

IMPACT REPORT

APRIL 2021

FOR THE YEAR 2020-21



WHO WE ARE

Turn the Bus is a Seattle-based 501(c)(3) U.S. nonprofit with a mission to reduce income inequality sustainably by reducing educational inequality with the help of smartphones. We are currently working with High School students in Bihar, India, who lack access to formal education.

OUR TEAM

Largely volunteer-driven, our main sources of volunteers are LinkedIn, hackathons, Microsoft's Give Month, and universities.

We have 252 long-term volunteers, with approximately 25% of them who are actively engaged.

Volunteers come from very diverse backgrounds. Aged between 14 and 80, they cover a variety of industries including education, technology, and consulting.

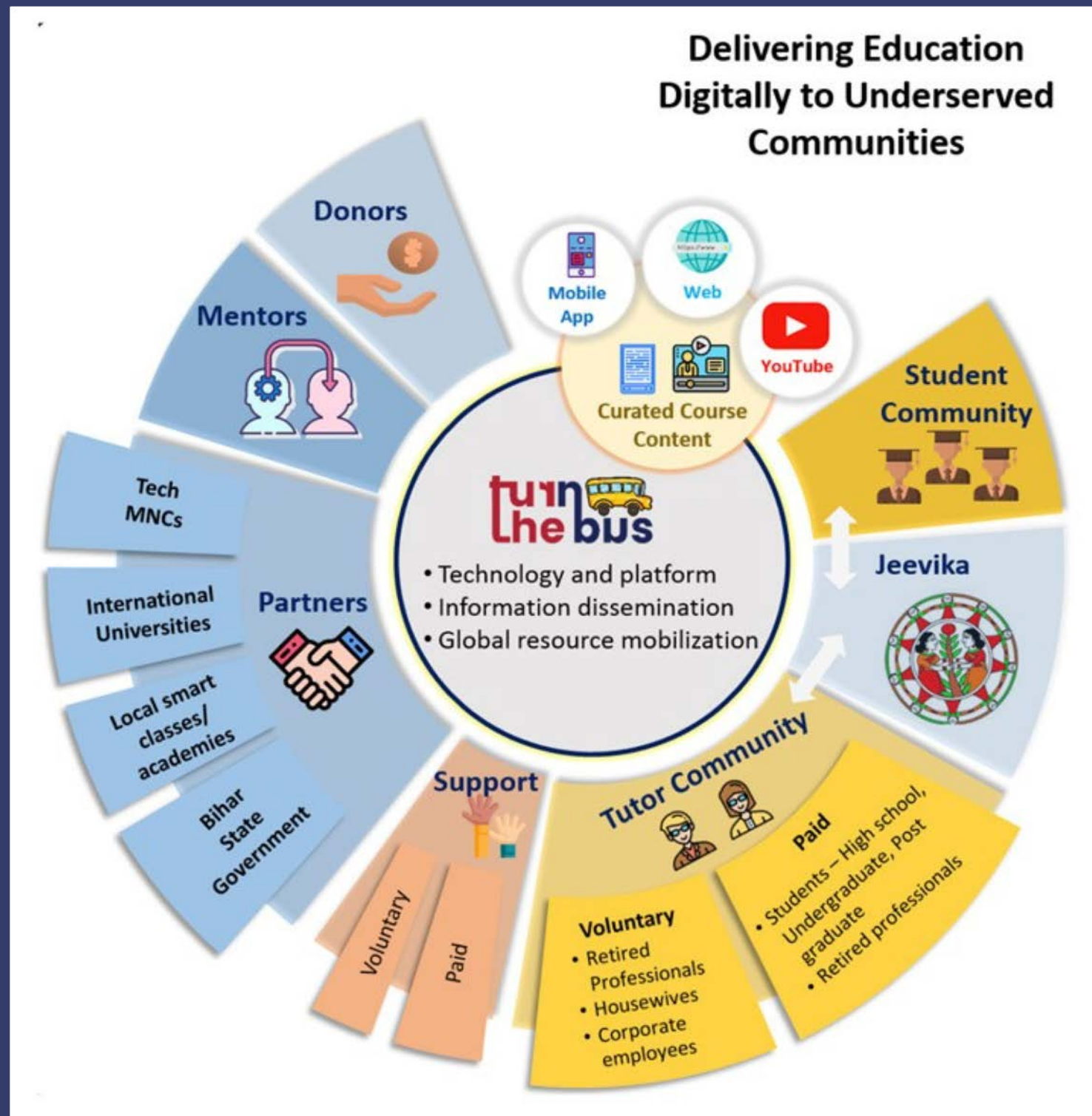
OUR APPROACH

Our content is created by various paid and volunteer pools of skilled and relatable tutors, ranging from students to retired professionals.

We publish high quality content on our edX app and YouTube channel, accessible via smartphones, to leverage the smartphone wave in India.

Our operations are further supported via partnerships with the World Bank aided Bihar Rural Livelihoods Project (locally known as JEEViKA), higher education institutes, the private sector and the Government.

Turn the Bus also has a team fundraising committed to to provide necessary for scathing up. We find multiple financing sources including corporate and foundation grants, as well as individual donations.





CONTENT CREATED

2

grade levels
(10th and 12th grade)

11

total subjects covered
across 10th and 12th grade



563

videos created

155

hours of content

66

tutors

ENGAGEMENT

22,729

views on YouTube

667

hours of watch time on YouTube



ACADEMIC INITIATIVES (STUDENTS)

1 WhatsApp Group with videos and quizzes

620

students*

>25%

female students**

12

districts

**This is the peak number of students in our WhatsApp Group. The number stabilised at around 470 after the exams.*

***Not every student indicated their gender when they signed up. This is an estimated figure based on those who did indicate their gender.*

2 Study Circle

Research indicates that **students enjoy forming study groups** that create positive peer pressure, allow for the sharing of limited resources and act as a support system.

