



LEAD BY DESIGN  
*Mobilizing young India to build sustainable communities*

# iNNOVATE 2 iNFINITY

Towards well being of children today!



# MEET THE TEAM



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# THE CHALLENGE

60 million primary grade children missed out school for an entire academic year, thus limiting their social interactions.



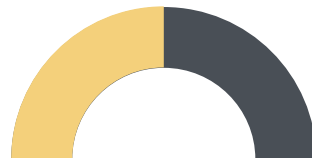
76% children don't have  
access to internet  
LOSS OF ACCESS



82% has lost one specific  
language ability  
LEARNING LOSS



80% teachers found it difficult  
to maintain emotional connect  
LOSS OF ENGAGEMENT



50% increase in child helpline  
calls in 2020-21  
LOSS OF SOCIO-EMOTIONAL  
WELLBEING

Gender based violence

Children safety?

Child marriage

**SCHOOL CLOSURE**

Covid-19 crisis

Inability to meet friends

Exposure to abuse

Absence of

physical space

Increase in child labor

# THE URGENT NEED

For 60 million children in the country



To ensure social emotional well being of the child given the limited social interactions.



To ensure age appropriate skill development in 6 - 10 year olds



To create avenues for self learning and creative expression in the child

# TARGET USER PERSONA

## Family

- Lives in a family of 5.
- Parents and her 2 siblings

## Demographics

- Lives in an urban slum
- Attends grade 5 in a low

income private school

- Attended extracurricular class

with NGO working with the school

## Household

- Has a TV at home.
- Has 1 mobile phone shared

amongst siblings

- Sporadic internet connection

## Education in 2020-21

- Attends Whatsapp class.
- Shares phone with sister who is in grade 6.
- Occasionally bandwidth allows to watch youtube videos.

## Likes and aspiration

- Loves to write stories
- make things with hands,
- draw and express through drama.
- Wants to become a pilot



Afiya\*, 10 year old

## PAIN POINTS

- Bored at home because of lack of materials to express her thoughts. Hence watches TV. Bored with TV as well.
- Cannot remember basic mathematical operations learnt in grade 4. Struggles with reading.
- No friends to play with. Missing to meet friends and relatives. Missing going to the playground.
- Feels de-motivated to attend online class due to poor internet connectivity.

\* – Name changed for minor protection

# TARGET USER PERSONA

## Family

- Lives in a family of 5.
- Works to provide for the family.

## Demographics

- Lives in an urban slum
- Worked as a sales person in a local clothing store. Works from 8 till 5 PM.
- Travel commute is 2 hours everyday

## Household

- Has a TV at home.
- Has 1 mobile phone without internet connection

## Covid -19 crisis

- Lost job during the lockdown.
- Sells vegetables now . Wakes up at 5 in the morning to procure vegetables.
- Severely affected financially during the lockdown. Had to change house 3 times in the last year. Got support from local NGO meeting household needs.

## Likes and aspiration

- Is heavily invested in educating her children.
- Is ready to financially invest in children's learning upto Rs 300 per month.



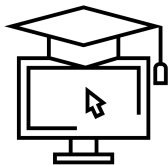
Afiya\*'s mom  
- 32 years old

## PAIN POINTS

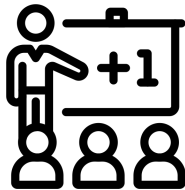
- Could not focus on children's learning during the lockdown.
- Is scared of giving phones to her children owing to online safety.
- Worries about education and future of her children.
- Financial constraint in the household needs to be taken care first.
- Unavailability of affordable learning materials to keep her children engaged.

\* - Name changed for minor protection

# EXPLORATION OF IDEAS



Online method of learning



In person - community learning centres



Physical learning and creative materials





Final solution



# Introducing an "ordinary kit" with an extraordinary mission!

i2i kit is a carefully curated makers kit, which allows children of ages 6+ to explore, experiment and express independently their creativity.

# WHAT'S IN THE BOX



## MAKERS MATERIALS

Age appropriate materials including wooden blocks, paints and ice cream sticks for children to develop their skills while learning how to use materials and tools.



## ACTIVITY BOOK

With simple visual instructions, the book ensure that all the activities listed can be pursued independently by the child.



## OPT IN SESSIONS

Online session every month for children to share their creative expression with their peers and the world. This is an opt-in session.

# iNNOVATE 2 iNFINITY

*A makers kit for a creative tomorrow*

[www.leadbydesign.in/2ibox](http://www.leadbydesign.in/2ibox)



# Unique features of the box



## CO-CREATED WITH KIDS

The activities are carefully added in after several hours of observation and feedback from the children of ages 7 to 10 years.



## HANDS ON; SCREEN OFF

The activities included in the box makes the child move around, away from the screen and takes them into the world of imagination.



## SUSTAINABLE CREATIVITY

The activities in the i2i box builds sustainability by making children repurpose or recycle the materials around them.



