Tattva Foundation
Communitizing Innovations

The Tattva Foundation

Work Report (2014-16)

About the organization, Key projects and activities, Results and Impact

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1. The Beginning

What is now the Chinhat upper primary school in Lucknow, Uttar Pradesh was one of the only few secondary schools in Lucknow, pre independence. The school has a great historical significance as in this very school, in 1929, father of the nation, Mahatma Gandhi, addressed a huge pro independence gathering and also planted a Neem (Azadirachta indica) tree.

In April 2014, merely 100 students were enrolled in the school with only one teacher to teach. Moreover, the school building and adjoining playground were in a dilapidated state. We were adamant to work with the government schools and help the children in whatever ways possible using interactive and creative ways. Our search stopped with this school and we had found the place we wanted to begin our work from.

With our consistent efforts and the unprecedented (hugely encouraging) support of the incumbent state government, especially the Chief Ministers office, we were able to reinstate some of the lost glory back into the school. On 2nd October, 2014, and on the occasion of Mahatma Gandhi's 145th birthday the refurbished building was handed over by the District Magistrate Mr. Rajashekhar to the students, with a brand new science laboratory, hand-pump, and levelled playground.

This was also the genesis of Tattva foundation and the Spread Creativity project. The school houses Tattva's first creativity lab, and is managed by local community mentors.

2. Tattva Infographic

Interventions

School Education

Public Health

Classroom Capsules

Soccer

mHealth

	Classroom Capsules	Soccer	mHealth
Description	Interactive, innovative and creativity fostering educational capsules in Math, Science and English. Delivered by community mentors.	Provide opportunity to boys and girls play soccer. Soccer helps to inject physical and psychological benefits and fuels innovation and competitive spirit	Assist governments and organisations design, develop, and implment mobile health technology among frontline health workers to reduce maternal and infant mortality.
Inputs	1. Community mentors 2. Creativity curricullum 3. Training 4. Equipment & Materials	1. Sports mentors 2. Futbols 3. Training	1. Smartphone App 2. Training
Output	**477** students **960** class hours **50** experiments/activities	**120** students **600** play hours **01** tournament	**12,500** frontline health workers **4,160** training hours

Outcomes

Pre-test | Post-test

Science Capsule (N=115): Pre-test 7.5, Post-test 16

Maths Capsule (N=105): Pre-test 3.5, Post-test 13

(Score on y-axis, Tests on x-axis)
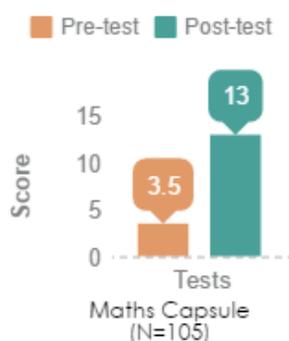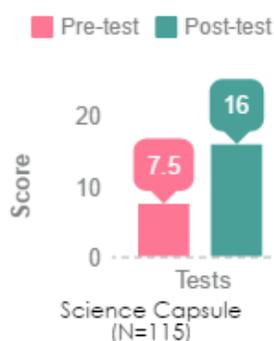
93% target eligible couple registered

86% target pregnant women registered

41% target Children (0-5 yrs) registered

103% target adolescents registered

(data as of 15 July, 2016)

Key Collaborators

सिफ्सा SIFPSA · NATIONAL HEALTH MISSION राष्ट्रीय स्वास्थ्य मिशन · unicef · JOHNS HOPKINS Center for Communication Programs · phfi PUBLIC HEALTH FOUNDATION OF INDIA

3. The Challenges

1. School education

In Uttar Pradesh

i. About **60% of school going children** in the age group 6-14 years, in Uttar Pradesh go to the state funded and run public schools.

ii. The Government run elementary schools are **free of cost**, and thus the **only choice** for the poorest of the poor.

iii. These schools are characterised by **high dropout rates**, and **low learning levels**.(ASER 2014)

iv. There are **very limited participatory efforts to improve quality of education**, and we need far more organisations then currently at work. (ASER 2014)

