

**OUR FIRST FIVE YEARS**  
**TURN THE BUS**

2018-2023



[turnthebus.org](https://turnthebus.org)



# OUR MISSION



**Reducing income inequality sustainably by reducing educational inequality with the help of smartphones.**

# LETTER FROM THE FOUNDER



**Greetings to the Turn the Bus Family!**

**Though Turn the Bus is officially 5 years old in 2023, its true origins date back 20 years. Between 1996 and 2003, I saw first-hand the tremendous power of the Internet to transform human behavior and unlock new opportunities. I knew then that my mission in life was to leverage this technology for good.**

**It was only in 2018, when smartphones started spreading into the far reaches of rural India, that the time was finally right.**

**In the past decades, I have visited and listened to numerous social entrepreneurs, global development professionals, technology company founders, philanthropists, and nonprofit leaders all over the world. This learning has been channeled into the solution design for Turn the Bus.**

**Turn the Bus is partly a nonprofit organization, partly a movement, and partly a tech startup. We are a team of educators whose mission is to reduce income inequality sustainably by reducing educational inequality with the help of smartphones.**

**Perhaps we are the first and only nonprofit organization in the world with the word “smartphone” in their mission statement. (Thank you, Steve Jobs, tech visionary extraordinaire)**

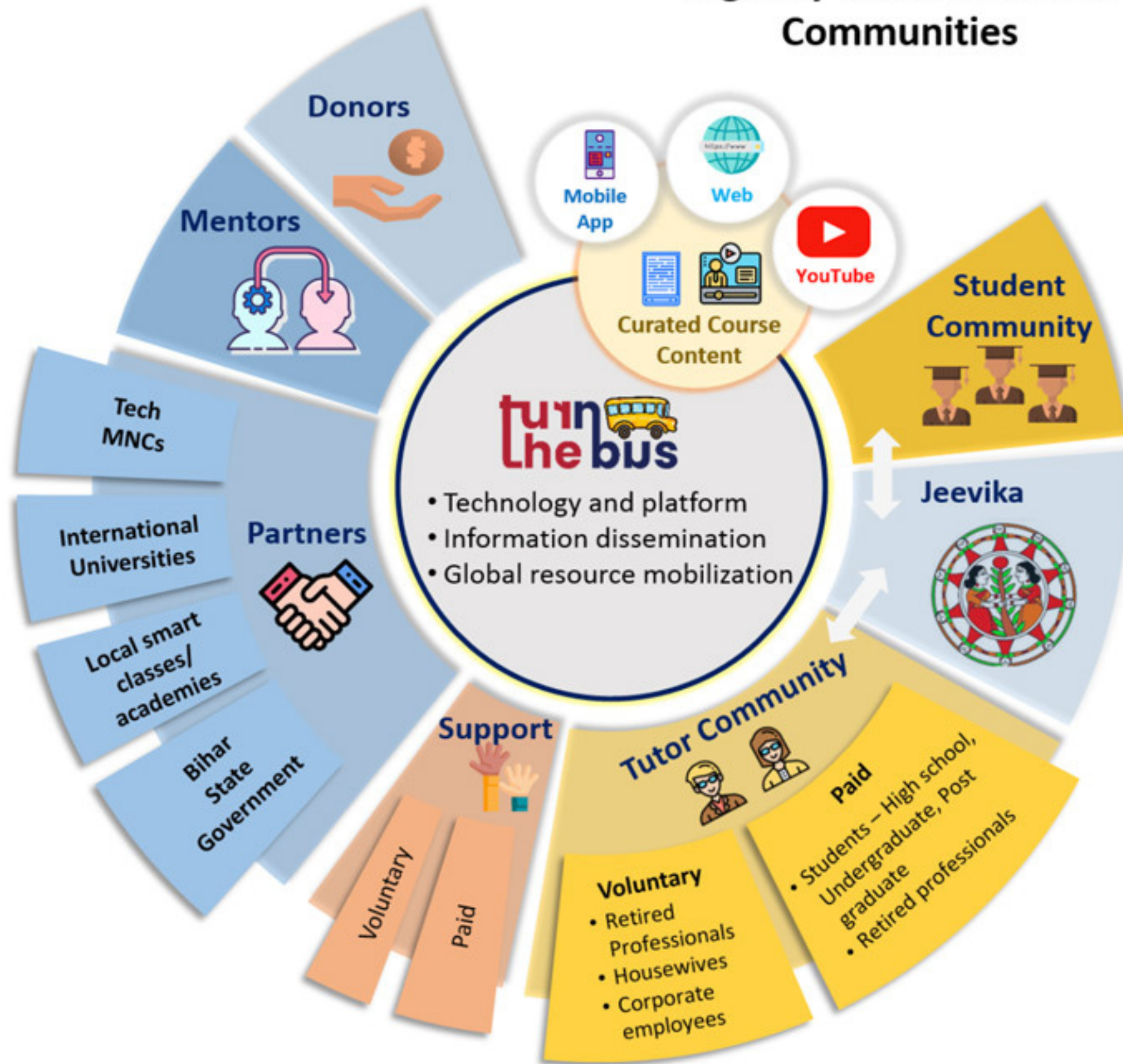
**We have come a long way in a short time. In 2018, I was traveling through rural Bihar and talking with the Sisterhood of Transformation. By 2023, we have signed up over 300,000 students between the ages of 14 and 25 on the Turn the Bus Android app. We have also won hackathon awards, and worked with amazing visionary academics and leaders to define what technology-led solutions to the world’s most pressing problems might look like.**

