project work plan and estimated budgets and resources for implementing the plan successfully.

### **The scope of work will entail:**

- Draft and submit a Monitoring, evaluation and learning plan within 30 days of the award
- Create the Log Frame based on the inputs from the Janaagraha Team.
- Audit the monitoring process, share the method adopted to audit the process and call out the right time (readiness) to conduct evaluations.
- Provide user feedback, every three months of the intervention and submit a report sharing how the content is being used (a one-two pager report) and a detailed report every 12 months detailing the available to assess the progress with the identified risks/assumptions.
- Monitoring of the evolution of the Project Work Plan (Baseline and Endline) as shared in the Go-to-Market Plan
- On the basis of the results of the evaluation, the agency is required to submit a detailed impact report within 30 days setting out the agency's judgements of the evolution of the identified risks, together with other risks which Janaagraha has identified as emerging to threaten its attainment of its interim objectives.

### **Eligibility**

Janaagraha will accept and evaluate proposals only from potential bidders which meet all of the following criteria and requirements:

- Previous experience working on at least two-three projects in the education landscape funded by philanthropy.
- Familiarity and understanding of the education ecosystem, especially the distinction currently between mainstream education and alternative education viz. Lifeskills, Values based teaching and so on)
- Proven experience developing M&E systems, tools, and processes, including an overall project performance monitoring, evaluation and learning plan; project results framework, logical framework; developing / finalizing project indicators, data sources, and data quality assurance processes, collecting baseline data and project data, and conducting a final project impact analysis; and
- Proven experience supporting knowledge dissemination and translation of project learnings to other stakeholders



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- The bidder must be a legal entity and not blacklisted/disqualified/de-barred by any government department

## **Submission Requirements**

The bidder's proposal must provide a detailed response and supporting documentation, where requested, to each of the following areas:

### **I. Letter of Transmittal**

- Provide a summary of your organization or consortium's qualifications and experience
- Provide a summary of your overall approach and team
- Shall not exceed one page in length

### **II. Cover page**

- Please include the name of your organization(s) if there is a consortium or collaboration, address, and lead contact information and please include the name, title, and contact information for an authorizing official

## **Proposal Timeline and Evaluation**

Please submit proposals to

1. Shivkumar Menon

Head, Operations and Partnerships, Civic Participation

[Shiv.menon@janaagraha.org](mailto:Shiv.menon@janaagraha.org)

2. Prarthana Ramesh

Head, Civic Learning

[Prarthana.Ramesh@janaagraha.org](mailto:Prarthana.Ramesh@janaagraha.org)



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- Proposals are due by January 20, 2022 (IST)
- Proposals must be submitted via email by the date and time specified above. Bidders are not permitted to submit hard copy proposals in addition to an electronic submission.
- The total budgets available for this work is INR 8 Lakhs (inclusive of taxes). Quotations above this amount may not be considered.
- Janaagraha encourages inquiries concerning this RFP. All questions pertaining to this RFP must be made via email to the above mentioned contact persons. The closing date of the RFP is sacrosanct and hence interested bidders should factor the closing dates for submission of proposals and work backwards at each stage including the stage for requesting clarifications on RFP.
- Bidders should retain a copy of their application and accompanying enclosures for their records.
- Janaagraha intends to follow the below timeline for review and award of this solicitation.

Deadline for Submission of Proposal	January 20, 2022
Review of Proposals	January 21 – January 25, 2022
Interviews or Additional Questions with the potential bidder	January 26-30, 2022
M&E Provider Selected	February 2, 2022
Deadline for Completion of Project and submission of draft Monitoring, Evaluation and learning plan	30 days from the date of awarding the contract

Annexure: Terms of Reference

# GTM Strategy and Approach

## I. Target Market

India has one of the largest learner's markets for Education with 360 Million learners as the total universe in FY 2020. 264 mn School Enrolments across 1.5 mn schools, of which 103 mn enrolments are in Grade VI to X.

