



IGNIS LEAN DATA
HT PAREKH FOUNDATION
FEBRUARY 2018

LEAN DATA



WHY DID WE SPEAK TO PARENTS?

QUESTIONS WE SET OUT TO ANSWER

1

Impact on Child

Understanding the changes observed in a child post Ignis's intervention and the poverty profile of child's family

2

Feedback for Ignis

Parents view on what is working in the Ignis program and what can be improved

3

What do parents need?

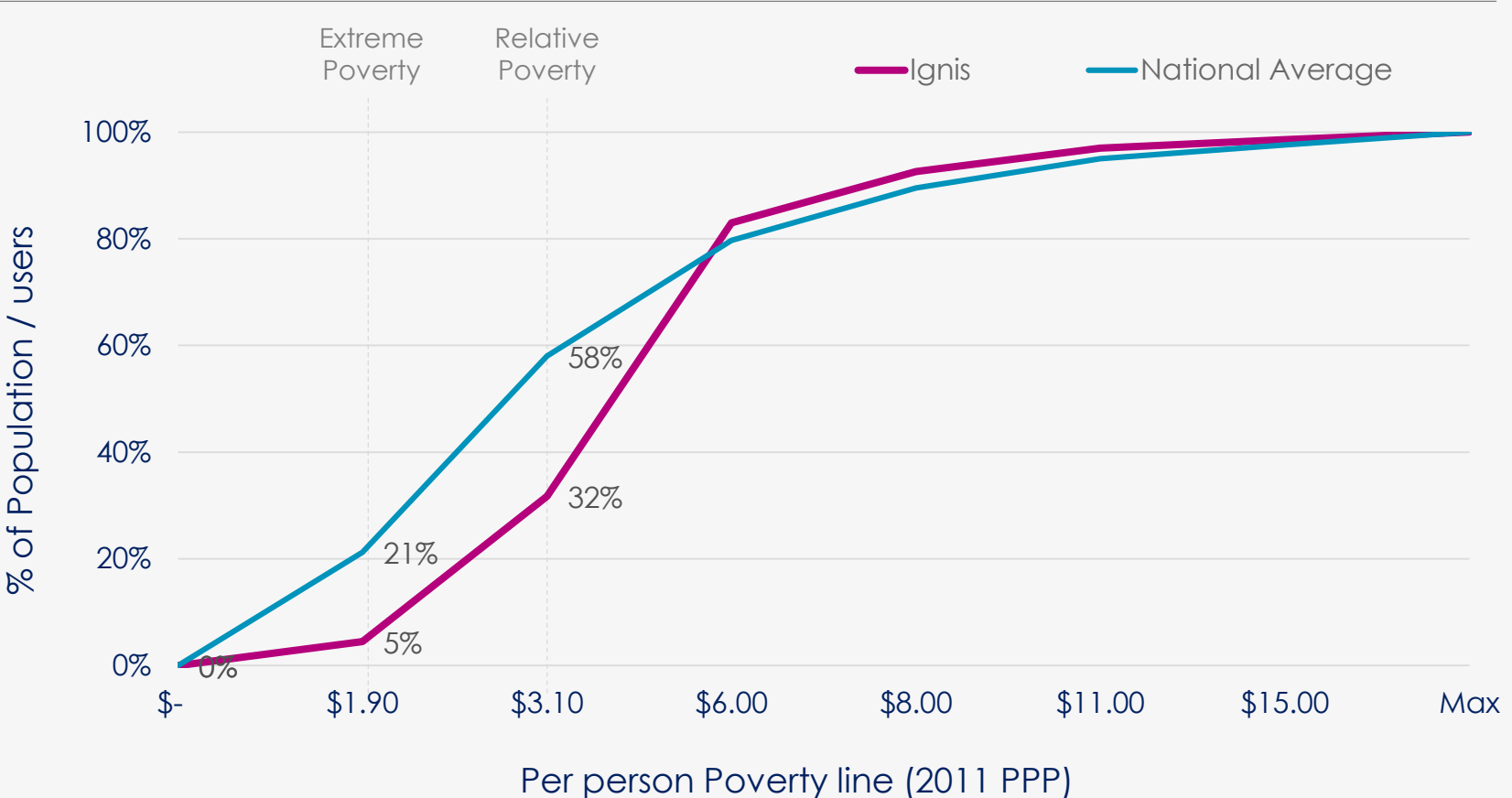
Listening from the parents regarding needs beyond the current intervention

