



Literacy is base to any empowerment needs

## Solutions:

- Fast and effective
- Quality control mechanisms
- Output oriented













## TARA Akshar+

A magical approach to literacy solutions













## TARA Akshar+ Literacy and Numeracy in a Box

A minimally trained instructor

- + a laptop
- + a highly intelligent software

Teaches an illiterate person:

- to read and write in Hindi
- and do basic arithmetic

In just 2 hours a day for 49 days

At a Phenomenally Low Cost!

#### TARA Akshar<sup>+</sup>

Lifelong Reading, wRiting and aRithmetic skills in 49 days

2 hours of class daily for 49 days

Delivered by local community Instructor















## The USP of TARA Akshar+ Why it is the Champion

- Fastest -- Full Literacy and Numeracy in 49 days
- Highest Pass rate above 97%
- Strongest -- Uses many Memory Reinforcing techniques
- Easiest -- Does not need an Expert Instructor
- Most Reliable -- Tracking by Rigorous MIS
- Lowest -- Cost includes Delivery and Certification















#### Partners worked







UK Department for International Development

























## Results – 8 States in India (2007 to 2012)

**States Covered** 

- Bihar, Jharkhand, M.P,

U.P, Delhi, Rajasthan,

Haryana, Uttarakhand

Learners Started - 61,492

Learners Dropped Out - 871

Appeared For Exam - 60, 501

Learners Failed Exam - 718

Learners Passed Exam - 59,903

Pass Percentage - 97%









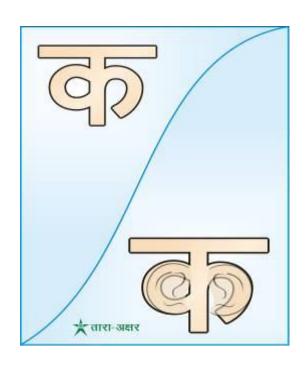




# TARA Akshar+ Breakthrough Technology

**Uses Advanced Cognitive Innovations:** 

- Strong learning and reinforcement aids
- Latest memory enhancing techniques
- Effective methods to maximize retention













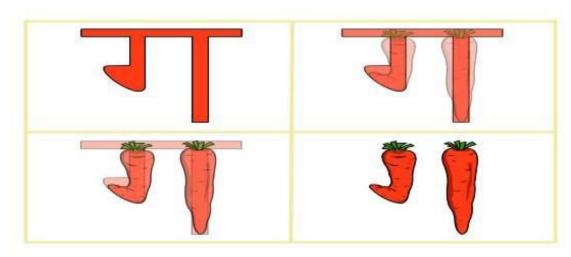


## A Fool-Proof Memory Technique: The Hook

#### Example 1:

This Hindi letter is 'Ga'.

In Hindi, the word for carrot is **Gajar**, which begins with '**Ga**'. The letter 'Ga' is shaped like 2 carrots.













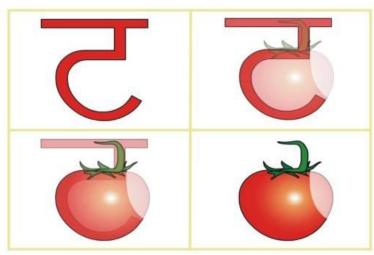


#### A Fool-Proof Memory Technique: The Hook

#### Example 2:

This Hindi letter is '**Ta**'. Morphing makes letter UNFORGETTABLE.

It works every time!















inspiring sustainability

## Recognitions and Approvals





#### **Department of Administrative Reforms** and Public Grievances



## **Wall Street Journal**



Shastri Bhawan, New Delhi - 110115. Dated: 199 March, 2009

Mr. Vijay Chaturvedi Programme Director - Business Development, Society for Development Alternatives,

Corporate Management Branch. B-32, TARA Crescert, Qutab Institutions Area New Delht - 110016.

Sub: Presentation on Literacy Campaign for Tribal Women-care Akshar and discussion on strengthing for the New Plan for expansion of the EMRSs.

I am directed to refer to the meeting held in the Ministry on 24 March, 2009 on the above mentioned subject and to request you to take action on following decision were taken in the meeting>

"Development Alternatives: They will break up their proposal separately for Chinetingarh and Madhya Pradesh, and send as drafts to the State representatives present in the meeting. These two States will then study the drafts, interact with Development Alternatives and if the drafts are found suitable, propose for funding under innovative projects."

2. An immediate action in the matter is solicited.

Development Alternative NEW DELIE RECUIVED ON Z 5 MAR 2009



**Ministry of Tribal Affairs** 

#### **National Literacy Mission**





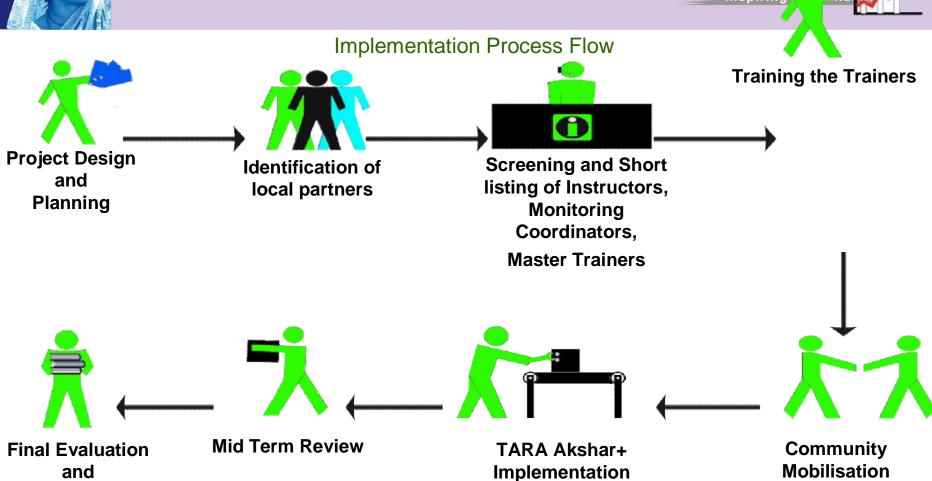














**Documentation** 



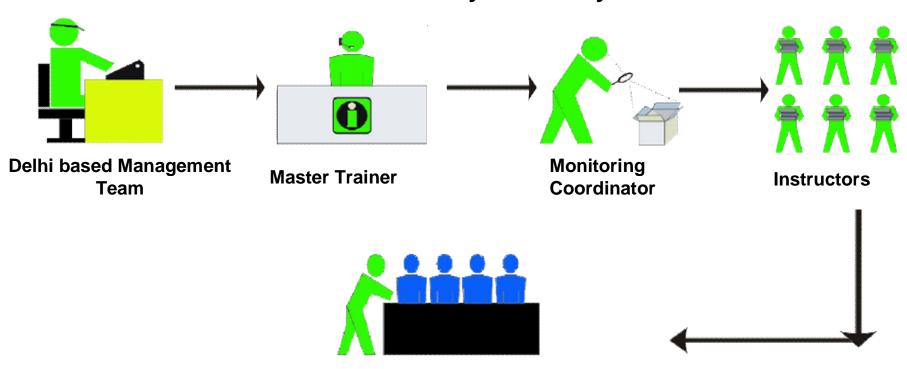








#### **Three Tier Quality Control System**



**Instructor Managed TARA Akshar Centers** 













## **Expected Outcome:**

- Implementation at scale
- Development of module in other languages







