

TBWA INDIA presents

THE PROGRESS CARD OF EDUCATION

Lessons on how the culture of learning and education is being re-written.



FOREWORD



Education has been referred to as a 'passport to our future' but historically Indian education has struggled to match expectations of its participants and critiques alike. However, with increasing investment in the education sector and technological leaps by ed-tech giants, the field of education is witnessing a paradigm shift in India. Changing generational mindsets, a global pandemic and the National Education Policy 2020, has questioned every sacred dogma of education in India.

The traditional idea of schooling is being de-templatised by alternative methods of learning. Schooling may not necessarily include 'going to school' anymore. As millennials are entering parenthood, they're demanding more control over what their children are learning. Roles of key stakeholders are becoming more dynamic and demanding than ever.

With digitisation and connectedness, learning is evolving out of rigid systems to democratised ones that are mindfully breeding imagination, understanding, knowledge sharing and thereby, helping students develop and affinity towards learning.

These are just some of the lessons that we have tried to capture in this report, to highlight how the culture around learning and education is evolving for the future. Read on to unlearn and learn more.



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CHAPTER - 1

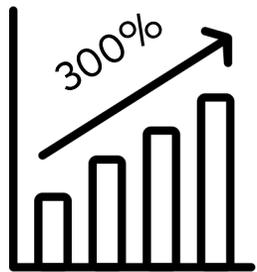
TOO COOL FOR OLD SCHOOL



Schools are witnessing a coup d'état with parents and students becoming the new headmasters. Parents are rethinking traditional schooling methods and curating curriculum for their children.

1.1. Towards unschooling

Schools are no longer the only custodians of foundational learning. Urban parents are re-evaluating the relevance of schooling and are choosing alternatives like micro-schooling, home-schooling and even teaching their kids through learning pods, where groups of students learn together outside school, but still in person.



Geekz Microschool in Chennai saw a 300% rise in admissions, for its unique curriculum and hands-on activity-based learning for all ages



Growing popularity and acceptance of homeschooling, an emerging parent-driven teaching concept

“Over four years, we’ve seen that homeschoolers do extremely well when it comes to competing for seats in the best colleges across the world.”

AKSHAY CHATURVEDI
FOUNDER AND CEO,
LEVERAGE EDU



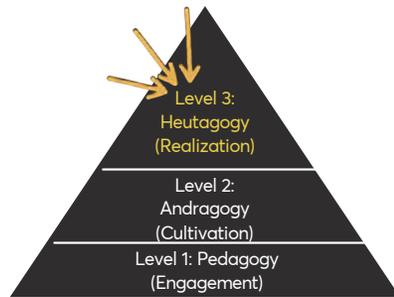
Chennai based Cascade family learning services launched India's first Montessori flexi-learning pod for self-directed learning during the pandemic

What if

brands sponsor a network for students outside traditional learning institutions?

1.2. Student-sourced syllabus

There is a shift from conformist educational code to self-directed learning, with students becoming their own course curators. With flexible learning methods and digitisation, students are creating their own timetables and are taking decisions about what, when, where and how they wish to learn.



Chennai based Beyond 8 school is the first-of-its-kind heutagogical high school, a student-centered instructional strategy that is growing popular



NEP 2020 is adopting alternative learning methods to assure child-led learning and using blended methods of education

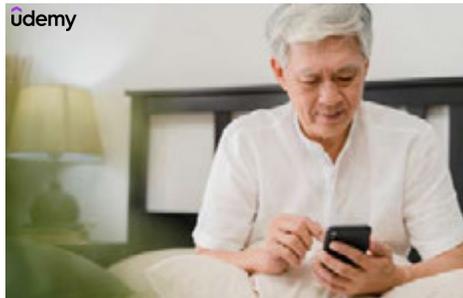


What if

school networks consider crowd-sourced suggestions for curriculums?

1.3. Ageless learning

Completing college and getting a job no longer means the end of learning. The pandemic has ushered an always-on learning culture that is age-unrestricted. With increased accessibility to online courses, working professionals are now pursuing multiple degrees and upskilling for career upgrades.



Udemy has introduced basic computer courses for senior citizens



UpGrad and Great Learning urge professionals to keep upgrading in their careers



Capgemini x Coursera to upskill their employees with over 4,000 online courses

What if companies launch special internships for senior citizens who can even act as advisors/mentors?

