



- 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+

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



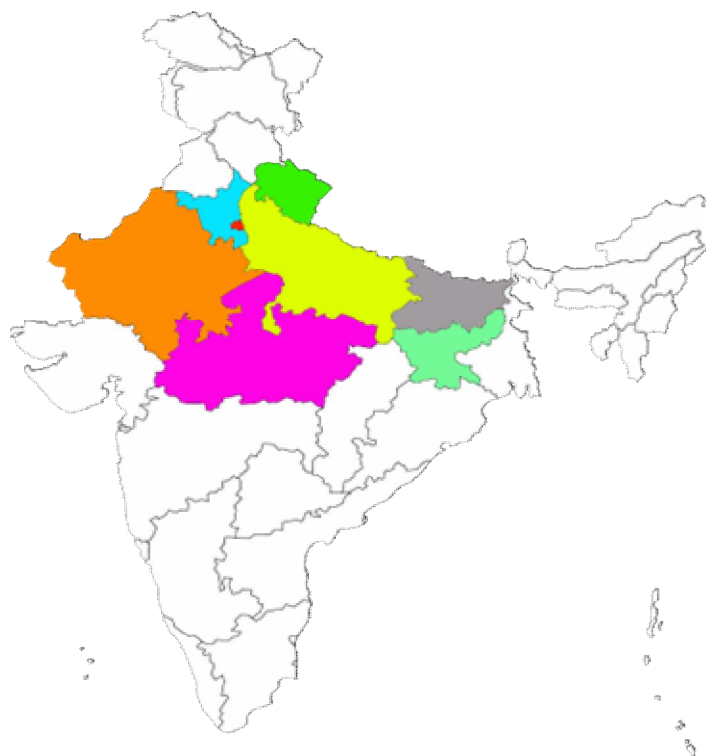
UK

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%

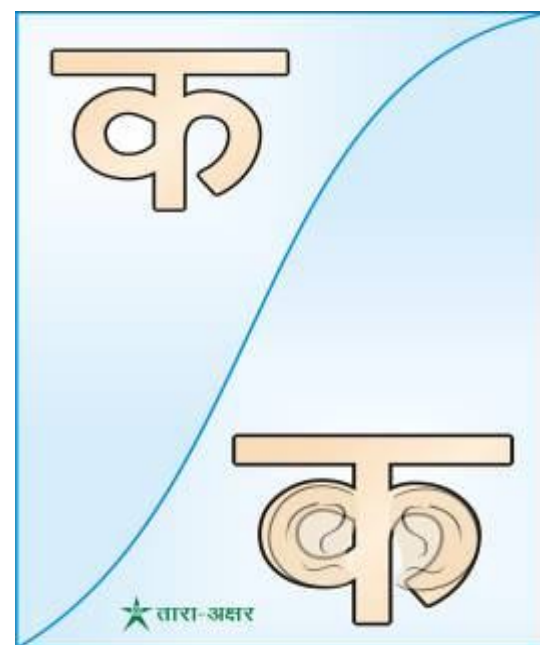


TARA Akshar+

Breakthrough Technology

Uses Advanced Cognitive Innovations:

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





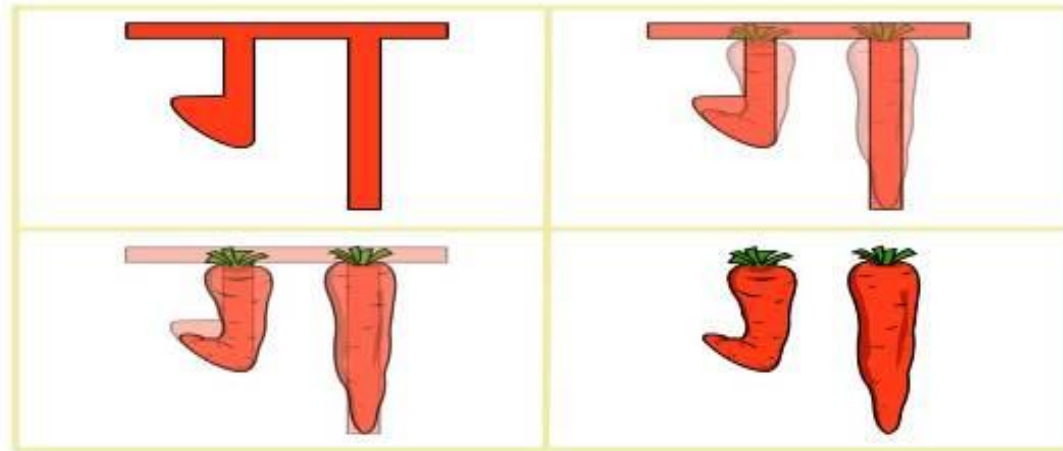
A Fool-Proof Memory Technique: The Hook

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.