The challenges with the schools and education system have led to very poor education outcomes (as shown below in the last box on the right) in children of these schools; these outcomes have either not improved significantly or have further worsened over the past many years (ASER 2014). **The Tattva foundation through the Spread Creativity project aims to address some of these challenges, and improve the education outcomes among the children of these schools.**
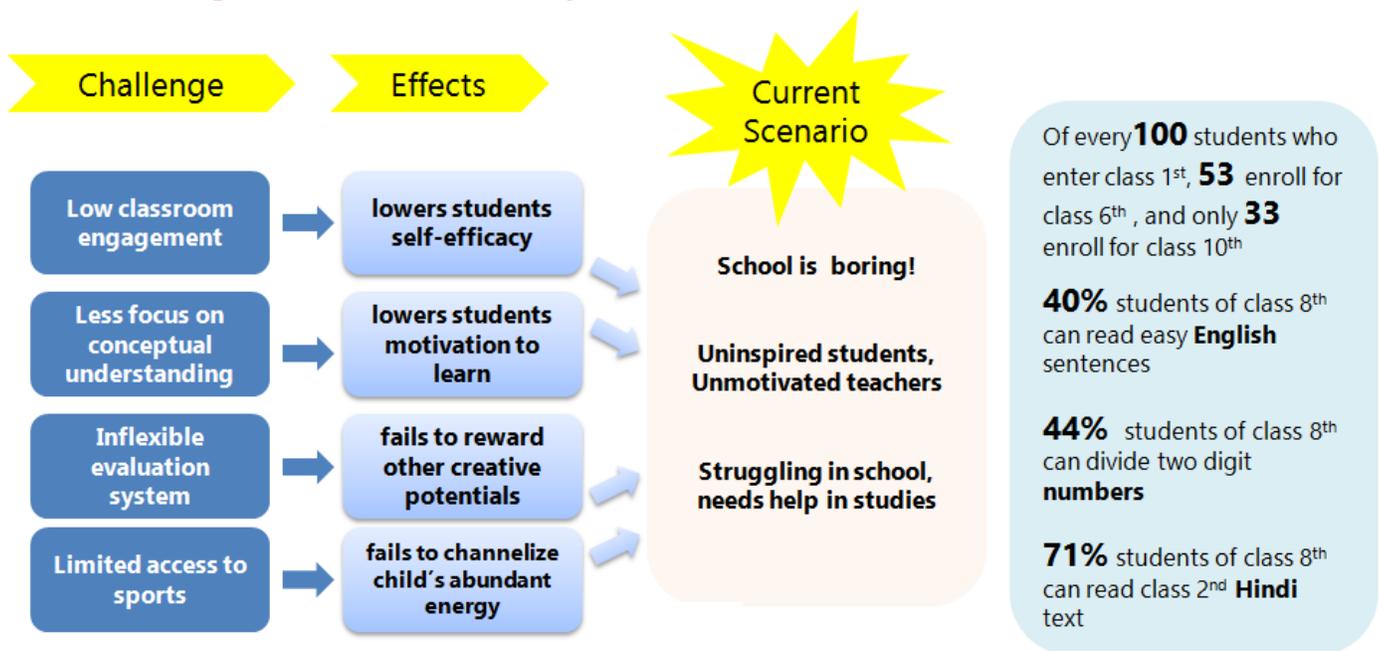

2. Maternal, Newborn and Child Health

Uttar Pradesh, the fourth largest State in the country with a population of 199.50 million, has 75

The Challenge
Uttar Pradesh

MMR **258**

NMR **49**

IMR **50**

TFR **3.3**

(Source: SRS Uttar Pradesh, 2013)

Districts, 820 blocks and 1,07,776 villages. The infant mortality rate and maternal mortality rate are among the highest in the country, well above the national average and much higher than the target set as part of the Millennium Development Goals. Uttar Pradesh alone accounts for 9% of the neonatal and 5% of maternal deaths globally. Around16% of India's population lives in Uttar Pradesh, it is one of the poorest and most populated States.