CHAPTER - 2

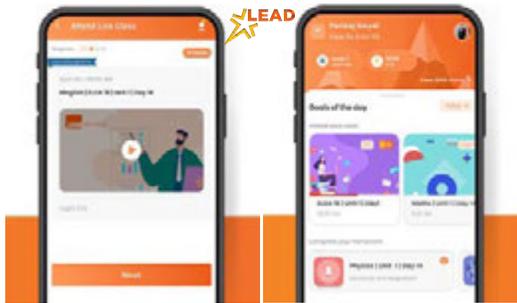
ANYBODY CAN TEACHER



Learning is becoming democratised as the role of teaching is now expanding to parents, brands, apps, and even social media stars. People are wielding knowledge to make learning a collaborative effort.

2.1. Parents are teachers are students

The pandemic has inspired every stakeholder of education to change hats. Parents are going from being passive fee payers to active moderators, teachers are becoming students again to cope with a digitised era, while children are turning into tech-tutors for elders.



LEAD enables parents to partner with schools in the child's progress with its student-parent app



The Teacher's Day film by LEAD throws light on the struggles of teachers when schools were shut during the pandemic



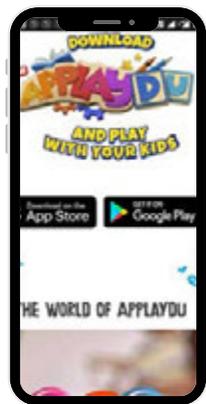
Udeemy and Coursera introduced a course for teachers on how to teach online during the pandemic

What if

ed-tech apps offer tutorials/hacks to help parents guide their kids with learning at home?

2.2. Professor brands

The idea of 'consumer education' is now expanding to include educating people at large. Brands, historically accused of exploiting the pester-power in children, are investing in edutainment. Beyond selling their products, brands are creating services to educate consumers through platforms and collaborations.



Cadbury, KinderJoy and Zee5 have launched their own edutainment app and websites



Infosys x Coursera - a digital upskilling initiative for over 10 million people



Educational content on finance, news, hacks and lifestyle, hosted on Cred's YouTube channel



Stayfree partnered with Perna (NGO) for training sex workers in domestic skills during menstruation

What if

brands create an open repository of their own case studies for students to learn from?

2.3. Social media distraction education

What was once considered a distraction, is now becoming the most preferred space to learn. Popular social media platforms like LinkedIn, YouTube and Twitter are now becoming the hubs of learning and knowledge sharing. Comedians and celebs like Tanmay Bhat are now becoming finance gurus and crypto wizards on YouTube!



Popular comedian Tanmay Bhat is now teaching viewers stock and crypto trading



YouTube Kids, a popular choice for immersive edutainment for toddlers

LinkedIn Learning



Flight School

FACEBOOK Blueprint

Clubhouse



Telegram

While Facebook, LinkedIn and Twitter have recently pivoted towards learning, new social networks like Discord, Telegram and Clubhouse are emerging as dedicated learning platforms

What if

there was a social network of knowledge, where people connect over their learning interests?

CHAPTER - 3

BEYOND THE BOOKS



A systemic unlearning of old codes is underway to establish new ones. While edu-tech is replacing textbook learning, syllabuses are being revised for a practical world.

3.1. Lessons come alive

Boredom is being tech-ed out of education. Textbook-driven learning is being replaced by interactive movies, animations and gamified visuals, helping children understand complicated concepts with the power of imagination and entertainment.



BYJU'S unleashes the power of imaginative and interactive learning with a blockbuster curriculum in association with Disney



Unacademy's innovative ways of teaching various academic concepts through IPL



Karnataka teacher embraces technology to the fullest, uses VR to make classes fun

What if

brands encourage children to uncover the science behind real-life events through contests?

3.2. Out of syllabus, apt for life

To address the unemployability of Indian graduates, curriculum and training are being updated to keep up with time. Changing policies are pushing educational institutes to include hard and soft skills in the syllabus that are demanded by industries.



NEP 2020 introduced coding and business studies in school syllabus



National Skills Development Council collaborated with LinkedIn for digital up-skilling and training of the youth

RBI frames plan for financial education among school students, communities

The 'National Strategy for Financial Education 2020-2025' suggests a multi-stakeholder-led approach for creating a financially aware and empowered India

RBI has plans to include financial literacy in school curriculums



Ashoka University's Young India Fellowship that focuses on leadership, communication, group dynamics, political science and more

What if

institutions partner with businesses to keep their syllabus industry-ready?