**My heartfelt thanks to our amazing volunteers and team members who have stepped up to work for the cause.**

**So... what do the solutions look like as of now? – Join us to find out! 😊**

**With heartfelt gratitude,  
Bratati Ghosh  
Founder, Turn The Bus**

## Delivering Education Digitally to Underserved Communities



# OUR REACH

Our content is created by various paid and volunteer pools of skilled and relatable tutors, ranging from Board toppers to scholars, teachers and retired professors to retired

**We publish high quality content on our Open 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 (widely known as JEEViKA), higher education institutes, the private sector and the Government.



**“ We plan to break the generational cycle of poverty at scale through a digital education platform that caters to students aged 14 to 25 worldwide, providing the right complementary educational resources for better careers and lifelong earning. ”**

# OUR JOURNEY SO FAR

2018

## A SEED IS SOWN

A small group comes together with a great vision

2019

## SPROUTS OF HOPE

A team is mobilized, Testing the waters, tasting success

2020

## RESILIENT STEPS

Some great milestones, 1000 students reached, feeling the pulse

2021

## GROWTH PANGS

Scaling the pilot to 22K students: some roadblocks/learning

2022

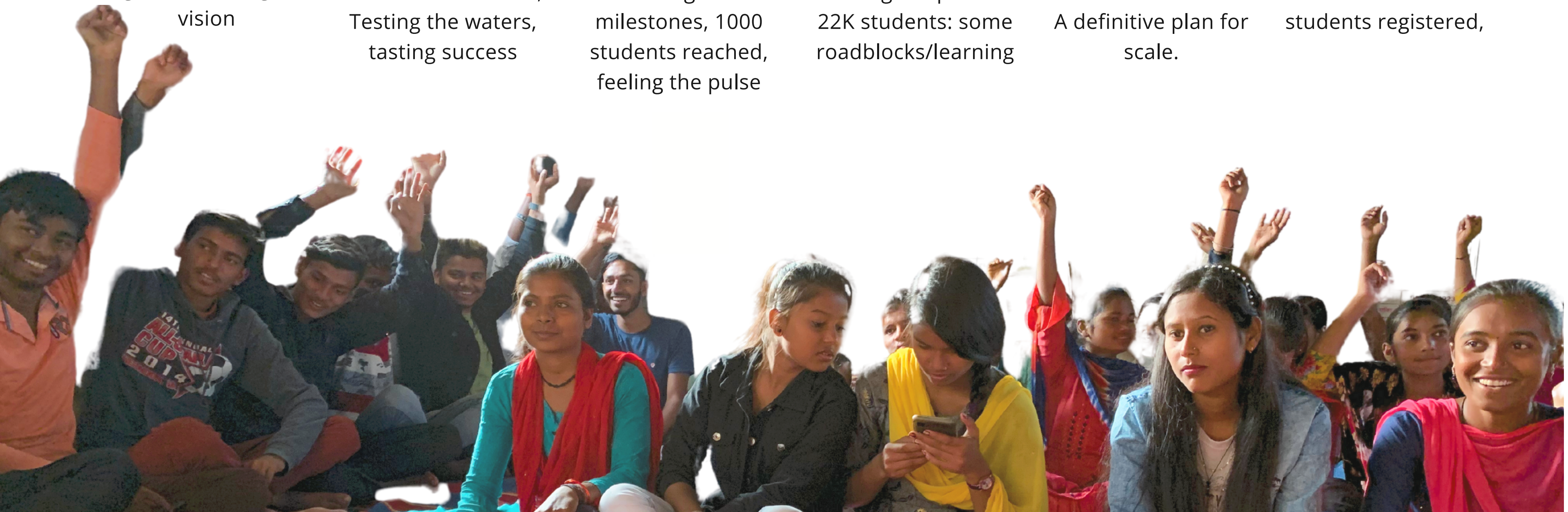
## SCALING FOR THE FUTURE

109k students! A definitive plan for scale.

