



Google Bolo App

Adoption of a reading app designed by
Google

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Glossary

AI	Artificial Intelligence
DOE	Directorate of Education
MBMK	Mera Bachha Mera Kissa
MCD	Municipal Corporation of Delhi
PTM	Parent Teacher Meeting
SMC	School Management Committees
SVS	Saajha Vishleshan Sabha



Preface

“My child spends way too much time playing games on my mobile. What can I do?”, Inquired a concerned mother during a community meeting, which focused on addressing challenges of parenting. The solution, fortunately is a low-cost, easy accessible and positive result proven-

Google has developed a mobile application for enabling children to read better, using simple and short stories. It uses a voice-based AI, where the child is encouraged to read aloud the text and any difficulties are promptly addressed by the AI.

This app was in tandem with the requirements of communities where Saajha runs its interventions; since the parents in spite of wanting to be involved for child's learning at home along using technology did not know where to start from. The app provided them a simple tool which the child could use, and learn better, even while playing ‘games’ on the mobile.

Google India partnered with Saajha in April 2019 for rolling out the app in the communities. This report is an overview of our experience, learnings and challenges so far.



Executive Summary

Google Bolo app, designed for primary grade children helps them to improve their English & Hindi reading skills, by encouraging them to read aloud and giving them instant feedback - even when not connected to INTERNET.

Google India collaborated with Saajha for the pilot project in February 2019 and the project was launched on 30th March 2019. The implementation plan for the project was of 6 months; April to September 2019 with a team of 11 (2 Program managers and 9 Facilitators).

The project implementation focused on reaching out to 20,000 parents across Delhi. The project was implemented in three phases – Reach, Enable and Close. During the *Reach* phase, the focus was on reaching out to potential parents who would find the app useful. This was done through multiple channels including distribution of pamphlets, Mega PTMs and community visits, in addition to calls. During the *Enable* phase, call-based support would be provided. This would be continued in *Close* phase to help parents use the app seamlessly.

A total of ~6,800 instances of app installations have already been recorded while more than 5,800 calls for the app have been completed. In the next few months, the focus would be on expanding the reach and ensuring that the parents are able to use the app effectively.



DESIGN OF THE PROJECT

Operationally, the project is divided into three phases, namely;

- a) **Reach Phase:** To reach maximum number of parents through various channels. (April-May, 2019)
- b) **Enable Phase:** Ensure that all the interested parents keep the app installed and regularly use it. (June-July 2019)
- c) **Closing Phase:** To provide the virtual and substantial support required by the enabled parents. (August-September 2019)

Bolo team targets to reach and enable **20,000** parents – whose of children are studying in **3rd to 8th class**. To ensure that goals are met, the team includes 12 team members. These are 9 Facilitators, who are our parent champions and 3 Program Managers.

The 3 Program Managers are each assigned to one cohort, East, North and South-west, to **Reach phase of the project**, the maximum number of users. Regular trainings to all facilitators at specific intervals

Multiple channels were explored -

- School PTMs (including mega PTM).
- SMC Meetings and Sabha.
- Mera bacha mera kissa. (an intervention done with parents and designed by Saajha)
- Daily school visits usually at the time when parents come to drop or pick up the child.
- Door to Door community visits.
- Community Events.
- Pamphlets, Hoardings, posters, via loudspeakers and school news channel.



During the **Enable phase** of the project, the active audience, virtual support via Helpline Number was provided. While the facilitators were pitching the app to the audience, they were asked to give a missed call on the helpline number so that the active audience can get them registered on our database so that they can be enabled via follow up calls.

Also, communities where the app was already introduced our team conducted random visits to ensure monitoring and impact.

In **Close phase** the project, complete virtual support will be provided to the enabled audience via follow up calls.



EXECUTION OF PLAN

The **Reach phase** was initiated in April 2019 with 9 facilitators working on the field comprising of 4 (in East cohort), 3 (in North cohort) and 2 (in South cohort). Initially, the Saajha facilitators started with distribution of pamphlets in the communities and school.