3.3. We don't need no examination

Millennial parents are increasingly questioning the relevance of examination culture in their child's academic growth and character development. Traditional education system is moving away from rote learning and is set to say "no" to the burden of examinations and make way for more effective and holistic ways of evaluating performance.



NEP 2020 suggests a holistic report card that evaluates students on values, social and emotional development



Alternative and Montessori schools prioritise projects and practicals over strict curriculum driven exams



Harkisan Mehta Institute, a fully vocational institute doesn't conduct pen & paper tests and prefers assignments, presentations, and real-time projects

What if

brands offer age-less self-evaluation tools across disciplines?

3.4. Passing marks to passion marks

Beyond mainstream careers, students are now finding the liberty to turn their passion into a full-time profession. Schools stirring creativity and edu-tech platforms opening new doors to emerging industries, are allowing students to realise their passion at an early stage and pursue unconventional careers.

Established in
last 3 years



Besides creative pursuits, young Indians are finding their passion in protecting the planet and considering careers and jobs that focus on sustainability

What if

brands create alternative platforms for students to showcase their passion projects?

CHAPTER - 4

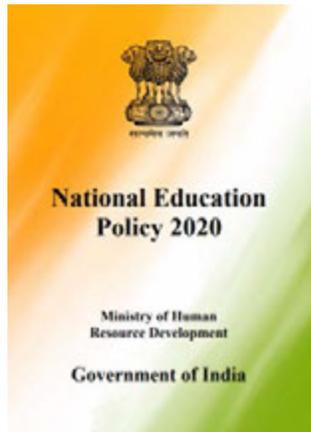
SCHOOLS ARE GROWING UP



Schools are now adding a new chapter to their everyday reality to create value beyond education. A system upgrade is underway as schools are trying to regain relevance over tuitions and get a facelift.

4.1. Upgrading mindfully

As the world is becoming more inclusive, schools are aiming to be empathetic towards all kinds of learners. Rather than isolated special schools, mainstream schools are now taking an effort to bring learners of different abilities together, with suitable curriculums and attention for all.



Initiatives in the NEP for inclusive education, encouraging children with and without disabilities to study together



Belongg organised 'The Inclusive School Festival', to encourage inclusive schooling in India.



Various State and Central government are initiating orders to have career and clinical counsellors in public as well as private schools

What if

brands create open-source toolkits to encourage mindful practices at institutions?

4.2. Schooling 2.0

Edu-tech and affluent schools have left parents wanting international standard education that is affordable and accessible. While public schools are fighting hard to reinvent their 'sarkari' image, affordable public schools are being upgraded by new-age brands.

← THEN NOW →



Incompetent
Sarkari Government schools Dirty
Poor Infrastructure Sub-standard education

'We want to change the perception of BMC-run schools'



BMC Schools rebranded to Mumbai Public schools with better infrastructure and upgraded curriculum



LEAD partners affordable private schools with disruptive ed-tech solutions to improve educational standards for all stakeholders. It has transformed over 2,000 Affordable Private Schools in the K-12 segment in 400+ cities across India into smart schools

What if

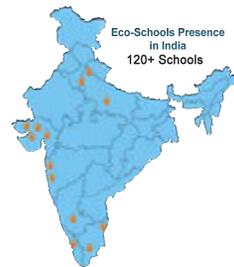
brands incentivise their employees who choose to volunteer in their field of education?

4.3. Schools fostering for life

Schools and colleges are going beyond academic and professional success to foster holistic development of students. Besides learning, they are also focusing on character development, social engagement, community living and even global impact, making schooling, an enriching experience for life.