INCOME PROFILE OF IGNIS PARENTS

% OF CUSTOMERS LIVING BELOW \$3.10/DAY

Ignis is more inclusive for the segment which lives over the \$6 per day income line compared to the National average

% living below different \$/day lines, (2011 PPP)



IMPACT ON THE CHILD RELATED TO ENGLISH

UNDERSTANDING THE KEY PROGRAM OUTCOMES AS OBSERVED BY PARENTS

Parents mentioned that the most positive change they observed **was in spoken English**, followed by English Grades and Fluency

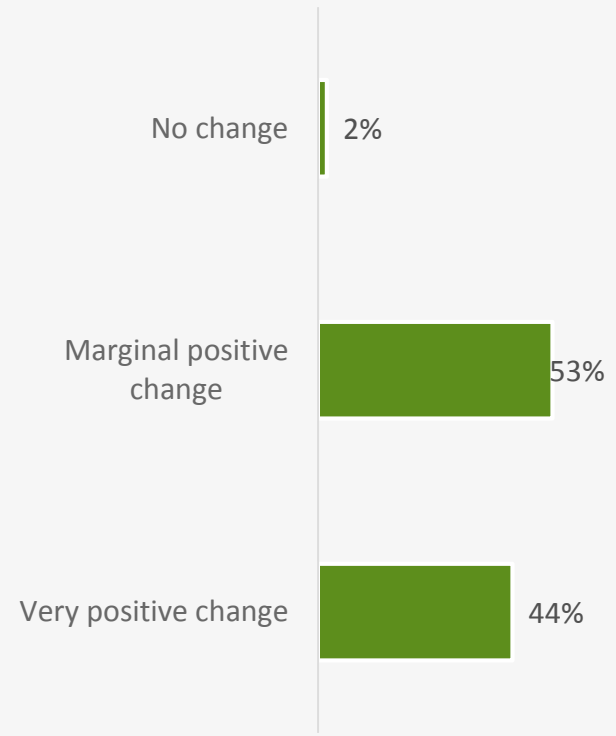
Better quality of future life was ranked as the top reason by 36% respondents and ranked second most imp by 31% respondents

Better chances of enrolling in Higher Education was ranked the top reason by a quarter of the parents, and appeared as the second most important outcome from learning English

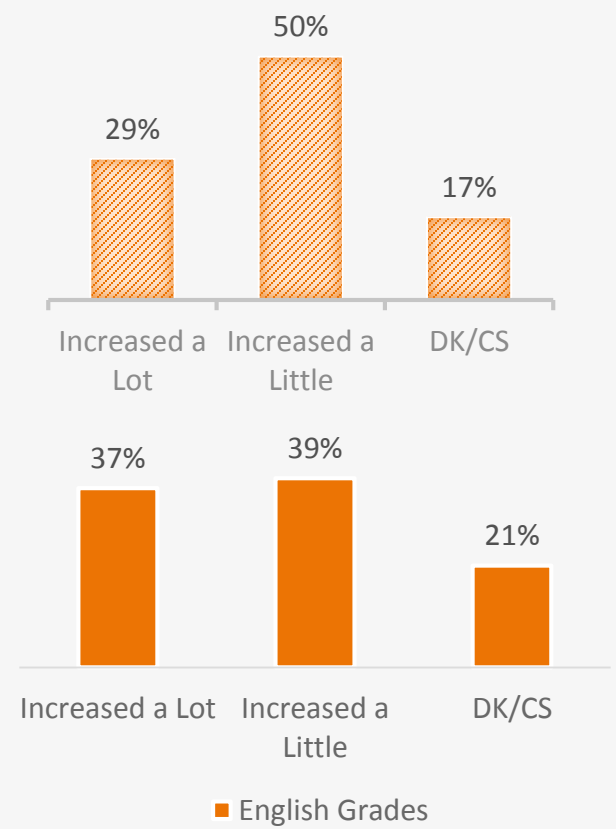
Easier access to Internet, followed by Improved learning at school were the lowest ranked reasons as the need for learning English

Change in your child's...