NAME OF CHANNEL	MEGA INTERVENTION TARGET	OTHER INTERVENTIONS TARGET	TOTAL TARGET
Pamphlets	Mega PTM on April 27th: 20,000 pamphlets distributed SVS 3,500 pamphlets distributed MBMK: 600 pamphlets distributed	Daily school visits: 48,000 pamphlets distributed Home visit/ community meeting each day (3 to 4 PM): 2,400 pamphlets distributed Community event in a week: 1,200 pamphlets distributed Platforms/ shops: 1,200 pamphlets distributed	Via Mega-interventions: 24,000 pamphlets distributed Via mini-interventions: 52,000 pamphlets distributed Total = 75,000+ pamphlets distributed
Hoardings	250 hoardings	-	250 hoardings
Posters	250 posters		250 posters
WhatsApp Groups	-	50 Groups	50 Groups
Facebook page	-	1 Group	1 Group
School News channel	-	1 Broadcast	1 Broadcast
Loud-speaker events		1 in 1 month = 3 events in each cohort	3 events



In the first week, it was found that after distribution of about 5,000 pamphlets (added in Annexure) the facilitators from Saajha were only able to get about 80 installations. The conversion rate was about 1.4%. After that the whole plan was focused on getting app installations along with distributing the pamphlets.

Distributions of pamphlets outside the schools were not great channels as most of the parents didn't bring their phones while dropping or picking their child from the school. Parents did not have the time to interact with the facilitators during school visits and door-to-door.

Due to various reasons events like Mega PTM, pasting hoardings and posters, loudspeaker rallies were cancelled. Thus we had to totally concentrate on Community visits and getting maximum number of installations.

During community visits our target audience were parents of children studying in 3rd to 8th class, however, the app was also pitched to whoever felt the requirement for it. . It was found that young parents, sheltered women and unmarried people wanted to use it for themselves. While on field it was also found that reaching to parents via their children was the best strategy.

On field, all facilitators had a similar pitch. They would usually start with a question "Do you have kids who go to school"?. Then they would ask if they have smart phones at their place. It could be or of any other family members. Demonstration of app while pitching was a mandatory part as it gives an on hand experience. Also, taking a mini test of their children using the app proved to be an effective strategy.

Mixed responses were received from the field. Some parents were very supportive for app while others thought it to be too much exposure of technology and children might misuse it. For this we proposed that this app must be used for 10 min/day only and it works without internet. Stating these facts ensured retention of the audience as well.

Over a span of time, Bolo team also collaborated with Impact School and DOE school team (of Saajha) to organize Bolo App sessions in the PTMs and Parental Workshops. Bolo App sessions in schools came out to be a channel to reach our target audience and maximum number of app installation on mobile phones.

It was easier to organise sessions on bolo app in MCD schools as Saajha conducts interventions in the schools directly. In DOE schools, we usually had to conduct sessions through SMC members. We were usually given 5-10 mins for the session. We talked about the free-to-use



feature, offline mode and other features of the app including the helpline. If we had a larger time frame, we usually took help of a child and demonstrated the app. Also while one facilitator will be giving a session on app, other facilitator will be installing the app in audience's phones. To ensure that the audience bring their smartphones with them we try to take a session with the teaching staff and ask them to ensure that the audience bring their smartphones.

Usually after the PTM the facilitator visits the communities where that audience belongs to (in majority) and pitch the app.

Besides that, during summer vacations, Saajha organized summer camps for parents in each cohort where they organised bolo app sessions every week. In these sessions, parents were oriented about the app and enable them to use it.

To **enable** the parents, it was ensured that they have given a missed call on the helpline number so that they can get registered in the database. During PTMs and Parental Workshop, emphasis was given on saving the Helpline number. Teachers were also asked to share the helpline number with the parents via WhatsApp group.

The call pitch is uniform in all cohorts and among all facilitators. For outgoing/follow up calls, we usually start with our introduction which states that we are speaking from Google Bolo Team, "do you have a minute to talk"?. Then we have questions according to the situation;

A few specific questions asked by bolo team members on outgoing/follow-up calls:

- Do you know about the app?
- Does your child study daily from the app?
- If deleted the app, team is asking for the reasons behind it.
- What do you like in the app?
- Hindi or English, which language you read the most?
- What should be there that child becomes more interested in the app?

A few specific questions asked by bolo team members on incoming calls:

- They start with- How can I help you?



- How do you know about the app? (Like from school or did someone come to your house or any other channel)
- Other questions are similar to outgoing calls.

Some common questions asked by parents on calls:

- If the app works without the internet?
- They ask for partner code
- They sometimes ask us how to install the app as they might have accidentally uninstalled it or didn't download it in the first place.
- A few parents have also asked us- what's the need of downloading the app?