2023

## ACHIEVING MILESTONES

180k additional students registered,



# CONTENT CREATED



3

Grade levels  
(10th - 12th grade)



22

Total subjects covered  
across 10th and 12th grade



1677

Videos created



380

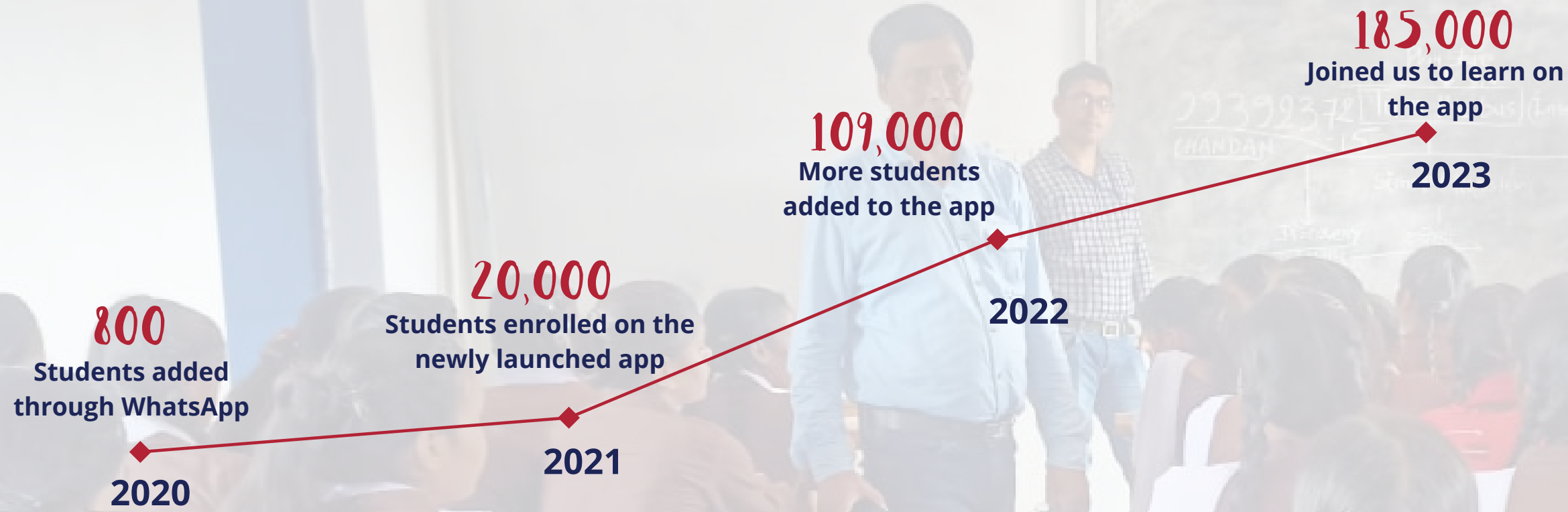
Hours of content



168

Tutors

# STUDENT ENGAGEMENT



## हिन्दुस्तान

### जीविका ने एक लाख से अधिक बच्चों को पढ़ाई के लिए एप से जोड़ा

पटना, कार्यालय संवाददाता। जीविका ने एक लाख से अधिक बच्चों को टर्न द बस एप से जोड़ा है। बिहार में रोजगार के बाद शिक्षा की अलख जगाने और आर्थिक रूप से कमजोर पर प्रतिभावान बच्चों को जरूरी शिक्षा देने के लिए इस एप से जोड़ने की कवायद हुई थी। पिछले साल दिसंबर में विशेष अभियान चलाकर जीविका ने इन बच्चों को इस एप से जोड़ा।