Ability and willingness to talk in English/ Say English rhymes/poems



English Grades and Fluency



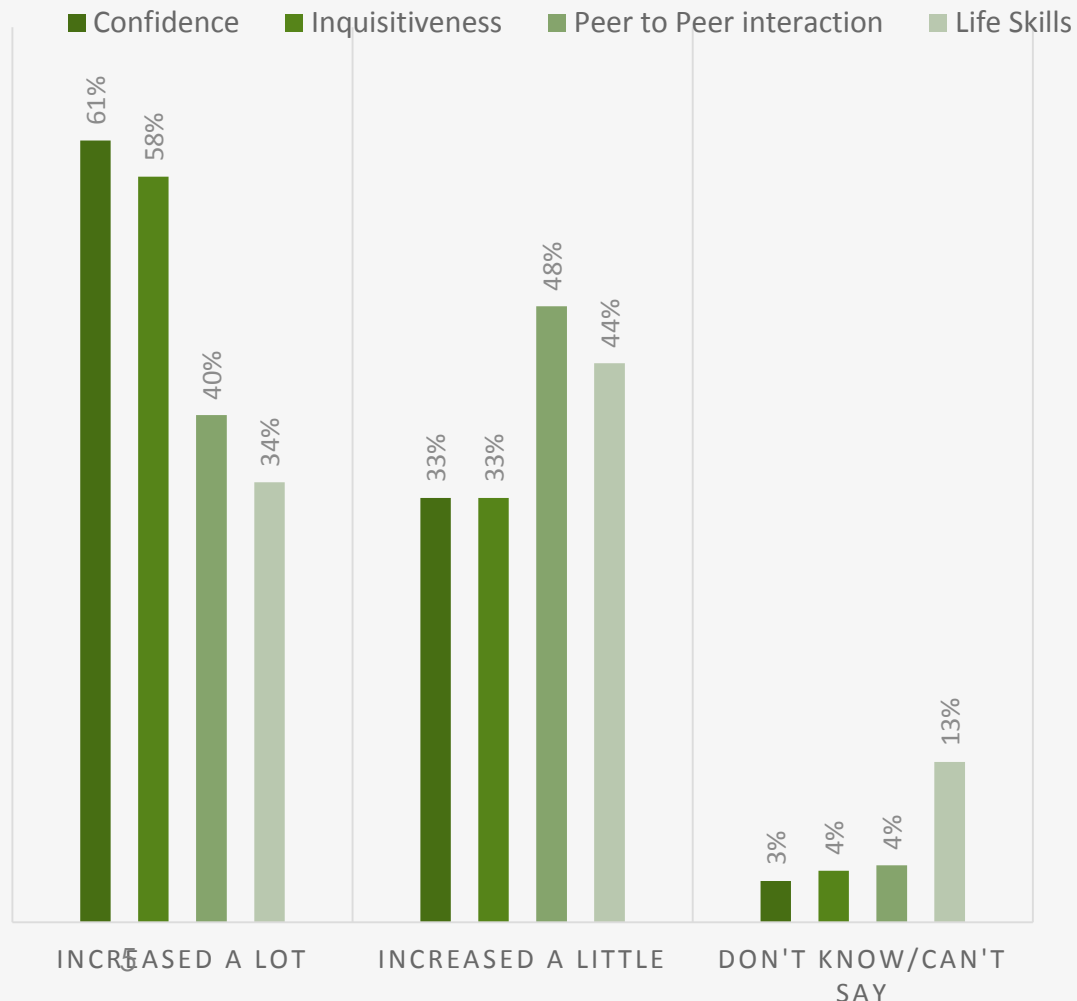
HOLISTIC IMPACT ON CHILD

IGNIS'S MODEL OF ENGAGING ON ASPECTS BEYOND ENGLISH ARE RECOGNIZED BY PARENTS

Parents mentioned **Confidence and Inquisitiveness** as the top two aspects for which they observed positive improvements, beyond the changes related to English Language

Parents found it difficult to articulate if they observed changes the most in Life Skills

Change in your child's...



CHANGES IN QUALITY OF CHILD'S LIFE POST IGNIS PROGRAM AS OBSERVED BY THE PARENTS

42%

Parents agreed that Ignis has “**Very Much Improved**” their child's quality of Life

48%

Parents said they **CAN NOT** find an alternative replacement for the work Ignis does and its program. 42% mentioned they Maybe able to find an alternative

Top three key reasons cited by parents regarding positive changes in quality of life for their child:

+ They observed significant improvement in English (Reading, Writing, and communicating in English) – **38%**

+ Overall improvement in studies (Better ability to grasp, remember, write) – **24%**

+ Their child/ children have started taking interest in studies & are now doing homework regularly, and attending school regularly – **14%**