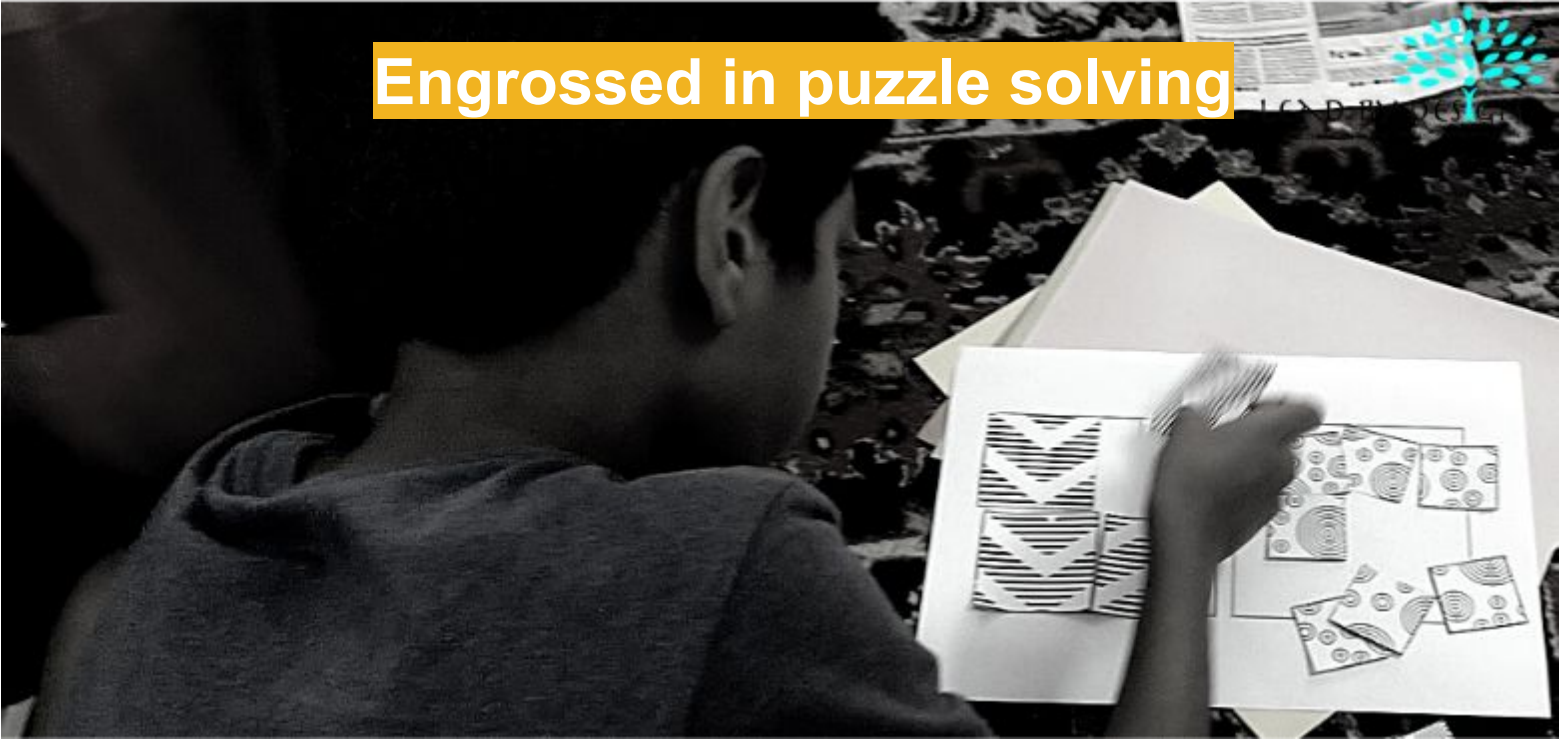
## MENTAL WELL BEING

Each activity included in the box comes along with reflection questions that promotes social emotional well being in a child.

## **Early responses from children**



Engrossed in puzzle solving



# Reflective exercise through art





Learn and “Do” sustainability



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— Modeling from Data Science to Sustainability —