Uttar Pradesh has a large number of frontline health workers. There are 30,000 Auxiliary Nurse Midwives (ANMs) and 150,000 Accredited Social Health Activists (ASHAs) – mostly 8-10 grade educated village women - who are a critical interface between the community and the public health system. These frontline health workers present a huge potential to improve the reach and utilization of Reproductive, Maternal, Newborn, Child and Adolescent Health services in the State. The frontline health workers however, required additional support and better systems in order to achieve improved program outcomes.

4. Mission, Vision, and Values

Tattva Mission
Inspire change by magnifying creative ideas and empowering digital infrastructure to strengthen our community.

Tattva Vision
We envision creating a community which believes in ideas, dreams, possibilities and abilities, unlimited by parameters, planning, obstacle and failures.

Tattva Values
- Ideate to innovate
- Open to collaborate
- Embrace mistakes
- Create value for community
- Learn, validate, disseminate

Core values of the Spread Creativity Project
- **I am an Individual**: We affirm the idea that every child is a different individual, a unique person and has his own set of talents to make this world more beautiful. 'Should' issued by family and teachers push

them to act like everybody else. Do we really need our clones in our kids? Differences make each of us special and this whole Project is an effort to encourage them to create their own identity.

- **I have an Idea**: We believe in providing a launch pad, an opportunity to every child to discern his/her opinions, to explore all possibilities, to share the insight, and to invent the real calling either to improve existing solutions or to examine new ideas.
- **I can Explain**: We aim to echo to their opinions, make them confident to stand for their ideas, to voice their originality by surmounting the barriers of Right & Wrong. After all it's okay to be a bit different.
- **Yes I can Create**: We commit ourselves to develop young and raw brains into creative canvases. We strive to empower them to experiment with their thoughts, pursue their potential and taste the flavour of creativity.

5. The Team

1. Executive team

Akanksha Jaiswal , BCA, MBA, EPHRM (IIM Calcutta), Co-founder, and CEO
Exceptional ideator with 8 years of experience in operations, HR, and Finance. She has occupied critical management roles in International non-profit, solar start-up, and agriculture conglomerates.

Girdhari Bora, B.E (Computer Sc.),Co-founder and Chief Innovation Officer
A serial e-innovator, ICT4D expert, researcher and award winning photographer. He has 12 years of experience in scalable e-innovations in microfinance, agriculture, education & health. Conceived designed and developed mSakhi – a globally recognized mHealth solution for public health, and is lead architect of mSehat - globally the largest and most comprehensive mHealth implementation (~12.5 million population).

Vivek Agrawal , B.Tech (Electronics and Communication), Chief Technology Officer
Vivek is equally proficient in software and hardware products design, development, and testing. He was pivotal to development of *Aakash-* a low-cost tablet computer of government of India- and designed PCB layers' various subsystem including IPU (camera & LCD), Memory & control units. He has developed end to end Android mHealth suites for government of India, and state governments of Rajasthan, and Chhattisgarh.

2. Advisory team

Amod Kumar, B.Tech & M.Tech (IIT K), IAS, Governance and Innovations Advisor
An Indian Administrative Services officer with 20 years of governance and leadership experience. Mr.Amod advises us on government partnerships, and scalable innovations tailored for rural masses.

ME Khan, Ph.D,Measurement, Learning, and Evaluation Advisor

A globally recognized researcher with 40 years of experience in monitoring and evaluation, behaviour change communication, capacity development, and scale up. Dr. M E Khan advises us on tools and methodologies of monitoring and evaluating educational and creative outcomes among students.

6. School Education: Activities under Spread Creativity

Objectives of the Spread Creativity Project:
1. To inculcate an understanding of elementary conceptual knowledge and functional literacy in children by conducting three months capsular programs using creative tools and exercises based on subject curriculum.
2. To promote experimentation, exploration and thinking in children by providing them a vibrant and activity based learning space embedded in school environment.
3. To provide access to sports and play, as a human right critical to a child's development in all societies.

