

Learning with Vodafone Idea

Assessing the Impact of
Learning with Vodafone Idea
Scholarship Program

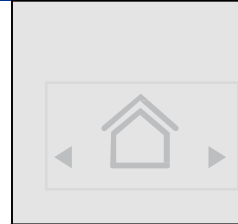
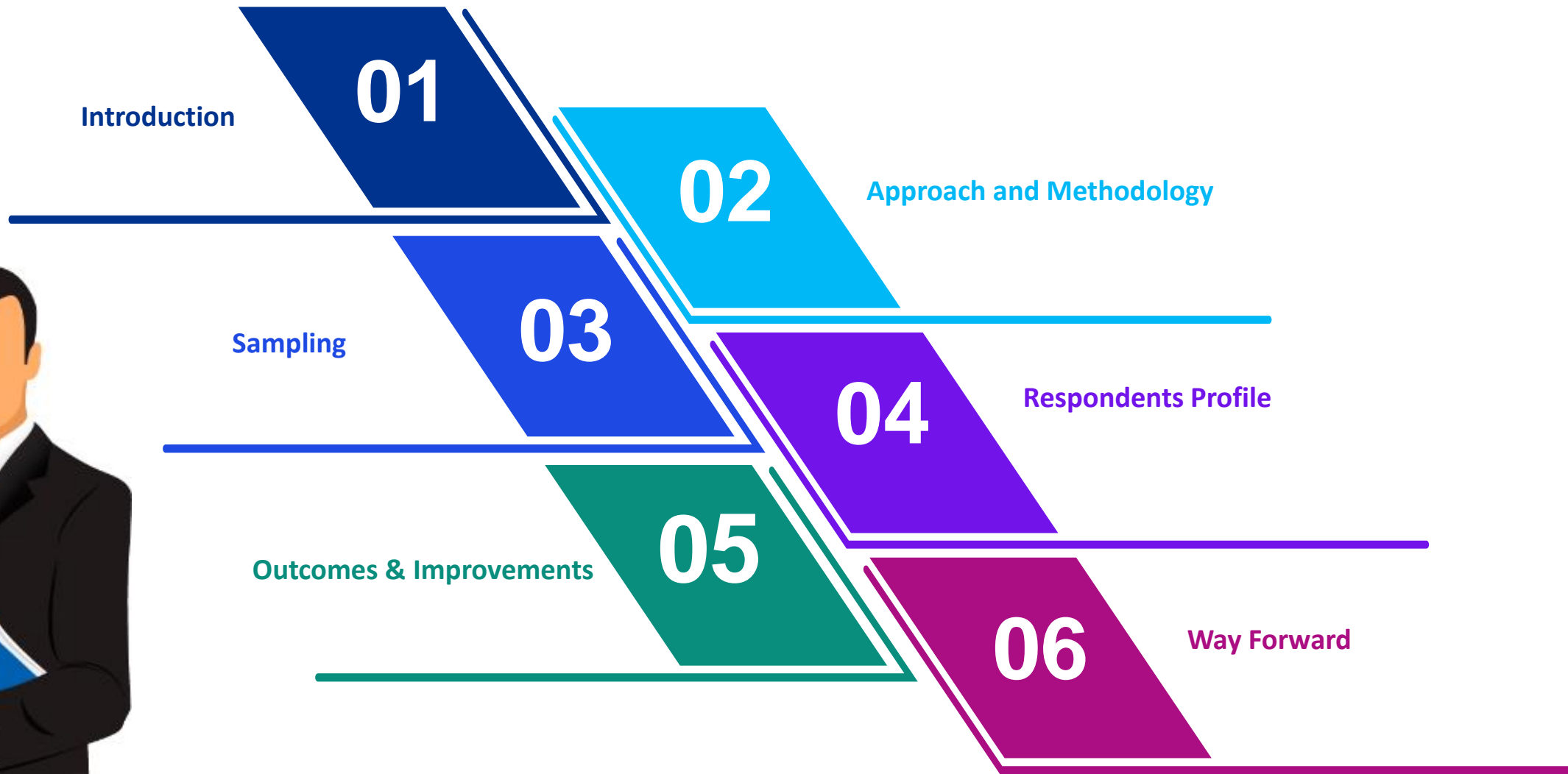
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Introduction

For sustainable development of any nation, obtaining a quality education is the foundation. In addition to improving quality of life, access to inclusive education can help equip locals with the tools required to develop innovative solutions to the world's greatest problems. Learning With Vodafone Idea program design is aligned to 'SDG 4 of Quality Education'.