AWARENESS ABOUT IGNIS

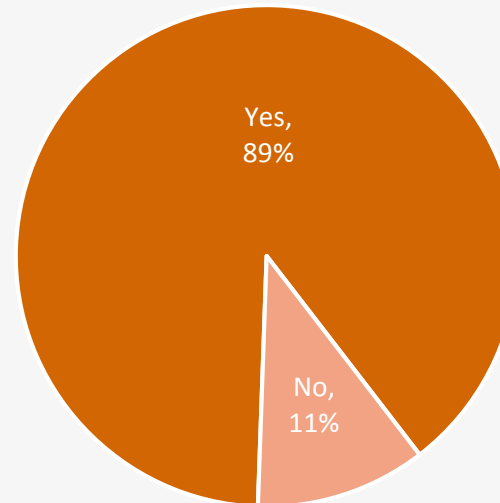
IT IS IMPORTANT TO DRIVE AWARENESS ABOUT IGNIS'S SERVICES

If a parent was aware of a special programmatic intervention in their child's school, it was **3/4th likely that the parent was aware that the intervention was carried out by IGNIS**

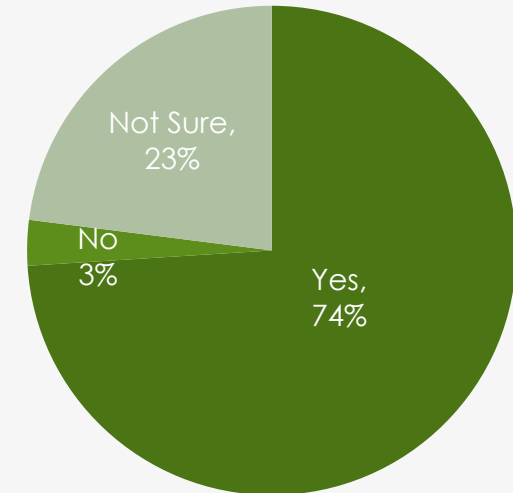
90% of the parents felt that Ignis's intervention is "**Very Important**" for the school and their children

Are you aware of any special coursework, curriculum that your child is offered to improve learning in English at his/her school ... And who provides the service?

Awareness of any program at all..



Awareness reg. Ignis providing the service



FEEDBACK FOR IGNIS

RESULTS INDICATE HIGH % OF PASSIVES, WITH SCOPE FOR AN EVEN BETTER NPS

IGNIS has a **NPS of 33, which is good.**
NPS for Acumen's education portfolio is 37.

42% respondents were passives, which indicates the opportunity that Ignis can aim for a better NPS

NPS Question: On a scale of 0 to 10, how likely are you to recommend Ignis's English services/services to friends, or family?