पुरे सूबे में संकुल स्तरीय संघ के नेतृत्व में घर-घर जाकर ऐसे बच्चों की पहचान की गई, जो स्कूलों में नामांकित हैं, लेकिन आर्थिक तंगी या किसी अन्य मजबूरी से कोचिंग या ट्यूशन नहीं कर पा रहे। जीविका ने ऐसे बच्चों के दसवीं और बारहवीं बोर्ड की परीक्षा में अच्छे परिणाम के

- 01 लाख 85 हजार बच्चों ने एप से जुड़कर पिछले साल दिसंबर में 10वीं से 12वीं तक की डिजिटल शिक्षा ली
- 01 एक लाख 9 हजार छात्र को इस एप पर पंजीकृत किया गया था 2022 में



**क्या है एप की खासियत**  
यह वायजू, वेदांतु जैसे शिक्षण एप की तरह ही है। इसमें हर विषय के शिक्षक बच्चों को डिजिटल शिक्षा देते हैं। एप में पाठ्यक्रम के साथ ही अभ्यास सत्र, प्रश्नोत्तरी, एनसीईआरटी की शिक्षण सामग्री उपलब्ध है। बच्चे इस एप से जुड़कर ठीक उसी तरह पढ़ाई कर सकते हैं जैसे कोचिंग कक्षाओं में होती है।

#### छात्रों को जोड़ने के लिए पूरे बिहार में चलेगा अभियान

अमेरिकन संस्थान ने इस एप में बिहार बोर्ड के दसवीं - बारहवीं के पाठ्यक्रम को तैयार किया है। जीविका से मिली जानकारी के मुताबिक हर साल परीक्षा में शामिल होने वाले छात्रों को इस एप से जुड़कर तैयारी करने के लिए पूरे बिहार में अभियान चलाया जाएगा। इससे बच्चों का परिणाम बेहतर होगा।

लिए विशेष अभियान चलाया। बिहार के अलग-अलग जिलों से 20 दिनों में कुल एक लाख 85 हजार बच्चे एप पर पंजीकृत कराए गए।

एप से जुड़कर बच्चों ने बिहार बोर्ड की दसवीं और बारहवीं के आर्ट्स, विज्ञान, गणित, वाणिज्य के पाठ्यक्रम की कक्षा विशेषज्ञों से ली। बता दें कि अमेरिकन संस्थान से

जीविका ने साल 2022 में समझौता किया था। इसी साल इस एप से जीविका ने सूबे के इतने बच्चों को जोड़कर निःशुल्क डिजिटल शिक्षा दी थी।

### गरीबी उन्मूलन में जीविका की बड़ी भूमिका : श्रवण

पटना, हिन्दुस्तान ब्यूरो। ग्रामीण विकास मंत्री श्रवण कुमार ने कहा है कि जीविका देश में गरीबी उन्मूलन की दिशा में काम करने वाली अग्रणी संगठन है। जीविका के स्वयं सहायता समूहों के माध्यम से बिहार में एक करोड़ 30 लाख से अधिक परिवारों के जीवन में बदलाव आया है। मंत्री गुरुवार को फिलिपिंस सरकार और ब्राक इंटरनेशनल के 20 सदस्यीय प्रतिनिधि मंडल की चार दिवसीय बिहार यात्रा के समापन कार्यक्रम को संबोधित कर रहे थे।

#### 20 सदस्यीय फिलीपींस के प्रतिनिधियों मिले मंत्री

उन्होंने कहा कि सतत जीविकोपार्जन योजना (एसजेवाई) को जमीनी स्तर पर कार्यान्वयन को देखने के लिए आये प्रतिनिधियों को कहा कि यह यात्रा दोनों देशों के बीच संबंधों को और मजबूत करेगी। जीविका के सीईओ चंद्रशेखर सिंह ने जीविका के मुख्य उद्देश्य को रेखांकित करते जोर दिया कि कैसे इसका उद्देश्य महिलाओं का सामाजिक और आर्थिक सशक्तिकरण है।



# LIVELIHOOD COURSES



**Our commitment to empowering individuals goes beyond the classroom. That's why, in addition to our primary educational focus, we also offer Livelihood Training courses.**

**Our livelihood programs are thoughtfully crafted to complement formal education, providing students with the skills and confidence necessary to establish a career.**