Based on the feasibility study undertaken by Janaagraha with Cisco's support, we have derived the Total addressable Market, Serviceable Addressable Market and our Share of Market as indicated below.

Particulars	Total Addressable Market (TAM)	Serviceable Addressable Market (SAM)	Serviceable Obtainable Market / Share of Market (SOM)
# Schools (in Mn)	0.16	0.10	0.01
# Enrolments ( in Mn)	81.3	39	5.7
# Enrolments (VI-X) (in Mn)	31.9	15.5	2.2

Janaagraha's mission is to transform quality of life in India's Cities and towns. Hence, geographic coverage will be Urban India.

### Insights from the feasibility study and concept check has been factored in to arrive at criterias for deriving the TAM/ SAM/ SOM

- Parents and Students have shown significant awareness, inclination and willingness to participate in Janaagraha's Civic learning program. (62%)
- The Digital readiness of all three stakeholders- Parents, Students and Teachers is fairly high but digital readiness and appetite to consume learning through digital is focused on tuitions and supplementary content for STEM.
- The inclination and preference of Parents and students to undergo the Civic Learning Program veers highly towards a hybrid model (online and offline). Market is not ready for a digital only approach. The prolonged absence of physical classes during the Covid Period has also influenced inclinations.
- Parents and Students have also indicated a high preference of the Civic learning concept through the school. Hence a B2C approach is ruled out currently.



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- Based on the current maturity levels of the market<sup>1</sup>, we believe the Civic learning program is amenable for students from Grade VI – X.
- Hence the market size estimates consider school enrollment figures of Students in Grade VI-X only.
- The data available on facilities available in school indicates internet penetration in schools to be at 49% for Urban India (0.12 Mn Schools).
- However, since Parents and Students have shown interest to engage with the Program through school using a hybrid model, **the Total Addressable Market (TAM) of 0.16 Mn schools with total school enrolments of 81.3 Mn Students across Grades and 31.9 Mn Students in Grade VI-X** has been derived based on the number of schools in Urban India with functional electricity, basic infrastructure and/or internet connectivity.
- **The Serviceable addressable market of 0.1 Mn schools with total school enrolments of 39 Mn students across Grades and 15.5 Mn students in Grade VI-X** in seven states/ union territories has been derived based on the following factors
  - State Wise Spread of schools in Urban India
  - Willingness of States (based on the findings from the Feasibility and Concept check Report)
  - State Wise Enrolments in Grade VI-X in the selected states and Union territories of Maharashtra, Gujarat, Rajasthan, Karnataka, Kerala, Tamilnadu and Delhi.
- **The Serviceable Obtainable Market or Share of Market (SOM) of 0.01 Mn schools with total school enrolments of 5.7 Mn Students across grades and 2.2 Mn students in Grade VI-X** in the State of Karnataka for the civic learning concept has been derived based on the following factors:
  - State of Karnataka selected for the lighthouse project based on willingness of state to adopt the civic learning concept and Janaagraha's experience of operating in the state from over 20 years
  - Number of schools in the state of Karnataka and state wise enrolments in Grade VI-X
- SOM of 0.01 Mn schools constitutes 10% of the total SAM of schools and SOM of 2.2 Mn students from Grade VI-X in Karnataka constitutes 14% of the total SAM of students

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<sup>1</sup> Maturity level of the market is factored on the basis of level of foundational level literacies of students and depth of the civic learning concept in existing curriculum for all Boards of Education



## II. Positioning

### Who are key Stakeholders?

Janaagraha seeks to build active citizenship values in students by imparting high quality and experiential civic learning. As a systems change organization, Janaagraha seeks to serve as an agent of change and does not seek to perform the role of a principal. Simply put, we don't seek to fix the problem, but instead seek to **fix the system** that can solve the problems. The "system" in this case comprises of cities and communities on one hand and elected officials, city administrators on the other, besides others who are able to influence either or both these stakeholder groups.

