

## Addressing school-readiness and holistic development



## About Born Learning Campaign

Born Learning Campaign, a flagship program of United Way Network in India, is an effort to collaborate with the government to enable holistic development and school-readiness for children from 0-6 years before they begin formal schooling. Born Learning Campaign seeks to:

- Ensure access to an optimal learning environment for the children
- Provide access to appropriate health, hygiene and nutrition awareness through the active involvement of the community stakeholders, specifically parent groups

## The situation

- ☞ India has around 158.79 million children constituting 13.1% of India's population, who are below the age of 6 years (GOI, Census 2011).
- ☞ Children's experiences in early life can have large, long-lasting impacts on adult well-being (Almond and Currie, 2010; Currie and Vogl, 2014; Heckman, 2006 and 2007)
- ☞ Several state governments are conforming to the ECCE policy enable quality early childhood interventions and education
- ☞ Early childhood is crucial that children develop the cognitive, physical, social and emotional skills for succeeding in life.
- ☞ Positive development of the child is further enhanced by supportive family, proper nutrition and health care, learning opportunities and so on.

United Way Bengaluru  
is designated as a  
Centre of Excellence  
for Born Learning  
Campaign.

## Born Learning Campaign - the pillars

### Safe and conducive learning environment

- **Safe** - improved infrastructure for indoor and outdoor spaces for the children
- **Secure** - complete absence of punishment, abuse or violence
- **Inclusive** - to all genders, religions, and socio-economic backgrounds
- **Hygienic**- sanitation, drinking water, clean *anganwadi* and cooking areas
- **Stimulating environment** - linguistically and intellectually



Bengaluru



Kolkata





## Born Learning Campaign - the pillars

### Learning Outcomes

- Based on theory and research findings that health, hygiene, nutrition and learning outcomes are strongly linked
- Enables school readiness skills in the years prior to the entry to primary school
- Capacity building for anganwadi workers on innovative teaching methods for early childhood learning
- Mid-term and end-term assessment of the children for improved learning outcome
- Teaching learning materials developed in collaboration with mothers and care-givers through the multiple intelligence approach

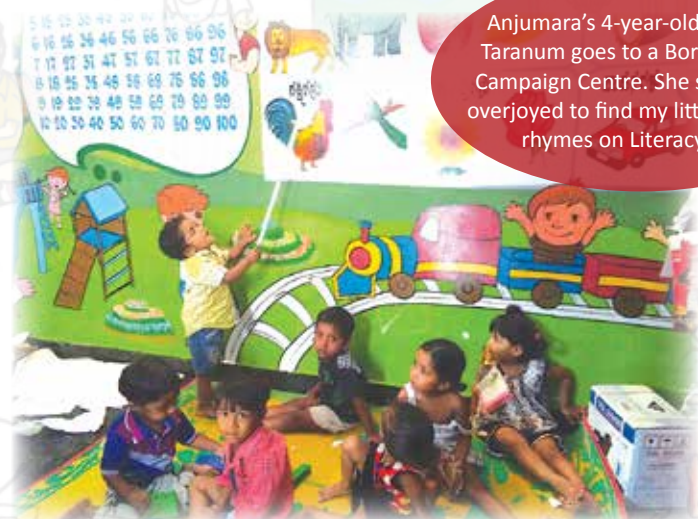


Chennai



"It is a lovely sight to see Ayush mingle with the other children at the anganwadi. He doesn't cry anymore to come here," says Poonam, mother of Ayush.

Kolkata



Anjumara's 4-year-old daughter Taranum goes to a Born Learning Campaign Centre. She says, "I was overjoyed to find my little girl recite rhymes on Literacy Day."

Bengaluru

## Born Learning Campaign - the pillars

### Community Mobilization

- Promotes positive child-care behaviors in health, nutrition and psychological well-being in the parents, particularly mothers who are primary care-givers
- Stimulates healthy, linguistically and intellectually rich home environment
- Increases awareness of the importance of health, hygiene and early education
- Revival and energising Bal Vikas Samitis/ community monitoring agencies of each anganwadi helps to reinforce importance of all of the above



Ahmedabad

Born Learning Campaign – Mumbai initiated Palak Shalas as a way to engage parents at the center. Palak Shala, meaning parent school, is where the team equips parents with the tools and resources to help them become involved with their child's learning process. In many cases these children are first generation learners and parents may find it hard to teach their children concepts such as reading and writing. However, they have their own unique skills sets that can be utilized to teach their children outside the Center. Therefore BLC works with the parents on topics that help create a learning conducive environment at home as well. Activities under this include creating teaching aids, games that help develop their 5 senses, celebrating festivals through arts and craft activities.



Poshak Shala, Mumbai



## Timeline

### Pilot project (2012-15)

- Implemented at 10 *balwadis* around quarry area of Hennur, Bengaluru with NGO partner QWARIDS.

