



NASSCOM Social Innovation Honours 2012 Application Form for "Not For Profit Organization"

'FORM A'

1. Organization details:

Name of the Organization		The East West Foundation of India			
Act under which organization is registered		Indian Trusts Act			
Date of registration		1994-06-30			
Registration Number		854			
Office Address		No. 6, Kamala Avenue, Off Alamparai Beach Road, Kadappakam Post, Cheyyur Taluk, Kancheepuram District- 603304			
City	Kancheepuram	State	Tamilnadu	Pin code	603 304
Website	www.tewfi.org	Twitter URL		Facebook URL	
Chief Executive / Operating Officer			Contact		
Name	S. Subramanian		Mobile	9787525961	
			Office Phone (STD)	044 - 27501200	
			E – Mail	admin@tewfi.org	
Details of person filling the form:			Contact		
Name	Ms. Aditi Chandran		Mobile	9840878569	
Designation	Trustee		Land line (STD)	044 - 27501200	
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Describe up to 3 key activities / projects of the organization:					
<p>(i) The East West Foundation of India (TEWFI) is a charitable and educational foundation committed to working towards the development and empowerment of the socially and economically marginalized communities in rural India, through a range of initiatives in health care, education, child rights and relief, community development and environmental sustainability. Education In January 2008 TEWFI opened the Vicki Standish electronic Education Centre (VSeEC) the first computer centre for this rural region. Located adjacent to the Uluru Children's Home (UCH), this centre is accessible to the residents from all the surrounding villages, in addition to the children from UCH. The main function of the centre is to cater to the ongoing, long-term educational needs of the wider community as well as the children at UCH by: • Using ICT for educational purposes - firstly, by providing basic IT education, and secondly, by facilitating learning via the use of IT • Being a rural knowledge centre.</p> <p>(ii) Health care For those in rural India, health care is often inaccessible or too expensive for many. TEWFI addressed this issue in the Edaikazhinadu Panchayat of Tamil Nadu with the establishment of the Uluru Health Care Centre (UHCC) in 1998. The only service of its kind in the region, we run a free primary health care service which provides over 26,000 people with access to medical care of good quality which allows for them to be treated for diseases and conditions for which they would otherwise have had no other means of treatment.</p> <p>(iii) Child Rights and Relief Our Foundation established and runs the Uluru Children's Home (UCH) for orphaned, semi-orphaned, destitute and abandoned children mainly girls. At UCH at present 49 children are given shelter, food and clothing – all in a safe, loving and caring environment. The children are given a permanent home and a whole new direction for the rest of their lives. But more importantly, they have access to health care and education, which are crucial in giving them life prospects they would otherwise be denied.</p>					

2. Initiative details

1. Describe the need / challenge/ problem faced that resulted in the innovation.

Like most government schools in rural India, the standard of our local schools is very poor. They are highly under resourced, suffering from sub-standard infrastructure, low teacher-student ratios, irregular teacher attendance and lack of equipment and teaching materials. This lowers motivation among children to attend school and increases already high illiteracy levels. Our research showed that students were not developing knowledge and skills commensurate with their level. VSeEC holds free classes especially designed to facilitate learning in a digital interactive environment. However access to the centre was difficult or impossible for numerous potential students due to lack of transportation

2. Describe the innovation introduced in ICT space which resulted in social development and / or aided a community.

(Innovation for the purpose of these Honours is defined as implementation of new products / services / processes / methods of delivery using information /communication and / or other technologies which have resulted in significant improvements in social development and / or aided a community.)

We first addressed the issue of difficulty of access by taking electronic education to villages through our "Computer Wallah" (CW) project. Since 2009, VSeEC has collaborated with the community and local schools to provide free of charge, highly accessible, innovative mobile computer-assisted instruction programs using netbooks running customized school curriculum content in multiple languages including Tamil, English and Hindi. Our VSeEC teachers went with netbooks to village schools in our Foundation van on a regular, planned basis. CW has been

highly successful, but we found the lack of basic infrastructure (classrooms, tables, chairs, electricity etc) at schools extremely time consuming and challenging. Provoked into addressing these issues the project evolved into our innovative electronic Classroom on Wheels (eCoW) project taking the fully equipped classroom to the students instead of the students coming to the classroom. The very first of its kind, eCoW, conceptualized and designed by TEWFI, is a 24 seat bus that has been modified and fitted out as a networked classroom with LCD screen, whiteboard, projector and pull down trays for our netbooks. The eCoW bus, made possible by a generous grant from the Cognizant Foundation, goes daily with two ICT tutors to the community and local schools and conducts computer aided learning programs inside it onsite.

The project beneficiaries in this initial stage are primarily children and youth in the community. The project is currently being conducted in 2 villages in Edaikazhinadu Panchayat. It will soon be extended to the other 22 villages.

3. Please mention the date on which the above innovation was launched.	2009-08-1
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4. Is the innovation completely implemented?	Nearly complete
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5. Describe how the technology was used for the above innovation. As part of this answer, you may also mention whether the technology was purchased, modified or developed.