To transform quality of citizenship through the civic learning program, our target Stakeholders are:

- Students
- Parents
- Schools
- State/ Central Education Departments

To transform quality of city-systems our target stakeholder groups are

- City Administration (Municipal Bodies)
- Elected Representatives (Councillors)

Besides the above core stakeholder groups, there are the following enabling stakeholder groups who are/maybe able to influence one or more of the above groups or enable Janaagraha in its efforts.

- Media
- Donors
- Peer Organizations<sup>2</sup>
- Academia

What we need to do and how, needs to be derived from what is likely to **engage, influence and persuade** our stakeholders to **ACT**.

We are cognizant that fixing the system involves establishing proof of concepts in cities/ States and communities. We also recognize that the market is at a nascent stage to adopt high quality civic learning and citizenship studies as part of mainstream curriculum. Hence, we have aimed at drawing a Go-to-Market Plan to demonstrate how imparting high quality civic education to students can

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<sup>2</sup> Peer organizations comprise of NGO's, For Profits. Ed tech companies or any other type of organization which is active in the education ecosystem in India



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contribute to positive civic engagement and building of sustainable cities and communities, which will in turn play a significant role in transforming quality of life in India's cities.

### **Stakeholders**

- Students
- Parents
- Schools
  - Government
  - Aided
  - Private
- Government
  - Centre (Ministry of Education)
  - State Education Departments
  - CBSE and CISCE
  - State Council of Education Research and Training (SCERT)
  - City Municipal Administration (ULB's)
- Elected Representatives (Councillors)
- Donors
  - Foundations
  - Philanthropies
  - Corporate Institutions
- Academia
  - Universities
  - Public Policy Schools
- Peer Organizations
  - Civil Society Groups promoting value based studies, life skills, civic education, Innovation, digital skills or CSO's using technology for imparting education
  - Civil Society Groups focusing on improving the quality of mainstream education in schools at scale
  - Ed-Tech companies and technology companies in education or invested in education



### III. Product offerings

Janaagraha's role in civic learning over the last nineteen years have resulted in

- Creating a repository of experiences
  - 380,596 students have experienced high quality activity based civic learning on topical 21<sup>st</sup> century challenges viz. climate, conservation, waste management, active citizenship etc.
  - 25,600 hyper local challenges identified by students across 800 schools and 26 cities in the country and solved by using a design thinking approach to problem solving
  - 1,200 educators from the existing schooling system delivering activity based civic learning.
  - Over 7000 students across the country have participated in our Annual Civic Fests- a platform for peer learning and information sharing.
  - 826 schools in 30 cities have been participating in the Our City Our Challenge initiative from over 7 years.
  - 8 Civil Society partners in education have shown interest/ are delivering specific modules of our program in their set of schools.
- An established model of imparting high quality civic learning
  - 9 Civic Learning Lite modules of delivery imparted to 33672 students
  - Our City Our Challenge model of Engagement (digital and on-ground) running from over 7 years
  - 383 schools using aligned Lesson Plans to impart civic learning to 180,270 students
- Knowledge of measuring outcomes in attitudes and behaviours necessary to build 21st century skills to face 21st century challenges.
  - Designed and developed a skill certification matrix
  - 15,000 students have participated in the Our City Our Challenge initiative and received Skill certificates

The product offerings listed below factors in the varied needs of diverse target stakeholders (Refer to the Stakeholder Group Section for more details) such as Governments, Civil Society Partners in Education, degree of digital readiness, maturity and learning levels of students across school types and so on.



Product offerings:

1. Grades (VI-X) across Govt, Aided, Private

- Govt and Aided schools
  - Simple thematic knowledge-based modules on various aspects of active citizenship for delivery by volunteers in English and the vernacular language. This would be made available as an online and an offline product.
  - Simple lesson plans aligned to the state board curriculum for delivery by respective subject teachers in English and the vernacular language. This would be made available as an online and an offline product.
  - Civic Action Boxes comprising of activities that can be undertaken in classrooms. This would be made available as an offline product.
- Private schools
  - Knowledge based modules deploying various modes such as case studies on various thematic areas of active citizenship for delivery by schools/volunteers in English. This would be made available as an online and an offline product.
  - Lesson Plans with in depth content aligned to the NCERT and the State Board curriculum in English. This would be made available as an online and an offline product.
  - Clubs as a community offering across Grades.
  - Thematic gamified modules on areas such as Policy, Governance, and Climate among others with certification.

