

Addressing the Learning Crisis in Rural India

AND

Creating Self-Employment Opportunities for Women

Hippocampus was established in 2003 with the vision to "inspire children to want to read more".

Hippocampus creates and runs its own libraries and offers other organizations assistance and guidance in running their libraries more effectively. Programs developed by Hippocampus have been adopted by over 30 organizations, across more than 250 libraries in 4 states of India, including but not limited to:

- The government of Karnataka is adopting the Hippocampus techniques for use in 45,000 schools of Karnataka.
- Room to Read, a NGO working in more than 10 countries, has used the Hippocampus programs as the basis for establishing libraries globally and is implementing our programs in the north Indian states of Chhattisgarh and Rajasthan.
- Hippocampus has also been appointed as a partner by the Goethe Institute on a project to promote "reading in the city" across India and mainstream schools as part of the German year in India 2011.

Hippocampus Learning Centres

Hippocampus has now expanded beyond promoting reading to the promotion of learning, through the establishment of Hippocampus Learning Centres (HLC). These HLC's are education centres that are being established in villages to offer Kindergarten and after school programs that support a child from Kindergarten to primary education.

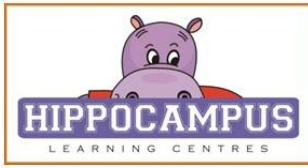
As a pilot, 8 Primary Education centres were started in November 2010, in two districts of Davangere and Mandya 4 in each district. Six of these centres boasted an enrolment of more than 32 children each. In the first pilot for scale, by June 2011, we stepped up to 65 centres, in primary and kindergarten education. By June 2012 we had scaled to 82 villages reaching over 3000 children and offering employment to 250 teachers.

All Centres are also equipped with a library and LEGO sets for learning and play supported by the LEGO Foundation

Livelihoods for local women.

HLC aims to address the learning crisis for rural children as well as provide livelihoods for local women. Women who have passed their school leaving examinations (SSLC) are selected and trained to become teachers. These women stay within the village and are looking for alternate sources of employment and livelihood. An additional income of Rs. 2000 per month is a significant boost to their current family income and is a huge incentive for them to participate. *(Aanganwadi (Day care centres) workers employed by the government are paid less than Rs.2500 per month in many states for a full time job and this is a coveted job in rural India)*

By 2015 June, we aim to establish over 200 centres, addressing the education needs of 10000 children annually and creating livelihoods for 250 women in rural areas.



THE LEARNING CRISIS

A large network of primary schools run by the government addresses the education needs of 192 million poor children in the 6-14 years age group. These schools have not been successful in delivering learning outcomes. Data from the recent SLS study indicates that only 55.9% of children in class 4 meet the requirements of the class in mathematics with the number dropping to 35.4% by the time they reach their 8th (refer <http://www.ei-india.com/sls/> for more details).

In many states in India, the pass percentage in school leaving examinations is less than 70% (<http://www.hindu.com/2010/05/06/stories/2010050661630400.htm>). Nearly 300,000 children every year do not pass the exam in the state of Karnataka alone (Bangalore, the IT Hub of India, is the capital city of Karnataka). Across the country, more than 7million children do not pass the school leaving examinations every year and is possibly one of the largest causes of unemployment in the country.

A multitude of attempts (both through well-funded government programs and through high-impact NGO offerings) continue to be made to improve the situation. These range from teacher training to curriculum redesign but these have not been able to create the desired impact. In a country with 200 million children in primary school with 50% of them struggling with learning, *there is an urgent need to find a way to bring about improvements in learning in a way that is operationally scalable and financially sustainable.*

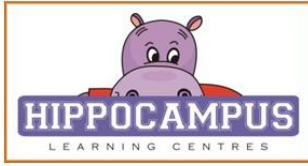
STATE OF EMPLOYMENT FOR WOMEN IN RURAL INDIA*

Bulk of the employment in India is concentrated in the agriculture sector. In rural areas, agriculture constitutes up to 68% of the total rural employment. Approximately 81% female workers and 66% male workers in rural areas are engaged in agriculture. Obviously, most of the workers engaged in agriculture are highly under-employed with very low levels of return. Diversification of the rural workforce to non-agriculture activities has been very low and the same has been negligible in case of the rural women workforce.

Despite slow diversification process from farm to non-farm activities, the agriculture sector has reflected enough dynamism in recent years. Although diversification of the female workforce to non-farm activities in rural areas has been limited up to 2 to 3% since 1993-94, the same in case of male workers has been to the extent of 7 to 8% during the same period. Most of this diversification to the rural non-farm activities has taken place in sectors such as construction, transport and food processing industries. Retail trade has also contributed to rural workforce diversification. However, despite all these positive reflections, diversification of the female workforce has been very limited. This may be because of their low education and skill levels.

One of the important policy implications to promote rural non-farm employment is to provide skill and training to women workers in rural areas.