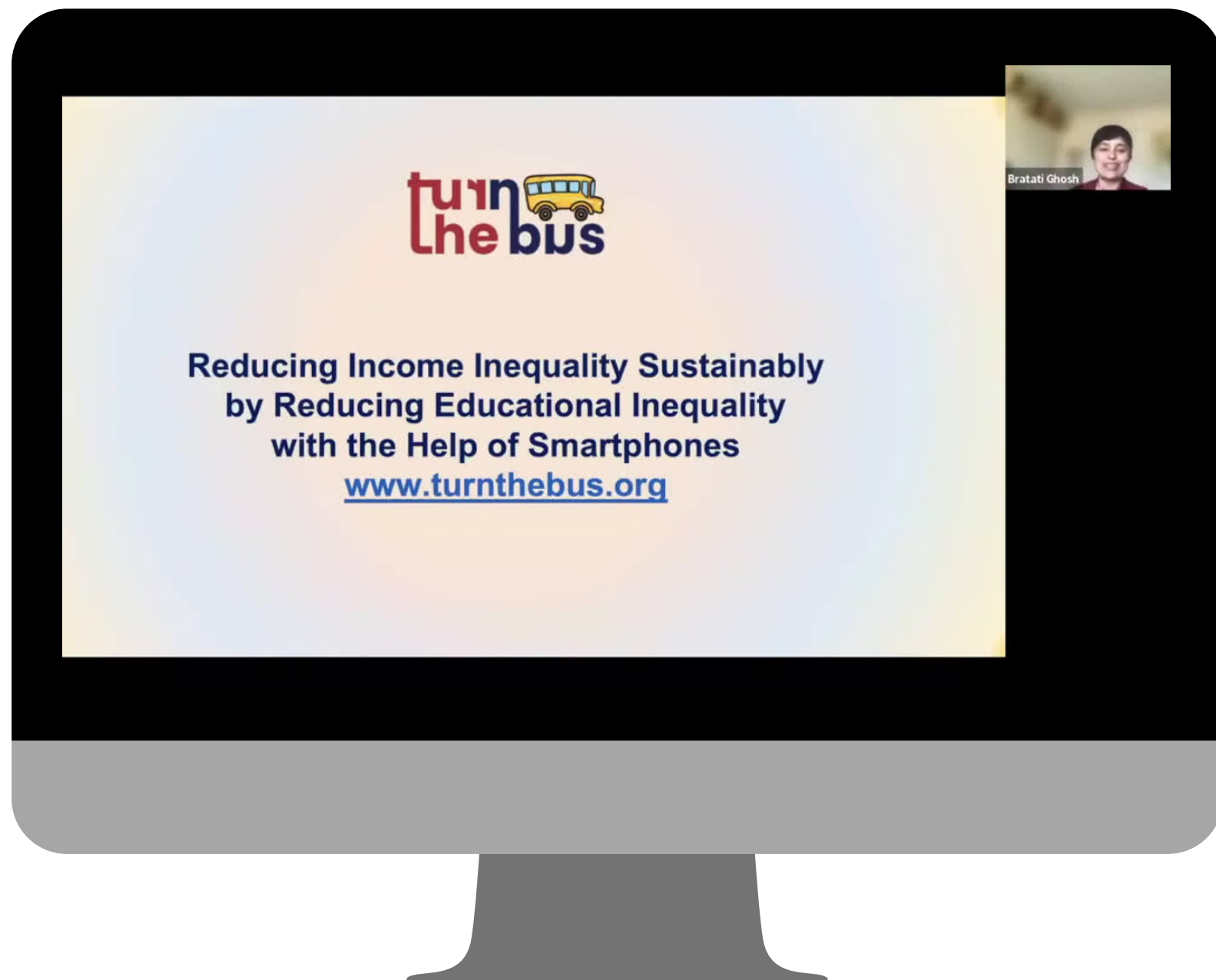
**Curated by experienced professionals in the field, these courses incorporate a mix of theory and applied knowledge.**

**Courses such as Career Options and Career Readiness prepare students for various employment opportunities, while others like Solar Enterprise, Entrepreneurship, and ITI Preparation empower them to set up their own enterprises.**

**Our Livelihood Courses are an enrichment opportunity enabled by education. These courses offer students a chance to enhance their skills and knowledge.**