As of now, we haven't reached our target number that is 20,000 app installations. So, reach phase has been extended and clubbed with enable phase. We have reached or pitched the app in these following areas;



North	South	East
•Jahangir puri	•Kakrola mod	•Kardampuri
•Bharolla	•Nawada	•Sunder Nagri
•Wazirpur	•Uttam nagar(kaali basti,shiv vihar)	•Bhrahmpuri
•Azadpur	•Vikaspuri jhuggi camp no. 1-4	•Gokul Puri
•Pratap bagh	•Budela gawn	•Bhagirati Vihar
•Malikpur	•Raghubeer nagar T.C. camp, khyala and many more blocks	•Bhajanpura
•Shalimar bagh slum chandrawal	•Moti nagar	•Kabir Nagar
•Bhalswa dairy	•Ramesh nagar (chuna bhatti)	•Seelampur
•Kaushal Puri Jhuggi	•Zakhira	•Shastri Park
•Mukundpur	•Inderlok (Daya Basti)	•Kailash Nagar
•Sarai Pipal Jhuggi	•Meerabagh	•Jyoti Colony
•Sanjay Mohala	•Punjabi Bagh	•Jafrabad
•JJ colony	•Shiv Vihar	•Ramesh Nagar
•Shakurpur		•Nathu Colony
•Gudmandi		•Ashok Nagar

To ensure the flow of both phases together. We made another intervention where each cohort will only receive calls from whole Delhi and do follow up calls whole day. For E.g. East Delhi team takes and receive calls on Monday and Tuesday subsequently Wednesday and Thursday for North and Friday and Saturday for south-west.

Besides this on other weekdays they do community visits before lunch and post lunch post lunch follow-up calls are made.

To ensure the proper execution of the project. Each program managers listens to all the call recordings, does regular community visits, tries to find alternatives for any challenges faced by the facilitators and take weekly cohort meeting to ensure that the strategies are made in alignment with the objectives.



Timely training, as per weekly reports by program managers, is given to the facilitators which is done usually once a month.

Bolo app has also been introduced in Hubli, Karnataka where Saajha is working. Over there, the project span was from April 2019 to June 2019. Since Bolo app is a both Hindi and English language based; in Hubli only the English version could be used. A total of 224 installations were seen over a period of 3 months.



DATA

- Data that has been documented is from **April to August 2019**.
- Total number of Installations= 6744
- Total Incoming Calls= 5823 with 3887 unique caller IDs
- Average duration of Incoming calls= 87secs
- Total Number of outgoing calls= 11459 with 4044 unique caller IDs
- Average duration of outgoing calls= 47secs
- Total number of PTMs attended= 34

In Hubli, 'sjh674a8' partner code was used during installations. A total number of 224 installations were observed.

A month wise data breakup is shown in the table below. Call details in the table are the unique calls IDs.

	APR 2019	MAY 2019	JUN 2019	JUL 2019	AUG 2019
DOWNLOADS	963	806	1,860	2,139	976
INCOMING CALLS	593	497	1,114	1,064	708
OUTGOING CALLS	743	1003	938	1120	812
PTMS		11	5	14	4



CHALLENGES

There were many **challenges** that were faced during the project are listed below :-

- Initially, distributing the pamphlets was not a good channel, so we shifted to channels that increased the number of installations.
- During community visits there has always been network issues, facilitators were trained to share the app via shareit or use Hotspots in such cases.
- The parents were sceptical of reading app. One of the cases is about another app named “Byju’s learning app” that claimed to be a free app but later turned out to be paid. This breached the trust of parents. It became a challenge for us to gain the trust of the parents for the Bolo app.
- After school re-open after the summer vacations, community visits became unsuccessful as children were not at home. App demonstration was seen to get more installations.
- Smart phones were not available in the communities where children were going to Government schools and parents of private school thought that their kids were smart enough that they don’t need to use the app.
- Sometimes, during PTMs principals or teachers weren’t very supportive.
- Application also have some technical glitches like it turns the word green when that word is pronounced wrong.
- Mega PTM, which was a good opportunity to reach out to all DOE schools got cancelled owing to some unforeseen circumstances.
- Audience is still a bit reluctant while using the app as they fear to expose the technology to the children.
- Name of Google Bolo app is a bit confusing on calls.
- Another organization called Sattva who are doing an analysis of whether the app is working or not started its monitoring visits. We had to identify about 1000 households where they can find children with an age group of 6-12yrs. This slowed down our project pace.