* - Source: Report to the people, July 2010. Ministry of Labor, Government of India.



ESTABLISHMENT COST FOR NEW KINDERGARTEN CENTRES:

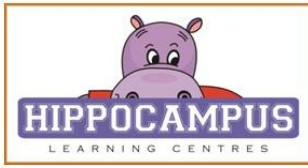
Establishment costs for KG :	Rs.
Painting & Signage	3,954
Electrical Fittings and UPS Battery	2,054
Teacher Units (1/Centre)	9,348
Child Units (1 per centre)	8,208
Curriculum Material (KG all subjects)	10,313
Library Unit and books	3,622
Packing & Transport per centre	2,500
Miscellaneous	5001
Total Establishment Costs	45,000
In US \$ @ Rs 55 per dollar	800

SCHOLARSHIP REQUIREMENTS FOR CHILDREN FROM DISADVANTAGED SECTIONS

We provide scholarships to 20% of our very poor children

Scholarship requirements:

	KG
A Number of centres planned for 2013	40
B Optimal number of children per centre	1000
D Scholarship target - 20% of children	200
E Annual fee per child (in Rupees/ Dollar)	3000/\$50
Total scholarship funds needed	Rs 6,00,000
In US \$ @ Rs 55/- to 1 Dollar	\$ 10000



APPENDIX - THE MANAGEMENT TEAM

Umesh Malhotra

Umesh Malhotra, a graduate from IIT Madras is the co founder of Hippocampus and the driving force behind this new project. He is a serial entrepreneur, and his entrepreneurship experiences range from social enterprises, IT services and restaurants. Umesh Malhotra was selected an Ashoka Fellow in 2008.

Lt. Colonel Murthy Rajan:

Colonel Murthy has spent 20 years in the Indian army. After that, he joined Akshara foundation as the head of operations and scaled the interventions of Akshara foundation across 1400 government schools in Bangalore city. He then worked with Ujjivan micro finance as their Head - HR before joining Hippocampus.

Lily Paul:

Lily Paul was previously Director of the Entrepreneur to Entrepreneur program at Ashoka. She built the Ashoka Support Network of business people dedicated to supporting Ashoka and its leading social entrepreneurs in India. Lily has a Masters in Economics and has experience in both the private sector and the non-profit sector.

R. P. Gayatri:

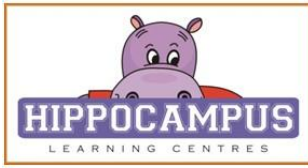
R.P. Gayatri heads the curriculum and training at HLC. She is a graduate in English from Delhi University and holds a diploma in German language from Max Mueller Bhavan. After teaching German for a while, she joined Educomp where she authored books in Social Science for the secondary school segment. She then moved on to designing and managing curriculum development for the entire primary and secondary segment for the Millennium group of schools.

THE BOARD OF DIRECTORS AND ADVISORS

Umesh Malhotra, CEO and Founder

Hema Hattangady

Ms. Hema Hattangady held roles as the Vice Chairperson & CEO of Conzerv Systems Pvt. Ltd. (now taken over by Schneider Electric India). Under Hema's leadership, the firm which started as a small, family-owned business has evolved into a venture-funded, professionally-managed company and a trend-setter in Energy Efficiency business in India. Hema is a Member of the Board of Governors of Xavier Institute of Management and Entrepreneurship based in Bangalore. She is also a member of the Board of Directors of Efficiency Valuation Organization (EVO), USA, which is the only non-profit organization in the world solely dedicated to creating measurement and verification (M&V) tools to allow efficiency to flourish.



Rajiv Kuchal

Mr. Kuchal is an active angel investor and mentor for social enterprises. His investments include DesiCrew, ipomo, Maya Organic amongst others. He was previously the —COO of Onmobile, India’s largest mobile services firm and was a key member of the IPO team. Rajiv was the —COO, of Infosys BPO and one of the founding employees of the company. Rajiv joined Infosys in 1989 and was the youngest employee to be nominated as a part of the management council at Infosys. Rajiv is a graduate from IITD, 1986.

Vimala R Malhotra

Vimala Malhotra is the founder of Hippocampus children’s company. Prior to that she worked in Infosys and at IISC, Bangalore. She is a technical writer and has a post graduate diploma in mass communication.

Advisor

Dr. S Yegneshwar

Dr. Yegneshwar is currently an independent consultant who works in the areas of competency definitions, mapping, development and assessment, leadership development and executive coaching. He was a member of the team that built the leadership systems at Infosys Technologies. He also setup and headed Education, Research and Training for Infosys and was a member of the Management Council at Infosys Technologies Limited. Dr. Yegneshwar has a —Ph.D. in Computer Science & Engineering from Indian Institute of Technology Mumbai and a B.E. (Hons) in Mechanical Engineering from BITS Pilani.