Udhyam Shiksha

Background

Udhyam Shiksha is the education arm of Udhyam Learning Foundation. At Shiksha, we partner with Government School and ITI systems to foster entrepreneurial mindsets and enable entrepreneurship amongst the youth. To date, we have worked with 10 State Governments and impacted over 16.5 lac students since inception.

We presently have **deep engagements with 8 State Governments** spread across *Delhi, Haryana, Uttarakhand and Punjab* in the North, *Madhya Pradesh in the Central Region, Maharashtra* in the West, and *Andhra Pradesh and Kerala* in Southern India. In addition to the above, we are likely to partner and work with the Governments of *Madhya Pradesh and Karnataka* in the upcoming year (2023-24).

Mission & Approach

Our mission at Shiksha is to *'Make Bharat Entrepreneurial'* by creating impact at scale amongst the youth of Bharat. Our approach to achieve our mission is by harnessing their innate entrepreneurial potential through a scientifically designed curriculum. Our curriculum is designed to build 4 key mindsets namely *Self Awareness, Independent Thinking, Trying New Things and Grit* along with 4 skill sets which are *Communication, Collaboration, Critical Thinking and Creativity* (also known as the 4 Cs). The curriculum is experiential in nature and built around the learning principles of enabling 'student autonomy', 'learning by doing' and leveraging 'Real world experiences' as means of effective learning.

Program Components

The Shiksha program has 2 primary components namely:
1. **Entrepreneurial Mindset Development:** This is a classroom program, comprising a host of in-class and out of class activities, designed to develop student mindsets. In schools this program runs across Grades 9 and 12, while all students of ITI programs undergo a modified curriculum which is designed as per their context.
2. **Business and Social Innovation Projects:** By enabling students to work in teams around business or societal projects, Shiksha brings 'Real World experience' into every student's life. Our experience also suggests that Business Projects are extremely powerful when supplemented by a financial seed or innovation grant.

In addition to the above components, we have also rolled out a Pilot **Incubation Program** with the Haryana ITI system (*Udhyami Haryana*), as a follow up to the Mindset Development curriculum, to support and hand hold students through the journey of transition from student to entrepreneur.

Partnership and Institutionalization Model

In order to drive lasting and systemic change across the education system, we partner with the State Governments' School or ITI department and integrate our program into the timetable.

We partner with the State SCERT or Dept of Industrial Training (as the case maybe), and engage in a robust collaboration which entails the following:

1. **Curriculum Co-Creation:** This process ensures that our curriculum is contextualised to factor the local context and culture of our partner state.
2. **Integration of curriculum into Timetable**: This is critical to ensuring that 'entrepreneurial mindset development' is a system driven initiative.
3. **Stakeholder Orientation and Onboarding:** A critical success factor for effective implementation is stakeholder buy-in and onboarding. Shiksha prioritises stakeholder onboarding sessions with SCERT, District and Block Level stakeholders as well as School Principals and HMs. This is the starting point for creating the right ambience for rollout. This is followed by deeper engagement with Teachers, and Students.
4. **Teacher training & Support:** In order to train large volumes of teachers spread across a state, we adopt a *'Master Trainer based Cascading Model'*. Master Trainers are identified by the system for specialised training by Udhyam's trainers. This is followed up with:
   a. **Training of Teachers:** The TOT across all districts of the State is conducted by the Master Trainers with the support of the Udhyam team.. This is a challenging exercise given the need to combine scale with the need to ensure pedagogical quality is retained.
   b. **Teacher Support and Refresher training:** Tech based tools such as a Whatsapp Chatbot are used to provide additional teacher support resources and facilitate 2 way interactions with teachers.
   c. **Learning Circles for Teachers:** A Learning Circle (LC) is a community of Teachers who come together to collaborate, reflect and upskill themselves during the course of the program. Udhyam enables Learning Circles for teachers based on insights and inputs gathered through 'classroom observations'
5. **Student Engagement:** Enabling student agency is proving to be an increasingly important success factor for our programs. Our programs enable an increased role for students to facilitate and even support the administering of the program, significantly reducing the teachers burden. In Kerala, our *'student led model'* has been rolled out across all 104 ITIs.
6. **Operations Management:** Each state has a dedicated Operations team which is actively involved in enabling stakeholders and supporting on-ground operations across schools/ITIs.
7. **Measurement and Evaluation (M&E):** Understanding impact and the factors that improve or reduce impact is an important focus area. ***Baseline and Endline Assessments*** are conducted for all programs to track the shift in student mindsets over the course of the program. In addition, ***'classroom observations'*** provide inputs and insights around teacher facilitation quality, student engagement which inform our interventions. Our M&E team also captures other *program health metrics* such as *'Student Satisfaction and Teacher NPS*.

At Shiksha we've recently rolled out a **'Capability Maturity Model' (CMM)** to track and guide our efforts in each state with the intention of making it truly *'system driven' and institutionalised* across all stakeholders.