Promoters

9-10 likely to recommend



Passives

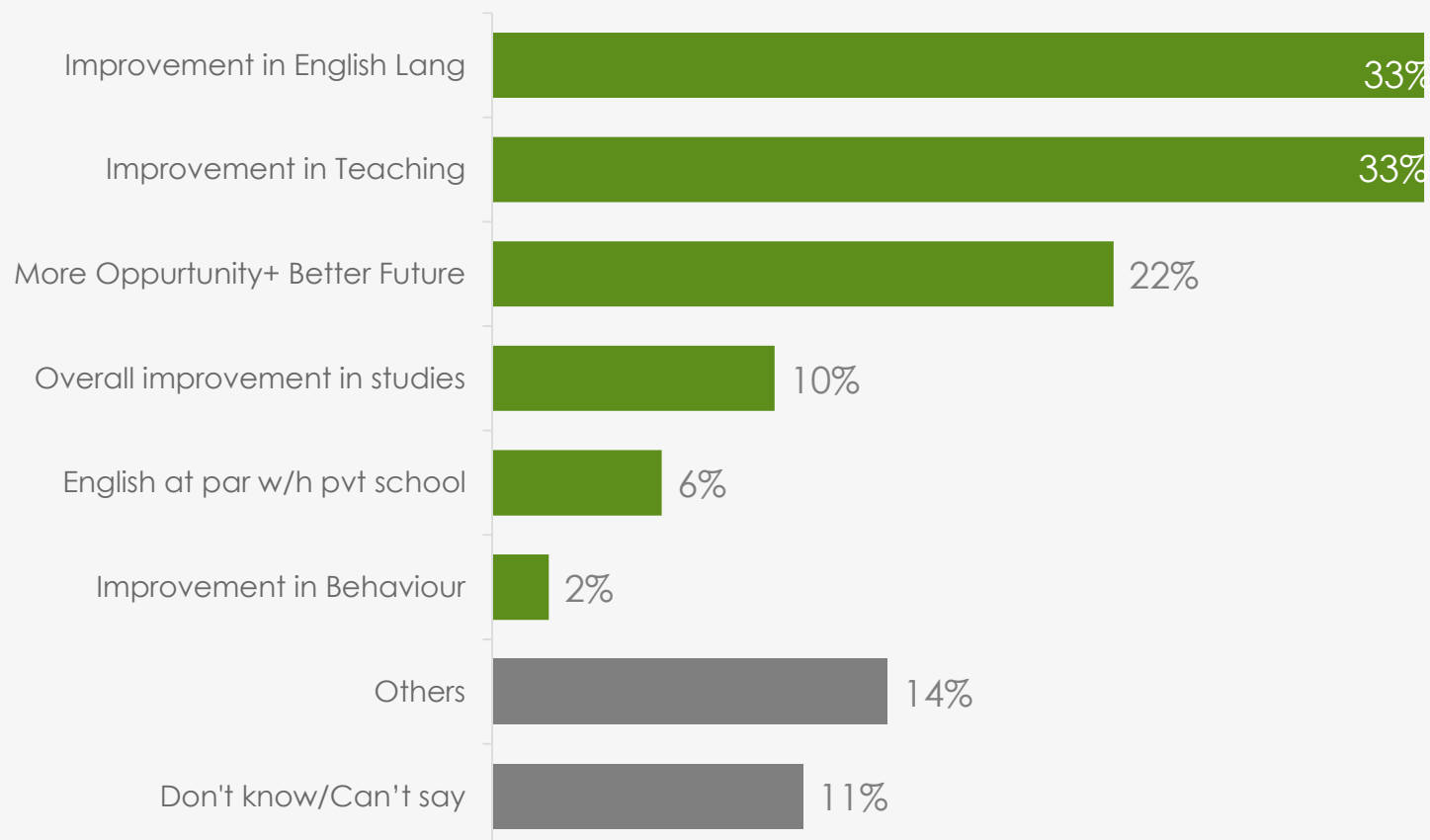
7-8 likely to recommend



Detractors

0-6 likely to recommend

Parents described why they gave their NPS rating..



SELECTIVE QUOTES FROM PARENTS

ASPIRATIONS, HOPES AND MORE ...

“This program is conducting English classes very well , **Children are learning Grammar..**”

“Parents are uneducated. **If the children learn good English, they will have good future**”

“English provides awareness of the world news, **Child can develop intelligence, Knowledge will increase, Child can sustain anywhere in the world** once they know the language.”

“Like private schools Govt schools are also teaching English. Computer keyboard will be in English so children should learn.

They would be able to migrate within the country and outside as well.”

“We are **not able to understand what is being taught in the schools,** but teachers are taking the pain to teach English”

“As we cannot afford to send children to private school and the teaching is at par with the private school”

“Teachers are taking classes very less and need to show more interest..”

“Child's behaviour has improved. **Regularity in school has increased.** Has become more friendly with family and friends”

Child is trying to speak in English and has started using English words in day-to-day life such as 'Grandmother', 'Grandfather' etc

“Positive change in behaviour and inquisitiveness of the child”