We rolled out the **History Study Circle program** in early November 2020. History lesson videos, objectives quizzes, and subjective Q&A assignments were curated and shared among the students via WhatsApp.

Each group was assigned a **teacher-moderator to provide each student with feedback** and address their concerns on weekly team calls.

With time, **students became more comfortable in interacting with their moderators** and also **became motivated to submit their assignments** in a timely manner.



ACADEMIC INITIATIVES (STUDENTS)

3 Opinion Stage Quizzes

In July 2020, we started to supplement lesson videos with **objective-type quizzes hosted on Opinion Stage**. Each chapter from the English and Hindi course textbooks was covered and links were shared on the WhatsApp groups. **Tutorial videos** were also shared with students to familiarize them with the Opinion Stage platform and the process of taking the quiz and submitting their responses.

In total, **43 quizzes were administered** from July 2020 to January 2021, with **1,013 responses**. In a survey conducted with the 2020-2021 cohort students after their graduation, **1 in 3 students surveyed found these quizzes to be the most helpful feature** offered by Turn the Bus.

4 Student of the Month

Each month, the performance of students in the Opinion Stage quizzes was tracked and evaluated. To **promote a healthy sense of competition** and **motivate the students to actively participate in the quizzes**, up to four students with the highest cumulative score were announced as 'Student of the Month'.

The names of these students were announced on the WhatsApp groups and they were given a certificate as well as a small token of appreciation through our local JEEViKA partners.



ACADEMIC INITIATIVES (TUTORS)

5 Internship Pilot Program

We selected **five students at the undergraduate and postgraduate levels** for the pilot program, which lasted **6 weeks**. The participants attended a **two-day workshop on video editing, digital teaching tools, presentation skills, and lesson planning**. Weekly virtual meetings were used for peer feedback and review.

The **interns created high-quality content** for the **Class XII Political Science and Sociology syllabi**.

6 Volunteer Drive

We organized a **volunteer drive** in the **English Literature departments** of several colleges in **Delhi University**. The purpose was to **get qualified and motivated teachers for creating the class X English content within eight weeks**.

The outreach campaign was coordinated by one of the students under the supervision of a member of the senior leadership team of Turn the Bus. We **onboarded fifteen volunteers who completed the syllabus content within the stipulated time**.





WHAT OUR STUDENTS SAY (1)

SURVEY FINDINGS*

1 FEEDBACK

88%

found the WhatsApp group useful

74%

found the lesson videos helpful

40%

realized the potential of smartphone as a learning tool

2 RECOMMENDATIONS

56%

suggested providing summary notes and mock tests

34%

asked for live classes

3 LOOKING AHEAD

92%

expressed interest in going to college (girls)

64%

expressed interest in going to college (total average)

62%

requested for information about college courses

**Random survey conducted across a sample of 100 students*

WHAT OUR STUDENTS SAY (2)

STUDENT SPOTLIGHT*



मेरा गाँव शहर से 60 कि.मी. की दूरी पर है जहां कक्षा 12 के विषयों की तैयारी कराई जाती है, लॉकडाउन के कारण वहां जाना कठिन हो गया। तब मुझे जीविका - टर्न दा बस का एक ग्रुप मिला जहां हमें पाठ्यक्रम से संबंधित पी.डी.एफ. एवं वीडियो प्राप्त हुई। हमें अभ्यास के लिए प्रश्न-उत्तर भी दिए। इस सबसे हमारी उलझन का समाधान मिला और मैंने 12वीं की परीक्षा प्रथम श्रेणी से उत्तीर्ण की।

I live 60 km away from town where we get the material to prepare for board exams, but it became difficult to commute during lockdown. Then I came across the Jeevika- Turn the Bus group which provided me with the material related to the curriculum with practice questions and answers. This helped clear my confusion and I could pass in 1st division.



मनीष कु मार, कक्षा 12, बेडिया
Manish Kumar, Class 12, Bethia

**Click this [link](#) to access the full audio interview*





TECH MILESTONES

1 9 PILOTS DEVELOPED

Projects include textbook narration, translation of English language STEM videos to Hindi, textbook summarization, textbook search engine, Hindi language chatbot, tutor upload portal, video cleansing, gamification in open edX, and textbook Optical Character Recognition (OCR).

2 3 PRODUCTION-READY TECH

The open edX implementation with **mobile app**, **tutor portal**, and **textbook narration** are 3 production-ready technologies developed in the past year.

Open edX is a **scalable learning management system** in Hindi where all our content is stored and browsed from. The content can be accessed through an **Android app** that was published on the **Google Play Store**. The mobile app also allows students to download content for off-line browsing.



बिहार विद्यालय परीक्षा समिति

BIHAR SCHOOL EXAMINATION BOARD



OUR PARTNERS

1 JEEVIKA

By partnering with JEEViKA, a World Bank aided program to socially and economically empower the rural poor in Bihar, we are able to access all 38 districts and 10 million households in the state.

2 Bihar School Examination Board

The partnership with the Bihar School Examination Board gives us the license to access textbooks for content creation.

3 Higher education institutes

We worked on strategy projects with 50+ students from the Indian Institute of Management Calcutta and different chapters of 180 Degrees Consulting.

4 Tech organizations

We also participate actively in hackathons hosted by tech partners including Microsoft, Salesforce, Amazon and Democracy Lab.



THANK YOU FOR READING!

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