Project area, schools, and students:
Spread creativity project is currently being piloted in Chinhat Block of Lucknow District in Uttar Pradesh. At present the project runs in four Upper Primary Schools (junior schools) of the Chinhat Block. The schools and number of students who are covered under various activities of are:

i.	Junior school Chinhat (Boys):	123 students
ii.	Junior school Chinhat (Girls):	151 students
iii.	Junior school Semra:	079 students
iv.	Junior school Matiyari:	124 students

Activities under the Spread Creativity project:

What we do ?

Core Programs	Creative Curriculum Capsules	Soccer Camps	Phone Mentoring
	Imbibe creativity, originality and ideation	*Cross- Curricular approach to fuel innovation.*	*A personal touch can be the difference*
	The Spread Creativity team has developed (and continuously evolving) educational content, which follows the *creativity learning ladder* covering three subjects i.e. Math, Science and English.	The Spread Creativity project supplements the capsular learning with soccer camps. Playing soccer helps to inject physical and psychological benefits, which help to fuel innovation and drive competitive spirit among students.	Children often *wonder whom to ask a science question or Maths puzzle ? Or discuss that burning quey ?* Sad reality is, very few (poor) children have access to anyone, to look up to in such moments (curiosity killer!)
	The contnet is delivered through modular concepts, carefully spread across the beginner, intermediate and advanced levels.	One hour football session a day can develop cooperative response, and behavioural skills among children (learning leadership and team efforts through soccer).	To address this very basic need of children, the Spread Creativity project has launched this mobile tutoring concept (as pilot) to fill in the real life need of guidance among students, especially from under-educated family backgrounds.
	The content delivery allows students to understand the fundamental concepts in these three subjects and then pushes them to generate and extend their ideas, and experiment with their imagination.	Sports activities at school brings about transferable knowledge and skills such as teamwork and fair play, cultivates respect, body and social awareness, and provides a general understanding of the 'rules of the game'. The learnins thus gained can readily be applied in other school subjects or life situations.	Phone Mentors are registered on the Spread Creativity portal and upon due diligence are carefully mapped to students of registered schools. The mentors then guide the students remotely.

Creativity Boosters						
Carpentry	Drama	Drawing	Gardening	Pottery	Shoe making

1. **Creative Curriculum Capsules:** The creative curriculum capsules include interactive, and innovative educational content covering three subjects i.e. Math, Science and English. The content is divided into three levels (Beginner, Intermediate, Advanced), with each being of three months duration. The delivery of this content is embedded within the schooling system and is done through the community mentors (carefully chosen young motivated girls), and the content is based on government school curriculum.

Mathematics
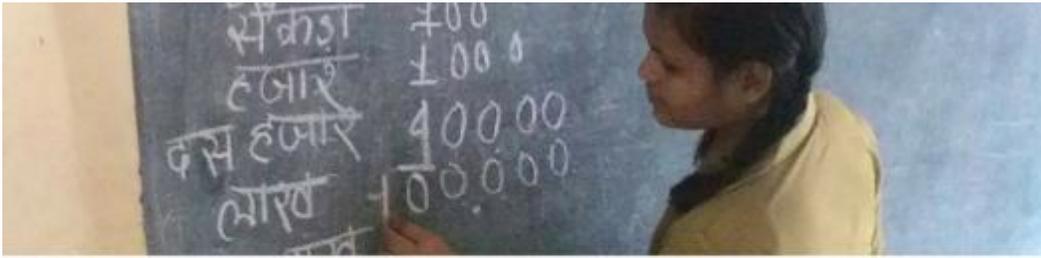
"Learning by doing"
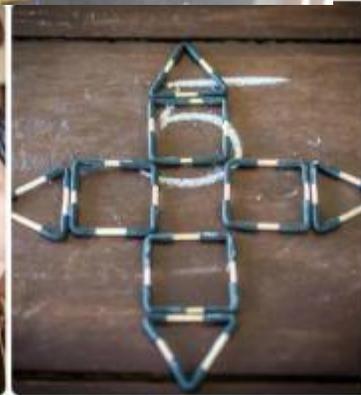
"Geometrical shapes and their properties"

Science

"Learning by doing"

"Properties of light and Mixtures"

2. **Soccer capsules:** The Spread Creativity project supplements capsular classroom learning with soccer camps. Playing soccer helps to inject physical and psychological benefits which in turn fuels innovation and drives competitive spirit among students. One hour football session a day helps develop cooperative response, and other behavioral skills such as leadership and team efforts among children. The learning's thus gained can readily be applied in other school subjects or life situations.