Overarching activities for the above age segment:

- Our City, Our Challenge
  - Only strand which will not be restricted to states geography that we will choose.
- Best Civics Teacher
  - A yearly recognition of best practices of civic education across the chosen states.
- Thematic Campaigns Child Friendly Cities campaign / and others
  - Run as a campaign on topical themes like Child Friendly Cities, Climate change, Swachhata etc in chosen states to capture in planning and budgeting decisions.

2. Grades XI-XII and UG

- Volunteering
  - Volunteering for delivery of thematic modules and the mentoring of groups for Our City, Our Challenge.
- Internships



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Internships working on various aspects of Civic Learning incl. policy research, outreach, database building among others.

- Model Local Governance  
Running of Model Local Governance in order to encourage awareness on decentralization and powers of the local government.
- Our City, Our Challenge  
Project based activity for youth to work on issues that matter to them.

### 3. Alumni

- Civic Leader Incubation Programme to encourage building of the 3% - civic leaders who will support transformation of the country.

## IV. What is therefore our Strategy?

### Medium term objective (5 years+)

To catalyse active citizenship values in the serviceable Addressable Market (SAM) of 15.5 Mn students from Grades VI-X in seven states/ union territories viz. Karnataka, Rajasthan, Tamil Nadu, Gujarat, Maharashtra, Kerala and Delhi.

### Interim Objective (3 years)

1.5 Million Children from Grades VI-X improve civic knowledge, civic attitudes, and gain active citizenship values to become engaged citizens within three years

To achieve this objective, we would like to:

Undertake a light house project in 1 state using a hybrid model (online and offline) as proof of concept to develop a scalable model to transform civic education and citizenship studies in Cities.

1. Strengthen the existing on-ground model of delivery and expand the span of delivery to select states through a partnership model
2. Create a pioneering digital platform for civic education
3. Advocate for mainstreaming civic education with States as an enabler of human development including 21<sup>st</sup> century skills.



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We are cognizant that the key drivers to achieve our medium term objective is **a robust and scalable program design, State government partnerships** and **Anchor donors**. Hence while we strive to find purchase in all three drivers collectively to achieve our medium term objectives, we intend to follow our strategic approach in a phased manner to achieve our interim objectives.

## **How will we execute our Strategy?**

### **Undertake lighthouse project in the State of Karnataka as proof of concept to develop a scalable model**

#### **Year 1**

- a. Conduct Our City Our Challenge with a specific focus on 5 cities in Karnataka for project based learning and leadership development of youth
- b. Modify existing Aligned Lesson Plans to build content for all Civics in the syllabus and Develop content for Grade 9 and 10.
- c. Engage with the Karnataka State Education Department to pitch OCOC and Aligned Lesson Plans for Grade 6- 10<sup>th</sup>.
- d. Expand the Training and capacity building of volunteers/ alumni (If the state shows interest, Teachers to be included here)
- e. Digitize Civic Learning Lite module content for Grade 6-10<sup>th</sup>
- f. Develop a customized Strategy and Value Proposition for chain schools (*market size of Chain schools- 15 to 20 Mn students*)
- g. Develop a partnership strategy (creating customized value propositions for peer organizations) and devise innovative partnership models for scaling the program across the state of Karnataka
- h. Test and validate the models for scale

#### **Year 2**

- i. Develop high quality activity/ game based digital content customized and aligned to Govt/ Aided/ Private school curriculum (We go in Year 1 with the existing OCOC platform, learn from our experience with students and teachers etc based on user interactions)
- j. Develop partnerships with Chain Schools (based on the strategy developed in Year 1)
- k. Create collaboratives and implement the partnership strategy (both digital /onground)
- l. Monitor and Evaluate success of delivery models

#### **Year 3**

- m. Engage with the states/ Union territory of Delhi, Gujarat, Kerala, Maharashtra, Rajasthan and Tamilnadu) who have shown moderate to high willingness to evaluate results of the proof of concepts and undertake pilots at a district level (Initial conversations and engagement to start in Year 1)



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**Note:** Some of the activities which we believe are exploratory and hence may be difficult to flesh out in an activity plan or may be iterative over a span of 6 to 12 months fall under (f), (j), (k) and (m).