Schools like UWC Mahindra and Cygnus World School, are going beyond just offering education to being a foster ground for all round development



Asia's first World Environment School set up in Karnataka, 120+ schools are registered with the Eco-School India programmes



VS

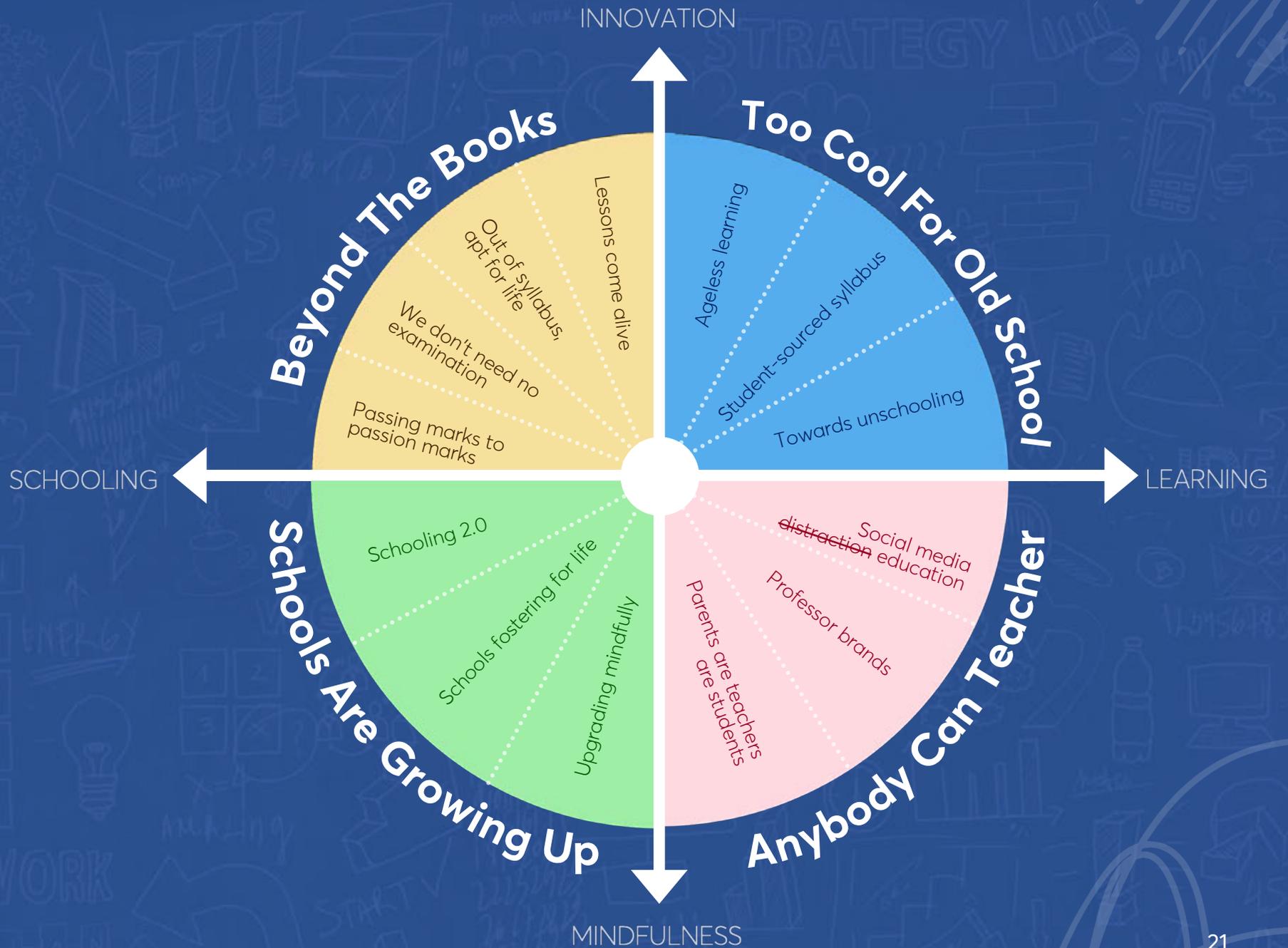


While Kota Factory portrays colleges in a compromised way, YouTube web-series, Engineering Girls shows Sharda University as a pivotal institute

What if

brands create sustainable solutions and amenities for schools as part of their CSR?

SUMMARY



Courtesy

Information

YouTube

The Hindu

Medialist Innovation

Medium

News 18

BBC

Mumbai Mirror

Lead School

Shikshantar

Live Mint

Times Of India

Indian Express

Career India

The Logical Indian

People Matters

NDTV

Business Standard

See Latest

Economic Times

Ed Prime

The Wire

Harvard Education

Publishing Group

Harkisan Institute

Udemy

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