Our netbooks have been installed with educational software donated by the Azim Premji Foundation. Our teachers train on the software and then teach the students how to use the software by utilizing the software's demonstration feature and the LCD monitor in the eCoW bus. After completing the tutorial the children work on the netbooks individually with headphones and the software takes them through the lesson via Computer-aided Learning (CAL). CAL refers to instruction/ remediation presented on a computer to impact learning competencies. The programs are interactive and can illustrate a concept through attractive animation, sound, and demonstration. CAL allows students to progress at their own pace and work individually or problem solve in a group. The computers provide immediate feedback, letting students know whether their answer is correct. If it is incorrect, the program shows students how to correctly answer the question. Computers offer a different type of activity and a change of pace from teacher-led or group instruction. They capture the students' attention because they are interactive and engage students' spirit of competitiveness to increase their scores. Also, CAL moves at the students' pace and does not move ahead until they have mastered the skill being taught.

6. Describe up to 3 key benefits/ impact areas of implementing the above innovation. The benefit may be across one or more of the following stakeholders – participating organization / community / environment / government / regulator / others.

In each case, describe the earlier situation and how the innovation altered the scenario for the stakeholders.

(i) Improved teaching environment, methods and curriculum coverage and better engagement of all the children in the class, including those with poor concentration or ability. Improved academic performance and participation. The Computer-assisted Learning programs delivered via the eCoW project (and the CW project that preceded it):

- Improve the literacy skills of the children and provide them with better understanding in their own language and the English language;
- Develop the academic knowledge through e-learning;
- Provide them with computer based literacy which will help them with basic computer operation and
- Reinforce the academic syllabus taught by the class teacher

The programs engage the children with interaction and they illustrate concepts through attractive animation, sound, and demonstration. They allow students to progress at their own pace and work individually or problem solve in a group. They engage the student in a way that is different from the traditional methods to aid children with poor concentration. Also they provide immediate feedback, letting students know whether their answer is correct which encourages students to compete against themselves in a positive way. The program also addresses the poor attendance rates resulting from irregular teacher attendance and the resulting lack of motivation.

(ii) Improved access to, and the use of information technology systems Unless students and potential students in the area were living close to the VSeEC or had access to their own transportation, many had little or no access to the centre and CAL. Many potential students attending school during the day faced scheduling issues as the only possibility was to attend evening classes. With eCoW the technology is literally taken to their doorstep and eliminates both the issues of lack of transportation and scheduling concerns. Students entering high school figuratively reach a "fork in the road" of their lives. The challenge was to improve their learning skills and provide a real "turning point" to achieve their potential.

The positive impact of the program has already been noted and Headmasters of the schools not yet covered by the project are requesting us to take eCoW to them as soon as possible. In addition most school teachers in the region do not have ICT knowledge or training and do benefit from eCoW as they are trained by us in ICT based teaching.

(iii) The provision of information may be adapted to suit the prior knowledge of the students Prior to the course commencing, children were at different levels of computer literacy and knowledge but the self-paced nature of the software means that everyone learns albeit at varying speeds. Classes begin with a brief subject introduction to gain an understanding before

progression onto the CAL program. Students are able to learn in Tamil, Hindi or English. The subjects which are taught using CAL at present are Tamil, English, Science, Mathematics and General Knowledge and the content of the topics which are covered follow a recommended syllabus. Also, the computer program provides immediate feedback, helping the individual child to arrive at the correct answer. CAL moves at the students' pace and does not move ahead until they have mastered the skill being taught.

7. How do you see the project evolving over the next three years? You may include aspects such as barriers / obstacles you foresee and how you plan to overcome them.

We expect the eCoW project to expand/ evolve in the following areas:

Children

The eCoW project currently being run in two schools targeting 5th standard children is expected to expand to other standards and all schools in the Panchayat. We will need more personnel to conduct these programs. To address this VSeEC will provide free training to designated teachers from each school. These teachers are then expected to take responsibility for the program in their school. This will improve program sustainability, reduce the burden on TEWFI and give schools ownership over computer education.

Community

In partnership with MSSR Foundation VSeEC holds important information relating to farming, fishing, health and other practices that enhance villagers' lives. We intend to disseminate this information via eCoW.

Unemployed

eCoW has access to "Digital Literacy" software enabling it to run Information Technology-based industry certificate courses in Tamil. This is intended to be used primarily for unemployed youth looking to increase their employability.

Women

Women will also benefit and be empowered from the eCoW's "Digital Literacy" program by improving their employability by learning computer skills. They will also gain access to information regarding nutrition, maternal health and self help groups and other topics.

Additional Information - Please mention any other information with respect to the innovation that you wish to provide.

The eCoW platform will be the basis for many community development and education initiatives. It will assist in educating the community in areas spanning health, environment, personal development and education. Health education will include hygiene and preventive health, HIV/AIDS awareness and maternity/ reproductive health. Capacity building programs such as life skills, career guidance, personal development, our Digital Literacy Project and information about available Government assistance will be disseminated.

Overall eCoW will act as a digital platform providing our community with the latest information and learning tools related to their health, education and livelihoods to which they previously had no access.

Declaration

- I declare that the information provided in this entry form is correct and accurate and pertains to my business.
- I agree to abide by the rules and regulations of participation.