Soccer

"Girls soccer capsules"

"Boys soccer capsules"

3. **Annual soccer tournament:** This tournament is an annual event organised under Spread Creativity project, and is the culmination of year long Soccer camps in these schools. A fine display by the girls of Upper primary school Chinhat helped them defeat upper primary school Semra by 3 goals to 2 in the 2015-16 edition of the games. While the boys team of Semra conquered 6-5 over the Chinhat school boys team.

*"2016, inter school girls champions" – Chinhat Girls school*

4. **Slum soccer National Championship:** Tattva Foundation facilitated a state soccer team of eight talented poor youngsters, and they won the **13th Rajiv Gandhi Slum Soccer National Championship 13th Slum Soccer National Championship** at Nagpur, in Feb 2015. This is the nation's biggest and most prestigious football tournament for the underprivileged section of the society and witnessed the participation of 16 teams from across India. Mr. Saddam Hussein who led the UP team also claimed the man of the tournament award, and became the part of Indian team in **Homeless World Cup in Netherlands, 2015**.

Shri. Akhilesh Yadav (Honourable Chief Minister, UP) addressed a felicitation function of the state's winning side, in the month of March 2015. A football match between the slum soccer champions and chief minister's eight was organised in which the latter won 5-4.
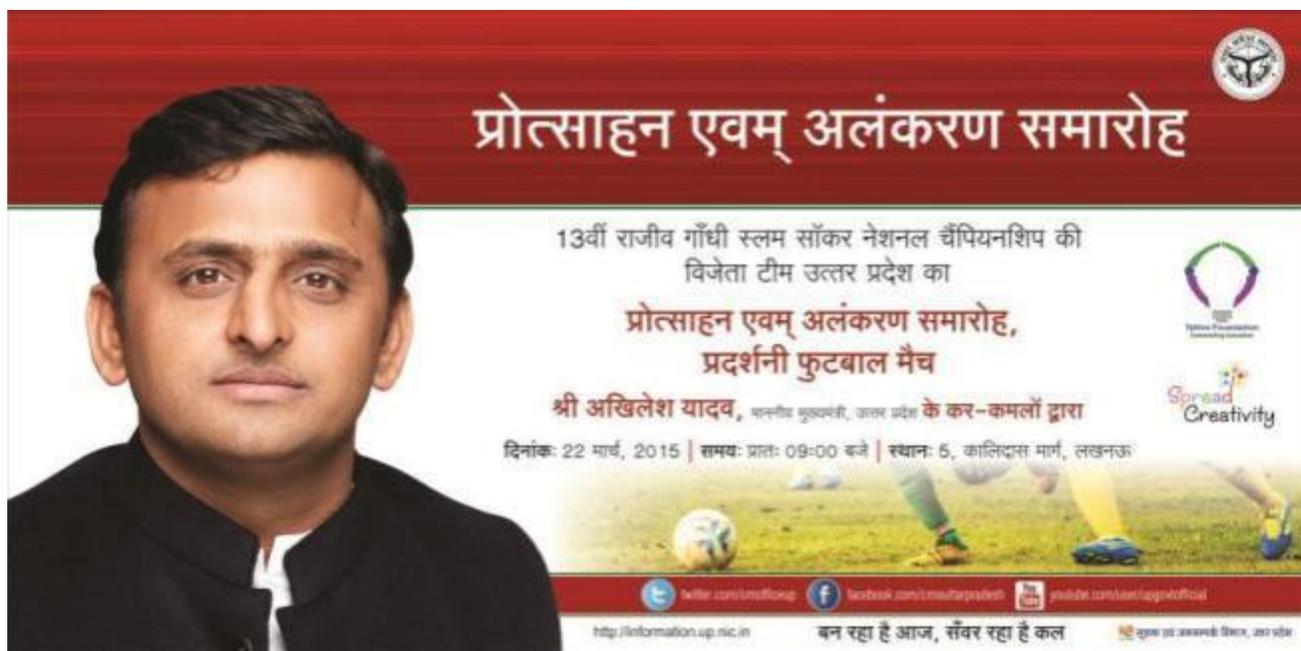
7. Public Health: Activities using mobile technology