Learning with Vodafone Idea is an initiative by Vodafone India Foundation, which has been designed as India's first multi linguistic online scholarship platform to promote and assist the needy students of the country who lack access towards finance to pursue education. It also aims to acknowledge outstanding teachers for their academic endeavours.



Primary Beneficiaries:
Students from grade 1 to PhD aspirants.
Teachers from various educational institutions.

Secondary Beneficiaries:
Parents of students who are seeking scholarship.
Students of teachers who availed scholarship.

Project Location: Pan India

Learning with Vodafone Idea has had a wide reach, that may be encapsulated as follows



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Consultation & Scoping

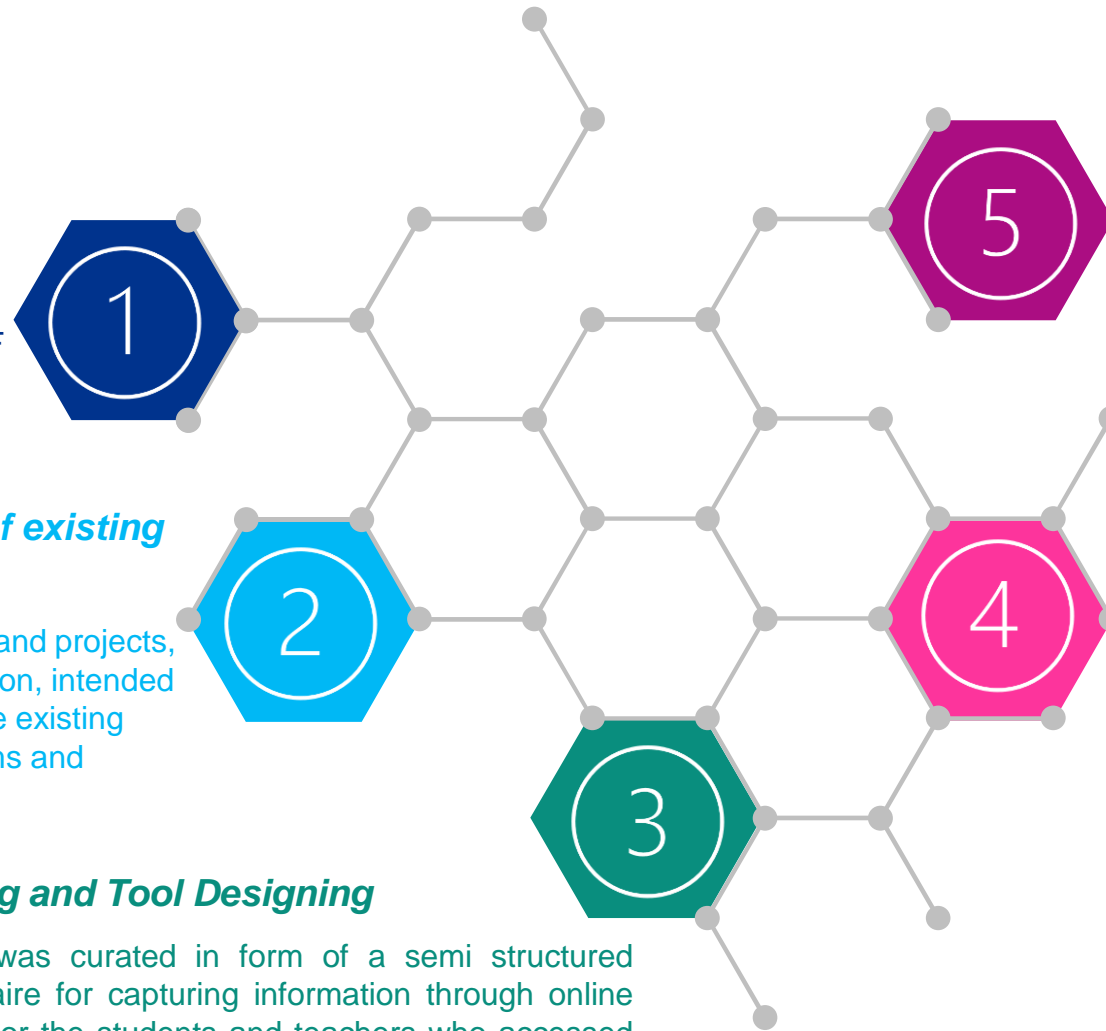
Discussion with Vodafone Idea Foundation (VIF) team to seek project related details & understanding the scope and document the engagement's expectations
To request for information on VIF CSR programs