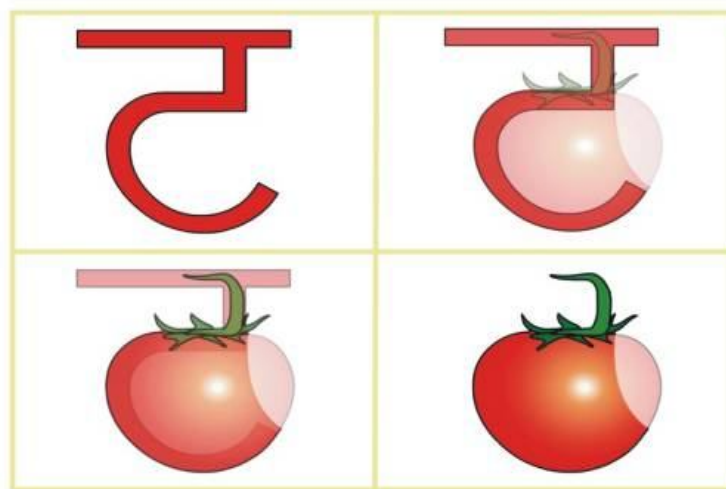
A Fool-Proof Memory Technique: The Hook

Example 2:

This Hindi letter is 'Ta'.

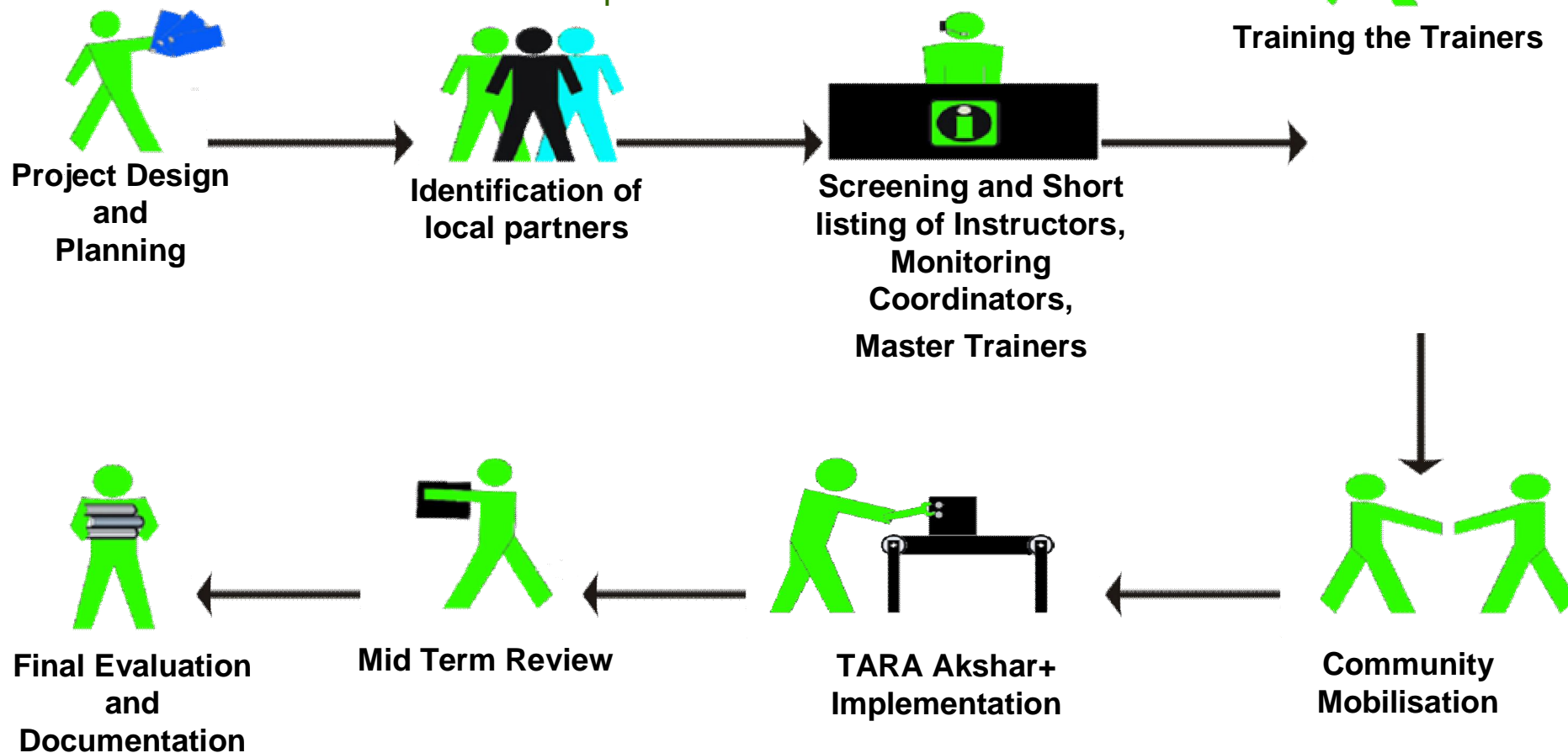
Morphing makes letter UNFORGETTABLE.