Actions falling under (c), (d) and (g) can also tend to change in its approach but we now have reasonable experience in these actions to act quickly and remain flexible in our approach to ensure effective outcomes.

## V. Project Budgets and Resources

We envisage a **project budget of INR 6.61 Crs** over a **project period of 3 years**

Activity streams	FY 2022-23	FY 2023-24	FY 2024-25	Total
Scale Civic Learning Program to 5 cities in Karnataka	101.2	103.85	107.30	312.35
Development of digital Platform (icivics)	36.8	67.16	63.13	167.09
Partnerships (Government and other CSO partnerships)	48.8	44.56	48.42	141.86
Monitoring and Evaluation	17.25	11.50	11.50	50
<b>Total</b>	<b>204.13</b>	<b>227.07</b>	<b>230.35</b>	<b>661.55</b>

**Note:** Project budgets includes 15% of enterprise costs.

### Resources

We anticipate a project team of 9 full time resources on the project. The capabilities that the project team would broadly span project management, government relations, strategic partnerships, content development, software product management and development, communications, School engagement and outreach. Of this team, 4 people belong to senior management (approx. 15 years + plus work experience) and 5 people belong to middle management (approx. 8 years + plus work experience). As listed above the project requires a diverse set of capabilities with multi-disciplinary skills and competencies. Other direct cost towards development of digital platform, content development, monitoring and evaluation, communications, travel and enterprise costs.



## VI. Project Work Plan

Objective	Activities	Outputs	Timeline (Deadline)	Projected Outcome and Impact	Baseline Indicator	Projected Indicator
1.5 Million Children from Grades VI-X improve civic knowledge, civic attitudes, and gain active citizenship values to become engaged citizens within three years	Run our City Our Challenge across India with depth engagement in 5 cities of Karnataka	15,000 Children from Grades VI-X participate in meaningful project based actions	Apr'22-Mar'23	Children strengthen 21 <sup>st</sup> century skills and demonstrate increased knowledge to solve real world civic, social and environmental problems	<u>Indicator</u> No meaningful intervention to increase civic knowledge, attitudes and behaviour leading to improved 21 <sup>st</sup> century skills	% increase in civic knowledge, behaviours, attitudes
		15,000 Children from Grades VI-X participate in meaningful project based actions	Apr'23-Mar'24			% increase in 21 <sup>st</sup> Century skills
		15,000 Children from Grades VI-X participate in meaningful project based actions	Apr'24-Mar'25			# of civic actions and solutions developed by children in the community
	Roll out 7 high quality thematic modules for Grade VI-VIII in Karnataka	11,000 children from Grades VI-VIII improve their civic knowledge on 21 <sup>st</sup> century challenges	Apr'22-Mar'23		<u>Indicator</u> No meaningful interventions to increase civic knowledge, attitudes and behaviour	% increase in civic knowledge and behaviours
	Roll out 25 school curriculum aligned Lesson Plans in two Languages for Grade VI-X in Karnataka	58 Schools equipped with improved learning materials to impart high quality civic education	Apr'23-Mar'24			
		50,000 Children from Grades VI-X improve their civic knowledge	Apr'24-Mar'25			
	87 Schools equipped with improved learning					