Tattva and its staff have more than 20 man-years of cumulative, proven experience in design, development and implementation of RMNCH+A mHealth interventions across India. We focus on developing robust proof-of-concepts, and scale-up advocacy to target government led scale-ups. Tattva team members have as Principal Investigators, led multiple mHealth effectiveness and outcome studies.

Tattva provides scientific and technical assistance to government and non government organisations on mHealth, and in particular in areas of:

a) Application development
   i. Requirement analysis, human cantered design
   ii. Application development (Android, web and Feature phones)
   iii. Integration with legacy government ICT health systems
b) Capacity building and System deployment at scale
   i. Interactive training tools (for low literacy settings)
   ii. Planning, roll-out monitoring and quality assurance for trainings and roll-out
c) Data based decision making
   i. Capacity building (and monitoring) to identify and use actionable health data
d) Research based advocacy

Some of the key mHealth initiatives Tattva and its team members are supporting are:

1. **mSehat** (2016 - Ongoing)
   a) Assisting Govt of Uttar Pradesh (GoUP) design, develop, and implement mSehat - an Android based Reproductive Maternal Newborn Child Health and Adolescents (RMNCH+A) mHealth platform - at scale.
   b) The project involves 12,500 Accredited Social Health Activists (ASHAs), Auxiliary Nurse Midwives (ANMs), and Medical Officer In-charge (MoI/c) in 5 Districts (Kannauj, Sitapur, Bareilly, Mirzapur, and Faizabad). The project caters to approximately 12.5 million population.
   c) Training of State, District and Block health functionaries on use of data, and data based decision making.

2. **E-Jan Swasthya** (2016 - Ongoing)
   a) Assisting Govt of Rajasthan to design, develop, and implement e-Jan Swasthya - an Android based RMNCH+A mHealth platform across the state.

3. **mSakhi** (2015 - 2016)
   a) Assisted Govt of Uttar Pradesh (GoUP) implement mSakhi - an open source mHealth tool for ASHAs and ANMs - in Jhansi district
   b) The project involves 350 FLWs and 200,000 population.