Desk Review & Evaluation of existing Theory of Change

Stakeholder interactions to understand projects, geographies, mode of implementation, intended impacts and processes. To evaluate existing Theory of Change of these programs and strengthen the same

Sampling and Tool Designing

The tool was curated in form of a semi structured questionnaire for capturing information through online mediums for the students and teachers who accessed the platform and received the scholarship.



Analysis & Impact Assessment Report Preparation

To conduct data analysis and prepare reports on Impact Assessment (word format) basis information gathered through online survey.

Roll out of online survey for data collection

Preparing a sampling plan for online survey of students and teachers. Roll out of online survey through digital medium.



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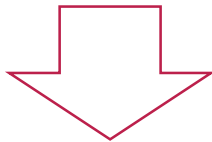
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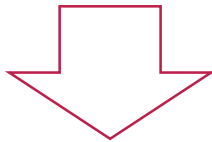
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Sampling

Through the portal **1,000** students and **110** teachers availed successful receipt of the Vodafone Idea scholarship.



A **Purposive Sampling** plan was followed.



200 students & 22 teachers (20% of total universe) who had successfully received scholarships through the portal were sampled out for rolling out the questionnaire.

The sampling consisted of choosing students and students who had accessed the portal, received the support and availed Vi scholarships successfully. 200 students & 22 teachers (20% of total universe) who had successfully received Vi scholarships through the portal were sampled out for rolling out the questionnaire. The scholars were reached through an online survey rolled out over an email, to capture the responses on the overall impacts generated from the program.

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| Stakeholders | Target | Achieved |
|--------------|--------|----------|
| Students | 200 | 200 |
| Teachers | NA | 22 |



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Survey Findings – Respondents Profile



18 Years



18 years was the average age of the student respondents who availed the Vi Scholarship

38% female respondents



62% male and 38% female scholars responded to the study.

76% reported English as preferred Language



English was the most preferred language to access the platform. Hindi was the second most language which was used by 11%

54% OBC Category



54% of the student respondents belonged to OBC Category, followed by 30% in the general category and 13% of them represented the SC category.

91% reported income below 1 Lakh



91% of the student respondent's family annual income was below 1 Lakh INR and 8% of the respondents stood in the family income bracket of INR 1-5 Lakhs.



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Survey Findings - Outcome

72%

Students reported improvement in learning levels post the receipt of scholarship

99%

Students responded that the scholarship helped to shape their ambitions

100%

Students experienced reduction in financial burden due to receipt of scholarship

91%

Teachers were equipped with better teaching materials

71%

Students experienced full reduction in financial burden due to receipt of scholarship



Average duration of scholarship availed

1 Year



Scholarships for higher education

60%



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The following are some conclusions and recommendations for the future, mapped across the project lifecycle:

The study showcases that Vodafone Foundation is moving in the direction of achieving the intended impact envisioned. Along with the numerous positives of the program, it was also observed that if certain elements are incorporated in the program, it would help enhance the outcomes of program.

Increased focus on convergence

It is recommended that the program design shall account for formal partnerships with the scholarship providers for further attribution, the same can also be looked as a convergence opportunity with various Government scholarship providers to enhance their reach and penetration to the needy students.



Focus on organic reach for reaching the unreached

More emphasis on organic / word of mouth marketing shall be targeted in order to enhance the reach and have a larger impact in terms of scholarship access to more grassroots sections of the society, who may not access digital medium and view the advertisements.



Input cost to scholarship availed value analysis

It is essential to evaluate the technology costs / input costs towards platform development against the total value of scholarship availed by students in monetary terms. The analysis shall help the Foundation take key decisions towards analysing the effectiveness of the portal from an investments point of view.



Reduction in drop off and scalability

Considering the pan India reach of the portal and close to 0.12 million students accessing the same, it is critical for the Foundation to look into the drop off / reduction in numbers at last stage which is the final number of students attaining the scholarship. Such analysis is important to be reflected upon and strengthen aspects such as quality control and support mechanism to the students to ensure maximum registrations are converted towards attaining of scholarship.



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