LEARNINGS AND NEXT STEPS

Learnings

There were a few learnings from both field visits and virtual support;

- Distributing pamphlets didn't ensure app installations. So we shifted to app installation centric promotion.
- Outgoing calls are only successful when we first interact face to face with our beneficiaries.
- More precise and clear calls help to engage more users.
- Follow up calls should have ample amount of time as audience get irritated.
- Call should be short and clear.
- Seeking permission to interact is a good start point.
- First two statements help to engage our customers that should be very specific.
- PTMs was a great channel for app installation.

Next steps

- To reach as many audiences as possible in the coming week.
- To identify PTMs and ensure parents attendance so that installations targets can be reached.
- To engage all audience.



Annexures

Annexure 1

Pamphlet -1 of Bolo App

खेल - खेल में अगर हो बच्चे को पढ़ाना,
तो रोज कम से कम 10 मिनट



ऐप के साथ बिताना

खेल - खेल में सीखें देख सारी कहानियाँ रोज पढ़ें, आगे बढ़ें प्रकल्पत जहाँ, सट्टट पढ़ें



अन्य सहायता और जानकारी के लिए दिए गए नंबर पर संपर्क करें : +91 7303657631
वेबसाइट :- www.bolo.withgoogle.com



'बोलो' ऐप डाउनलोड करने के लिए:



1 'Play स्टोर' खोलें 2 'Google Bolo' ऐप टाइप करें 3 'बोलो' ऐप इंस्टॉल करें

पार्टनर कोड कैसे डालें :

'बोलो' ऐप के नेविगेशन टैब पर जाएँ 'पार्टनर कोड' पर जाएँ पार्टनर कोड डालें



पार्टनर कोड:





खेल खेल में अगर हो बच्चे को पढ़ाना,
तो रोज 10 मिनट 'बोलो' ऐप
के साथ समय बिताना



Google का फ्री ऐप
ऑफलाइन उपयोग करें
रोज 10 मिनट
English और हिंदी दोनों पढ़ें

Google



अपने मोबाइल पर

'Google Bolo' ऐप ढूँढें



प्ले स्टोर में जाएं

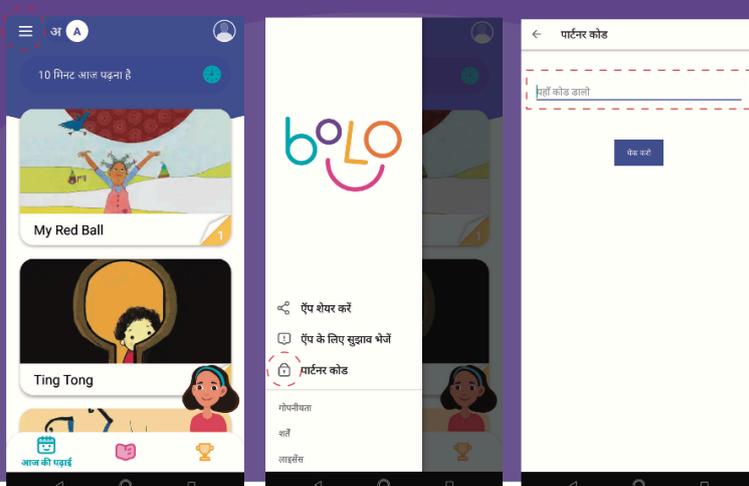
डाउनलोड करें

डाउनलोड करने के बाद
कृपया कॉल करें:

7303657631

sjh674a8

पार्टनर कोड डालकर 'चेक करें' बटन को दबाए





Saajha began as a small project covering 60 municipal schools in North and East Delhi. Today, Saajha’s creche has grown to include 1,300 schools across Delhi, Jharkand and Karnataka. In the process, we have also partnered with State Council of Educational Research and Training (SCERT, Delhi) and the Tribal Development Department (TDD), Maharashtra for building systemic capabilities for state-wide projects. .

Partnerships form the core of our vision to enhance parental involvement by creating 10 million parent partners by 2025. Invigorating parental participation has only been made possible through various partners in Delhi, Jharkand (Tata Trusts, CInI) and Karnataka (Deshpande foundation, Mantra4Change) - whose support has been essential to our success.

As we take a moment to celebrate the change which the parents could facilitate, we would like to thank each and every partner, mentor and well-wisher who has helped us along our journey.

Our Partners