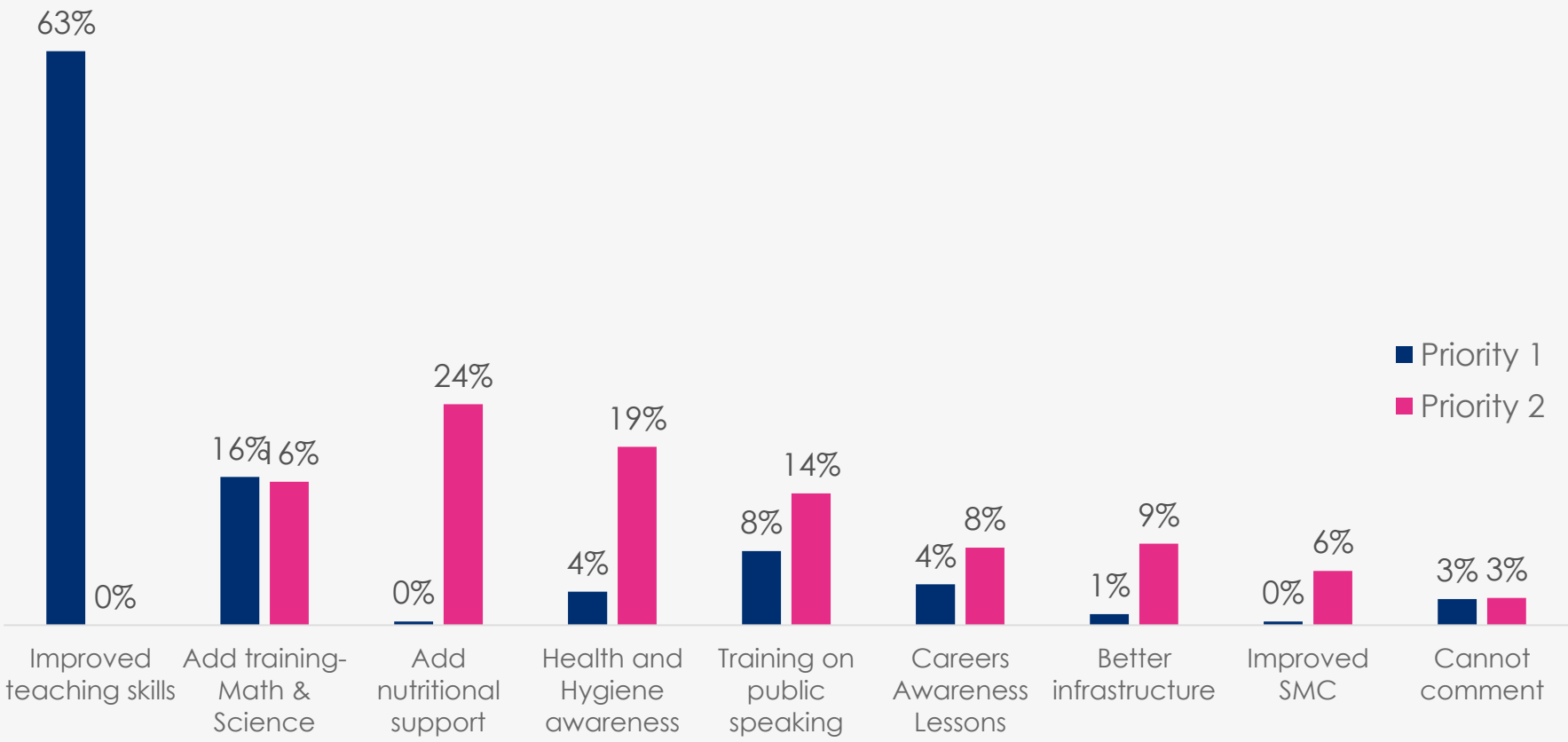
WHAT ELSE CAN IGNIS BE INVOLVED IN?

WE ASKED PARENTS ABOUT AFTER SCHOOL CLASSES + INPUT IN THE SCHOOL

99% parents showed interest in after school classes for English, if conducted by Ignis

- Within school premises, the top needs identified are:
- Improving teaching skills
 - Additional training for Science and Math
 - Adding nutritional support for the children in the school

“Encourage children to participate in competitions, elocution to remove the stage fear in them, try to engage such programs in the school.”



KEY TAKEAWAYS

IGNIS IS HAVING POSITIVE IMPACT ON THE LIVES OF STUDENT

1

What about parents?

- + **Better quality of future life and better quality of higher education** should be emphasized by Ignis in their communication with the parents as the key benefits of learning English
- + Parents also **recognize the holistic development Ignis program** brings, increasing a child's inquisitiveness and confidence
- + **Significant number of illiterate female heads**, which can lead to inability in engaging deeply in academics with child, and are looking for assistance

2

Impact on the Child

- + **32% of the parents** are living below \$3.10/day (Poverty Line)
- + Parents find Ignis's program **as level equaling field between government and private schools**
- + Parents consistently agree that **Ignis is positive changing their child's ability and willingness to talk in English/ Say English rhymes/poems (Spoken English)**

3

Next Steps

- + **Evaluating the needs for post school services**, and additional needs as cited by parents
- + How do we measure and evaluate "Life Skills" – a key component of the Ignis program, and communicating the same with parents
- + Speaking with teachers in the school to understand scope for improvement

ABOUT LEAN DATA

IMPACT MEASUREMENT RIGHT-SIZED FOR SOCIAL ENTERPRISES

Incubated within Acumen we built Lean DataSM to help social enterprises more effectively listen to their customers so that they can build impact measurement and customer-centricity into business as usual. **Here's how...**



We mix **business and social performance** insights to provide greater value.



We use a **mobile/technology-based** survey execution to keep costs low.



Standardized surveys provide robust data that can be used for benchmarking.



Swift results: project length typically as little as 4 weeks.

WE'RE KEEN TO HEAR MORE FROM YOU

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