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		materials to impart high quality civic education				
		75,000 Children from Grades VI-X improve their civic knowledge				
Roll out 7 digital high quality activity based modules in two languages and 11 Curated digital learning resources for Grades VI-X		7,500 Children from Grades VI-X access high quality activity based modules on civic education	Oct'23- Mar'24			
		15,000 Children from Grades VI-X access high quality activity based modules on civic education	Apr'24-Mar'25			
Develop 4 features to broaden / evolve the digital platform to provide the best experience for educators/ children		35 teachers/ Educators and 7,500 Children from Grade VI-X equipped with improved learning materials	Oct'23- Mar'25			
Run Our City Our Challenge and roll out 25 Aligned lesson Plans in Karnataka with endorsement from the State Education Department		1,200 teachers from Government/ Aided schools trained to mentor students for the Our City Our Challenge and to impart better quality civic education through Curriculum aligned lesson Plans	Apr'23-Mar'24			
		185,000 Children from Grades VI-X are equipped to improve their civic knowledge and 21 <sup>st</sup> century skills				
					Indicator No meaningful intervention to increase civic knowledge, attitudes and behaviour leading to improved 21 <sup>st</sup> century skills	% increase in civic knowledge, behaviours, attitudes  % increase in 21 <sup>st</sup> Century skills  # of civic actions and solutions developed by



		<p>2,100 teachers trained to mentor students for the Our City Our Challenge and to impart better quality civic education through Curriculum aligned lesson Plans</p> <p>200,000 Children from Grades VI-X are equipped to improve their civic knowledge and 21<sup>st</sup> century skills</p>	Apr'24-Mar'25			children in the community
	<p>1500 Volunteers impart high quality civic education using Aligned Lesson Plans, Digital learning resources and Mentoring children for Our City Our Challenge and 300 Alumni are trained to become civic leaders in their school communities</p>	<p>3 Corporate Partnerships for Volunteering</p> <p>500 Volunteers equipped to provide high quality civic education</p> <p>100 Alumni trained to become civic leaders in school communities</p> <p>6,000 children from Grade VI-X are equipped to improve their civic knowledge, behaviours, attitudes and 21<sup>st</sup> century skills</p>	Apr'23-Mar'24			
		<p>5 Corporate Partnerships for volunteering</p> <p>1000 Volunteers equipped to provide high quality civic education</p>	Apr'24-Mar'25			



		<p>200 Alumni trained to become civic leaders in school communities</p> <p>15,000 children from Grade VI-X are equipped to improve their civic knowledge, behaviours, attitudes and 21<sup>st</sup> century skills</p>			
	<p>4 Civil Society Partners run project based learning and leadership development programs using Aligned Lesson Plans, Digital learning resources and mentoring children for Our City our Challenge</p>	<p>10 Meetings with Civil Society Partners to promote civic education as part of their project interventions</p> <p>Secured 1 Civil Society Partnership to deliver high quality civic education</p> <p>10 Staff of Education Partners equipped and trained with learning materials to impart high quality civic education</p>	<p>Apr'23- March'24</p>		
		<p>50,000 children from Grade VI-X are equipped to improve their civic knowledge, behaviours, attitudes and 21<sup>st</sup> century skills</p> <p>10 Meetings with Civil Society Partners to promote civic education as part of their project interventions</p>		<p>Apr'24-Mar'25</p>	



		<p>Secured 3 Civil Society Partnerships to deliver high quality civic education</p> <p>25 Staff of Education Partners equipped and trained with learning materials to impart high quality civic education</p> <p>150,000 children from Grade VI-X are equipped to improve their civic knowledge, behaviours, attitudes and 21<sup>st</sup> century skills</p>			
	<p>4 Chain schools run project based learning and leadership development programs using Aligned Lesson Plans, Digital learning resources and mentoring children for Our City our Challenge</p>	<p>10 Meetings with Chain schools to promote high quality civic education</p> <p>1 Chain school partner to promote high quality civic education</p> <p>500 teachers equipped and trained with learning materials to impart high quality civic education</p>	<p>Apr'23-Mar'24</p>		
		<p>50,000 Children from Grade VI-X</p> <p>15 Meetings with Chain Schools to promote high quality civic education</p>		<p>Apr'24-Mar'25</p>	