- Balwadis* for quarry worker's children for nutrition and early learning.

- Partnership with ICDS to scale and sustain the program with *anganwadi* centres.

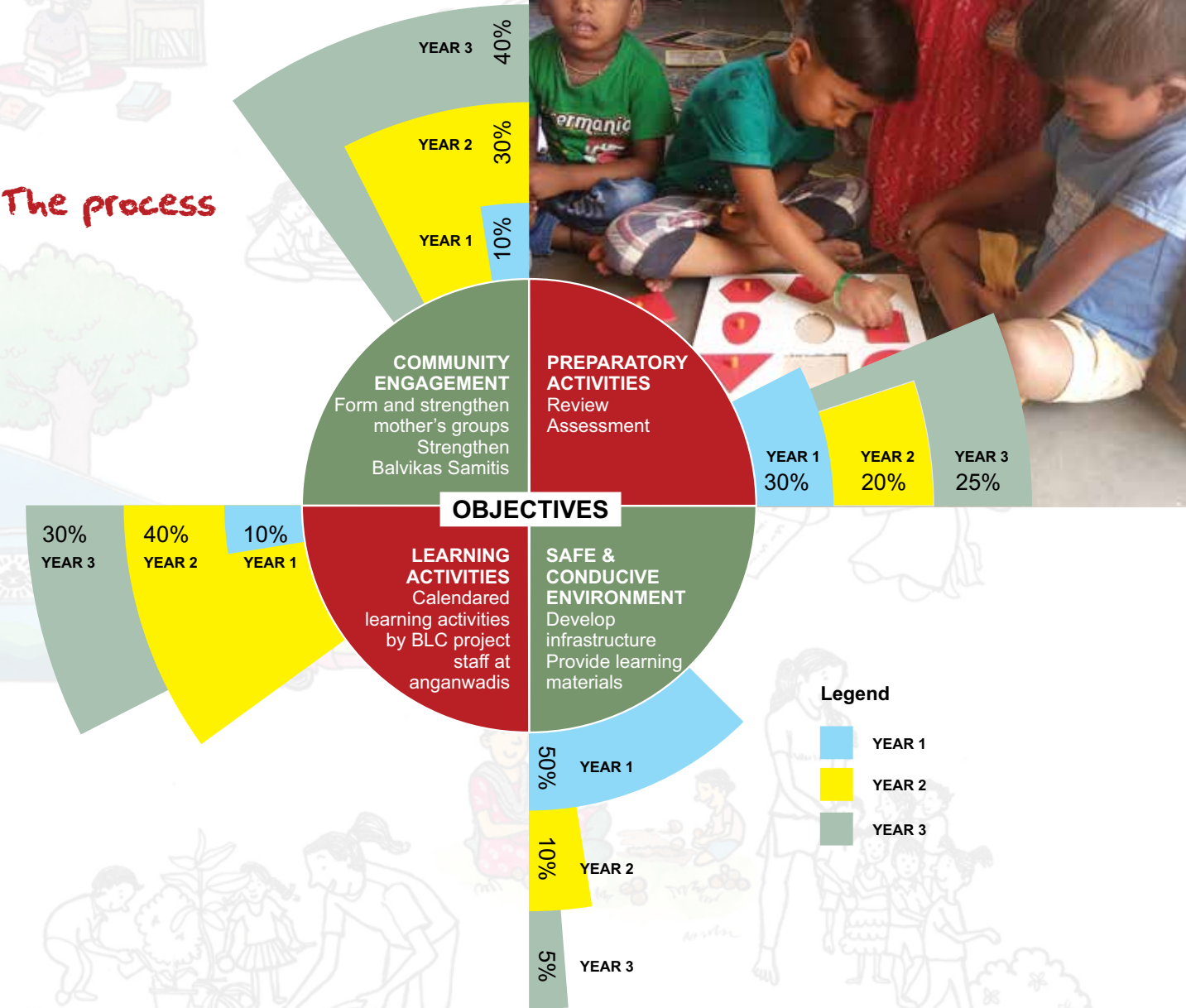
### Scaling up (2017-18)

- Program started with 45 *anganwadi* centres at Bengaluru in 2015 reached has reached 330 *anganwadi* centres nationally with United Way partners.