8. Annexures

A. Appreciation letter and award by District Magistrate (2015)
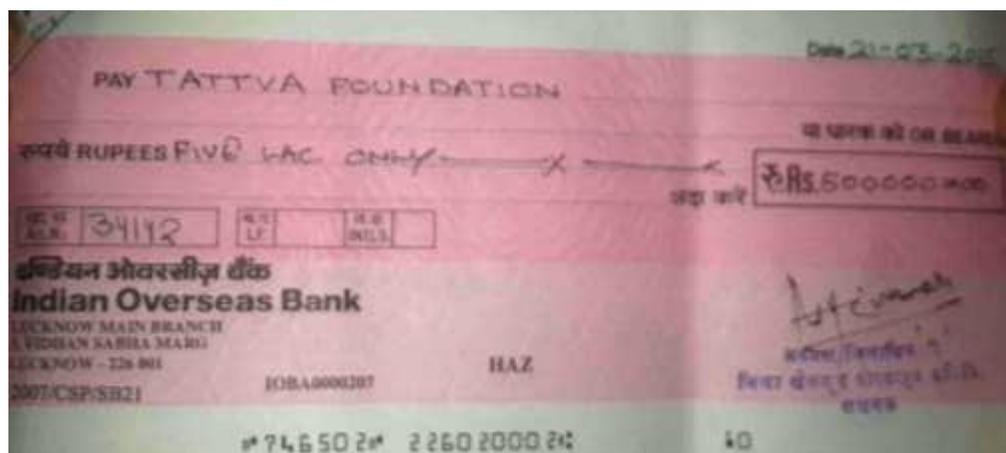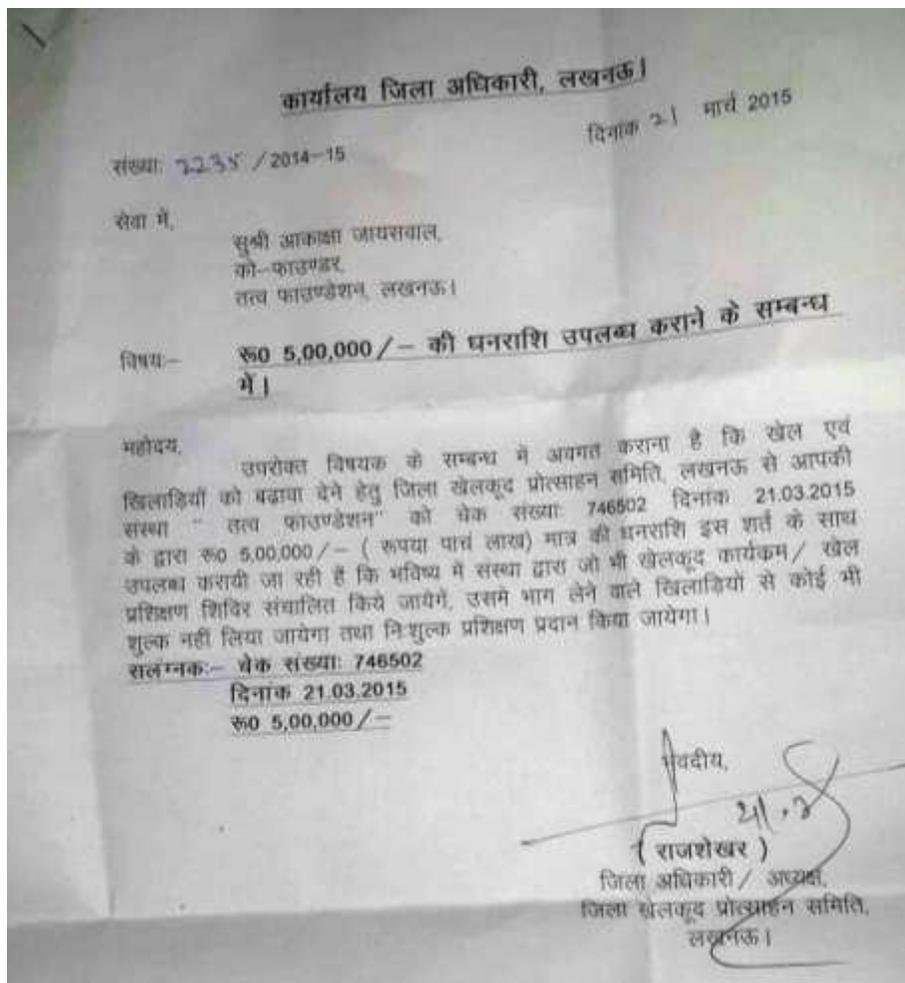
B. Newspaper coverage
Spread Creativity

CM to play soccer match with poor kids

Move To Promote Game In Uttar Pradesh

Subhash.Mishra@timesgroup.com

Lucknow: UP chief minister Akhilesh Yadav is looking to score yet another goal – promote football in the state. Very soon, Akhilesh will play football, his favourite game in his official residence with children from the underprivileged section of society.

"The chief minister has taken many steps to promote sports in the state, from initiating the construction of an international cricket stadium to promoting rural cricket league and from a velodrome to promote cycling to job quotas for sportspersons. Now, soccer will get a phillip in the state," said Dhirendra Pratap Singh popularly chief executive officer and a senior coach of the Super Sports Society, which had once invited the chief minister to distribute free footballs to children.