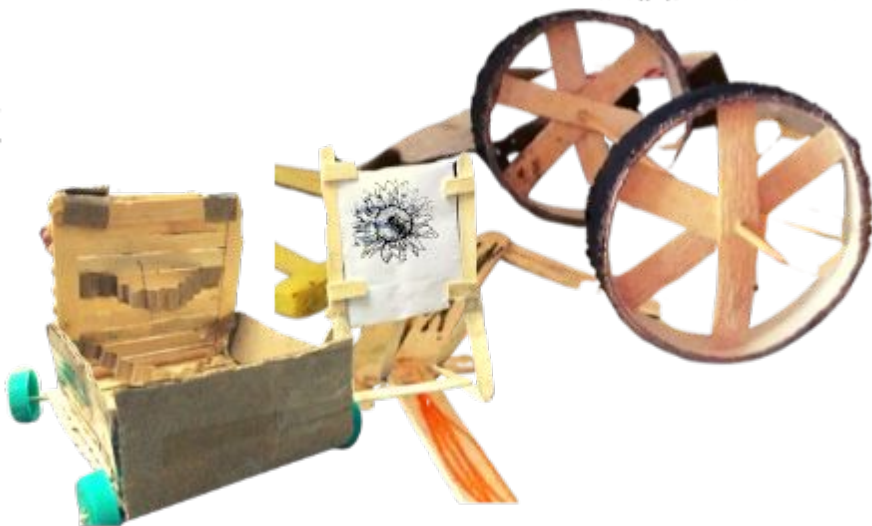
# What students had to say



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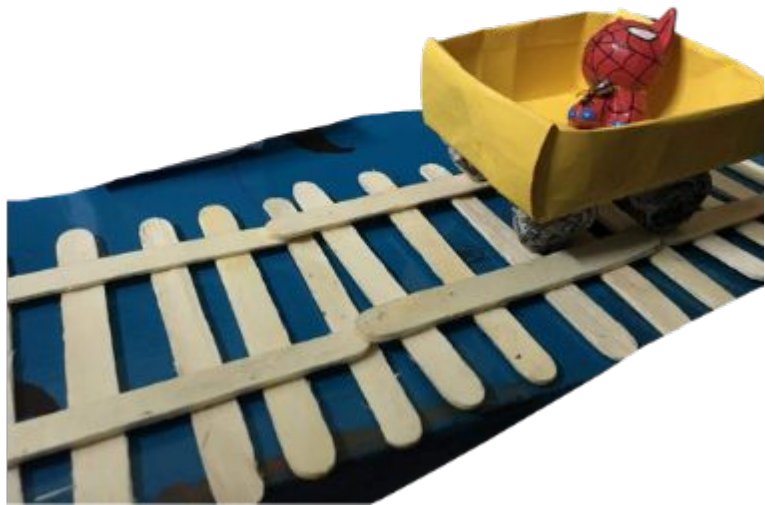
“I love playing with blocks because I can make many things with it. If I don't like it, I can build again – Yasi, grade 3 student”

“I made "kuppai lorry" today to clean the beach with cardboard and ice cream sticks because I want to clean the beach – Abi, grade 3 student”



# What students had to say

“ I made my school with the blocks today. I had so much fun building my school with my sister. I also love to write stories. I wrote a story about numbers today – Afiya, Grade 3 student ”



# Outcomes through the i2i box



Development in the critical thinking measured by the reflection activities associated with the building blocks and the board games



Development in foundational numeracy (spatial reasoning, logical thinking and number sense)



Development in foundational literacy (speaking and writing)



Development of Social and emotional well being of the child through art expression associated with observation and reflection.

# Assessing the outcomes



Number of hours of engagement with the materials and activities



Reflection questions after every activity



Observation questions for facilitators

# Impact of

Increased expression of  
emotions and thoughts -  
**Emotional wellbeing**



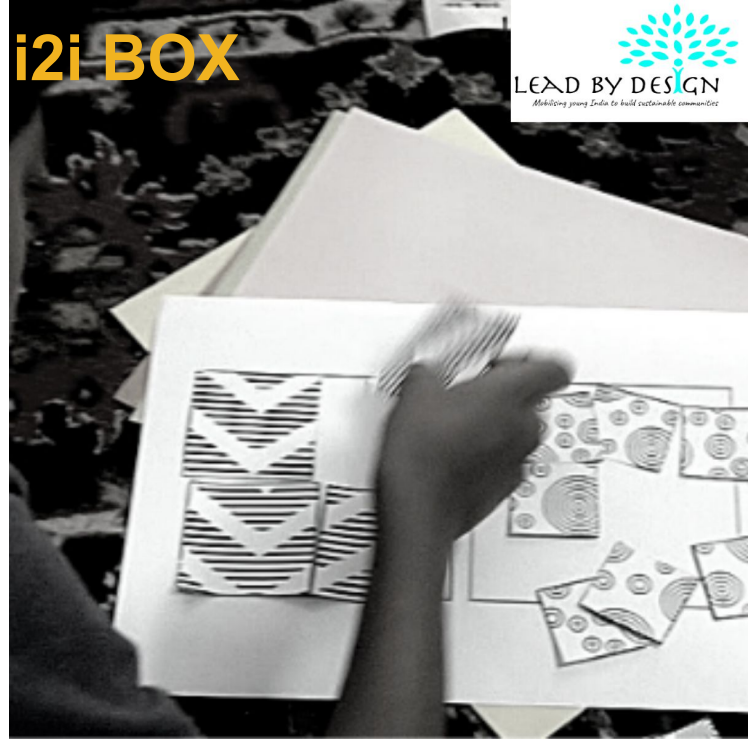
# Impact of i2i BOX

Increased connection with  
peers through social games -  
**social wellbeing**



# Impact of i2i BOX

Learn through play -  
increased cognitive  
function





# Impact of i2i BOX

Learn through play -  
increased cognitive  
function