		<p>3 Chain schools partner to promote high quality civic education</p> <p>900 teachers equipped and trained with learning materials to impart high quality civic education</p> <p>150,000 Children from Grade VI-X</p>				
	<p>Build a civic collaborative / alliance with 5 Civil society partners to promote high quality civic education in Schools</p>	<p>20 meetings with potential Civil Society Partners to onboard partners for the civic collaborative</p> <p>5 workshops with Civil Society partners to promote the civic collaborative</p> <p>1500 Principals / Educators engaged to promote high quality impactful civic education as part of 21<sup>st</sup> century skills</p>	<p>Apr'24-Mar'25</p>	<p>A majority of Educators / academia acknowledge and endorse the idea of promoting strengthening of civic knowledge, behaviours and attitudes as a pathway to strengthening 21<sup>st</sup> century skills in teaching, learning and assessment</p>	<p><u>Indicator</u> No concerted effort in Civil Society, Educators, Media, State Governments and academia to engage on quality civic education and 21<sup>st</sup> century skills</p>	<p>Network / platform of civil society organization, journalists, academia, educators, State Education departments with increased knowledge of civic education and increased use of data / stories and</p>



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	<p>Engage and promote high quality civic education in 6 States/ UT's and run a pilot Our City Our Challenge program at a district level in 1 State</p>	<p>40 Meetings with State Education Officials to promote high quality civic education</p> <p>12 workshops to train / orient Teachers to undertake the Our City Our Challenge program</p>	<p>Mar'22-Apr'25</p>	<p>State Education departments endorse imparting high quality civic education (digitally and offline) as a means to strengthen 21<sup>st</sup> century skills</p>		<p>dissemination in the public discourse</p>
	<p>Roll out a communication and media strategy and plan to promote high quality civic education</p>	<p>XX Champions of Change stories published in media to promote the significance of civic education</p> <p>Engage and influence XX thought leaders / Academia/ Universities in the education ecosystem to promote significance of civic education to strengthen democracy</p>		<p>Increased dissemination and discussion in public forums on significance of high quality civic education as a pathway to strengthen democracy and improve 21<sup>st</sup> century skills in children by Educators, CSO's, media and academia</p>		



JANAAGRAHA CENTRE FOR CITIZENSHIP & DEMOCRACY

### **Assumptions**

- Development of high quality Curriculum aligned lesson plans, thematic digital modules, gamified content; Expansion and evolution of the digital platform will involve extensive user (Educators, Children from Grades VI-X) feedbacks at regular intervals (every 6 months) to ensure the content is easily consumable, effective in its objective of providing improved learning outcomes. Hence iterations are expected in content as well as the digital platform.
- Content will be created in two languages (English and Kannada) for the aligned lesson plans. Customization of content will also be undertaken for Educators/ Children from government/ aided schools and private schools as access of infrastructure, needs and learning levels are different for government/ aided schools and private schools
- Possibility of adding another language, Hindi while developing content is high as Chain schools and Civil Society partners are key channels of dissemination for scale up of the intervention. Chain schools and Civil Society partners are present in multiple geographies beyond the lighthouse state of Karnataka.
- Strategy for building partnerships with civil society groups will be adopted in two tracks.
  - Track 1- Partnering with Civil Society groups from the education sector who have significant outreach/ engagement abilities (Low-medium touch but high number of children)
  - Track 2- Partnering with interested and niche civil society groups from the education sector with deep engagement capabilities (high touch with low/medium number of Children)
- Engagement with State education department/ SCERT's will start in Year 1 and we are expecting to get active endorsement from select states over a period of two years (except for the State of Karnataka which will happen in Year 1)

### **Risks**

- Digital foray to schools is subject to schools endorsing dissemination of civic education digitally.
- 7 States/ Union Territories have shown willingness to engage to promote civic education and 21<sup>st</sup> century skills as part of teaching, assessments, Post Covid, their immediate focus is to become digital ready.