Once, Akhilesh, after landing from his chopper near his official residence, had walked up to the La Martiniere ground where a football match was on. He watched the match and even offered cash prizes to the players.

"Akhilesh Yadav has always played good football," said UP sports director and international hockey player RP Singh, who had begun his career as a football player. After taking over as chief minister, he had got goal posts erected in the lawns of the CM's residence and often plays along with his son and friends.

TOI file photo

CM Akhilesh Yadav revived memories of his football-playing days when he walked up to a football match being played on the La Martiniere ground last year and even distributed cash prize to the winners

When the Tatva Foundation, an NGO working among poor and the downtrodden children to enhance their creativity through soccer, requested him to play with the children, he agreed immediately.

यूपी ने जीती राष्ट्रीय स्लम फुटबॉल

नागपुर में खेली गई 13वीं राष्ट्रीय स्लम फुटबॉल प्रतियोगिता पर उत्तर प्रदेश की टीम ने कब्जा किया है। उत्तर प्रदेश ने फाइनल में पश्चिम बंगाल को 5-0 से शिकस्त दी। वहीं सेमीफाइनल में यूपी ने 4-1 से झारखंड को हराया था। 13-15 फरवरी तक आयोजित राष्ट्रीय प्रतियोगिता में 12 राज्यों की टीमों ने हिस्सा लिया। आठ सदस्यीय प्रदेश की टीम का नेतृत्व स्पोर्ट्स कॉलेज के सद्दाम हुसैन ने किया। उन्हें प्रतियोगिता का सर्वश्रेष्ठ खिलाड़ी चुना गया।

चैंपियनों पर भारी पड़ा सीएम इलेवन

स्लम नेशनल फुटबॉल के विजेताओं के साथ मैच खेलकर दी प्रोत्साहन राशि

मिले पैसों से एक दूसरे की मदद करेंगे फुटबॉलर

स्लम चैम्पियन संग आज फुटबाल खेलेंगे सीएम

राज्य ब्यूरो, लखनऊ : मुफलिसी की पीड़ा भुलाकर और विरोधियों को चकमा देकर फुटबाल 'गोल पोस्ट' के अंदर भेजने की बारीकियां सीख रहे गरीबों (बीपीएल) के बच्चों के साथ मुख्यमंत्री अखिलेश यादव रविवार सुबह फुटबाल खेलेंगे। वह सम्मान स्वरूप इन बच्चों की आर्थिक मदद का एलान भी कर सकते हैं।

आकांक्षा जायसवाल और गिरधारी बोरा की अगुवाई वाली स्वयंसेवी संस्था 'तत्व' अपने संसाधनों से गरीबों के बच्चों को फुटबाल का हुनर सिखाना शुरू किया। उन्होंने स्पोर्ट्स कालेज में दाखिला पा चुके गरीब वर्ग के बच्चों का चयन किया। माता-पिता की मृत्यु से अनाथ सद्दाम हुसैन को टीम का कप्तान बनाया। इस टीम ने 13 से 15 फरवरी तक नागपुर में हुई ऑल इंडिया स्लम फुटबाल प्रतियोगिता में हिस्सा लिया। प्रतियोगिता में 12 राज्यों की टीम हिस्सा ले रही थीं। उत्तर प्रदेश की इस टीम ने यहां झारखंड, पश्चिम बंगाल, महाराष्ट्र को हराकर राष्ट्रीय चैम्पियन बन गयी। इसकी जानकारी पर मुख्यमंत्री अखिलेश यादव ने इन किशोरों को सम्मानित करने का फैसला लिया, जिसके तहत रविवार को स्लम फुटबाल चैम्पियन टीम के साथ मुख्यमंत्री अगुवाई वाली टीम पांच, कालिदास मार्ग पर स्थित मैदान में फुटबाल खेलेगी। मुख्यमंत्री की टीम में नौकरशाह भी होंगे।

mobile Health (mHealth)

C. Activity Photographs

Spread Creativity

mHealth