Ahmedabad

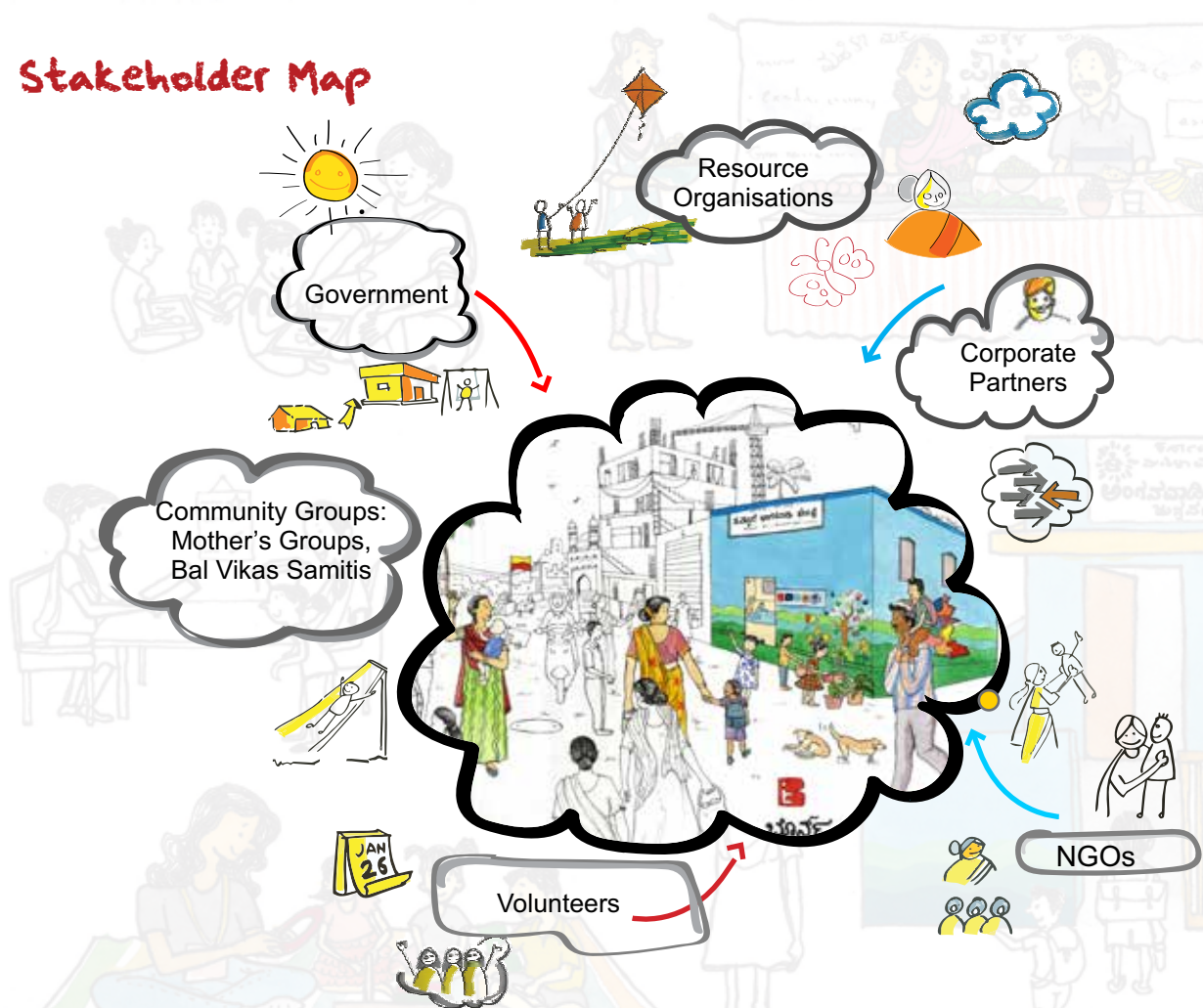


## The process





## Stakeholder Map



Gurugram

Delhi

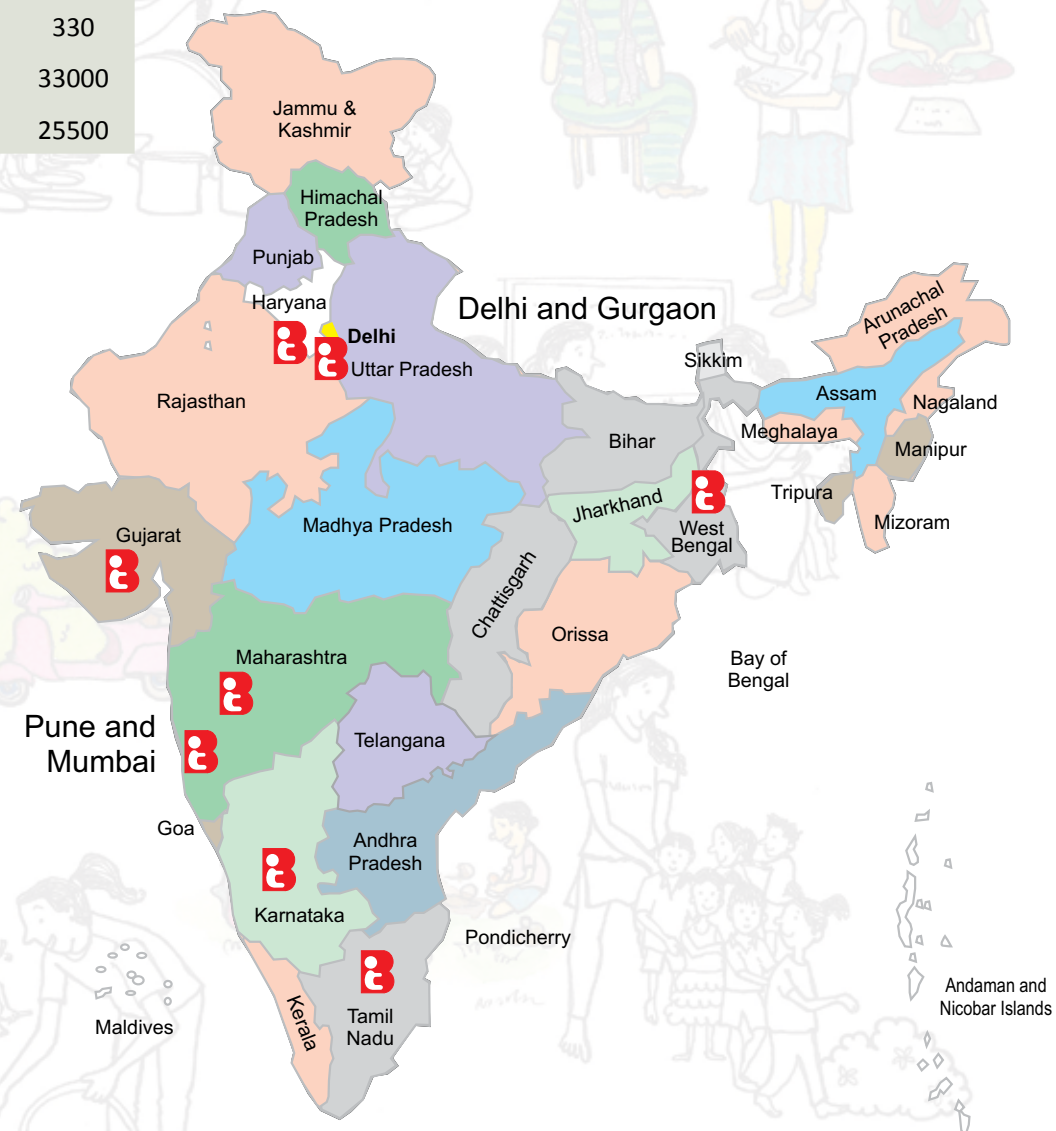
Pune

Mumbai

## Born Learning Campaign has evolved

### FOOTPRINT - 2017-18

States	7
Anganwadis covered	330
Children addressed	33000
Mothers addressed	25500





## Born Learning Campaign is growing



Pune

Infrastructure developed  
anganwadis

175

Teaching  
learning  
materials  
(TLM)  
provided

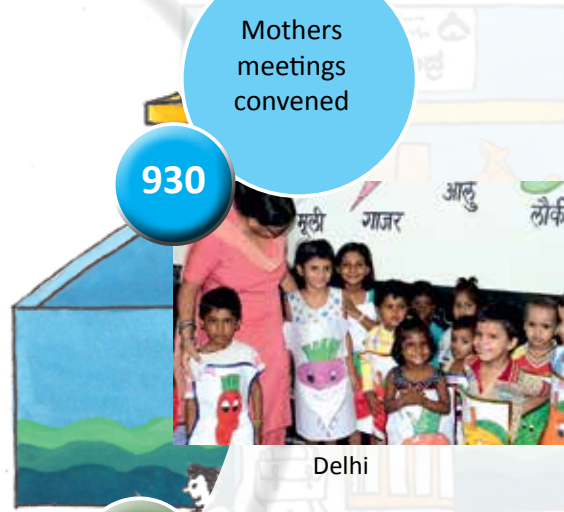
175



Chennai

Mothers  
meetings  
convened

930



Delhi

Trainings and  
awareness  
camps  
conducted

140



Bengaluru

Corporate  
support  
generated

525



Mumbai

Bal Vikas  
Samitis  
strengthened

175



Kolkata

At a glance

Born Learning Campaign and its relevance has resonated with stakeholders, be it the government or corporate funders who have prioritized education for their social responsibility activities.

United Way Bengaluru recognizes that all programmes have to be fused with mainline government-led initiatives to be sustainable.

The activities of Born Learning Campaign are clearly aligned to the SDGs, and ECCE, the Government of India policy for early childhood education.







United Way India



United Way Chennai



United Way Mumbai



United Way Kolkata



United Way Baroda



United Way Delhi  
National Capital Region

## United Way Bengaluru

[info@uwbengaluru.org](mailto:info@uwbengaluru.org)

[www.uwbengaluru.org](http://www.uwbengaluru.org)



United Way Bengaluru