It works every time!



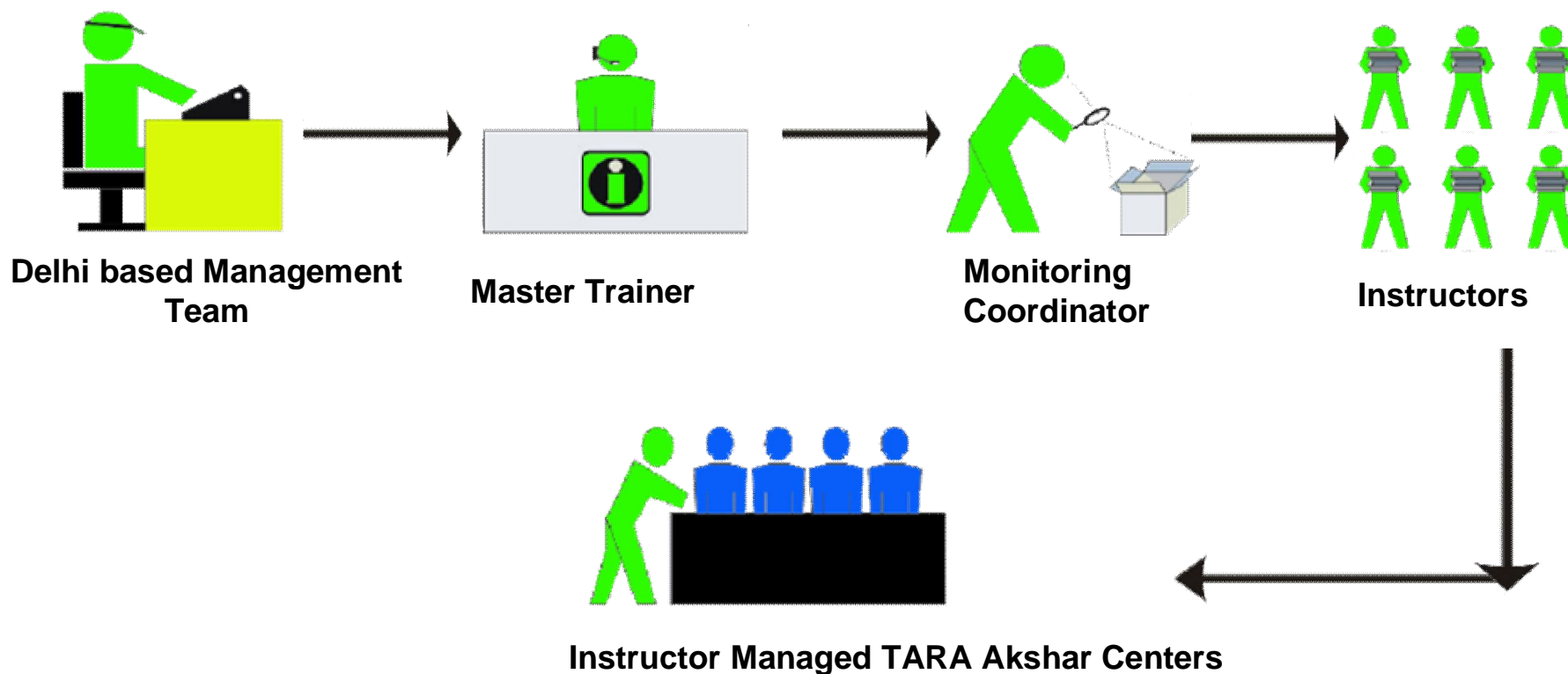


Implementation Process Flow





Three Tier Quality Control System





Expected Outcome:

- Implementation at scale
- Development of module in other languages