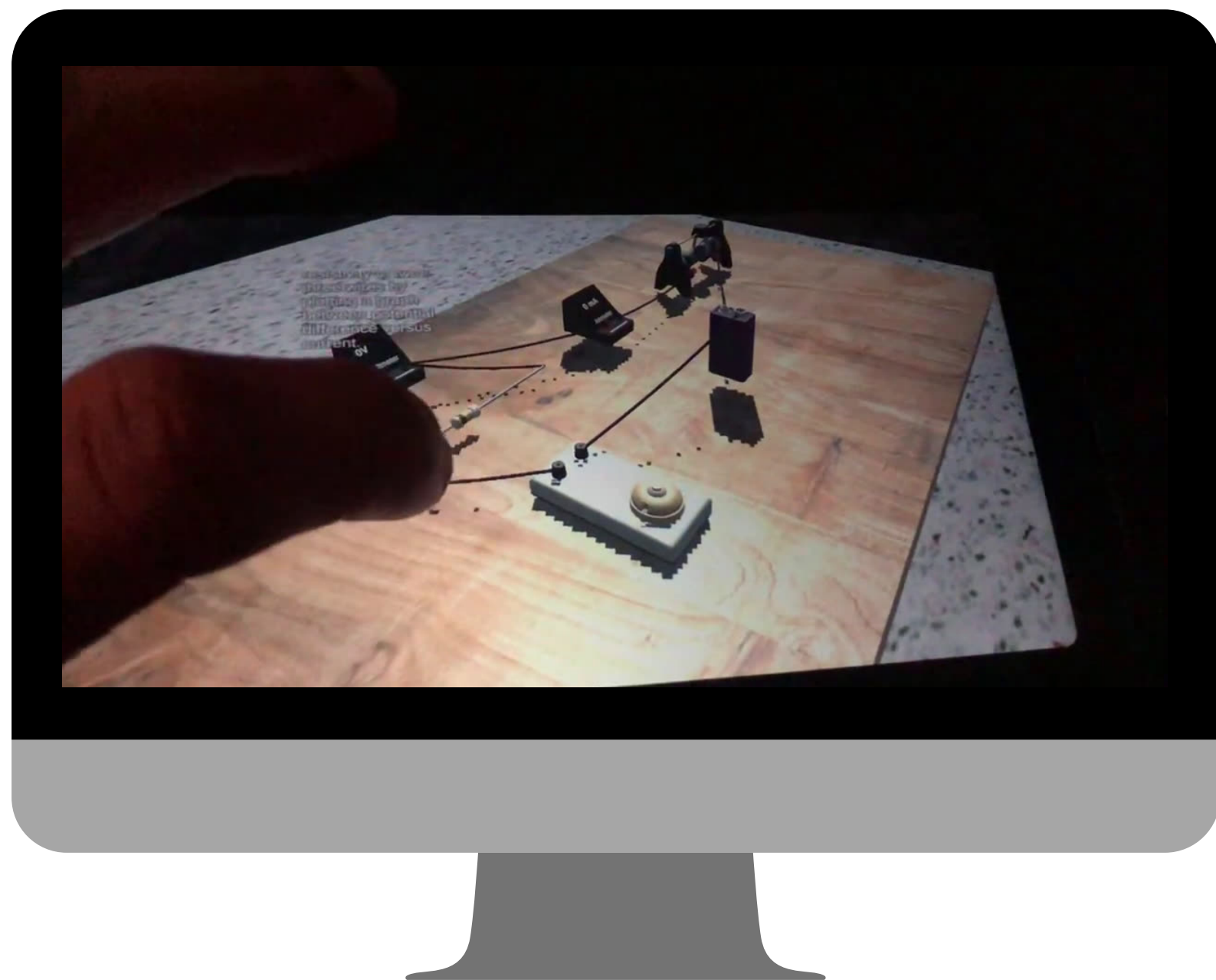


# TECH INNOVATIONS I (AI DOUBT RESOLUTION)



In our journey to innovate, we're using AI to transform education. Started by solving students' questions instantly, we're shaping a tailored learning environment. Our team's tirelessly crafting an AI chatbot using cutting-edge tech. Recently, our efforts caught the eye of WhatsApp's turn.io accelerator in 2022! This recognition highlights the potential of our AI tutor to revolutionize educational support. Encouraged by this achievement, we're committed to advancing the Gen AI chatbot, recognizing its significance as a transformative tool in the educational landscape. Join us as we continue to push boundaries and innovate, shaping the future of education through technology. It's not just about tech; it's about reshaping how we learn.

[\\* Click here to see the video.](#)



With a team of students at the Carnegie Mellon University, we recently implemented a prototype AR/VR solution for Lab in class 12 Physics – in the initial form of a 3D modular lab for smartphone use. We aim to extend this prototype implementation to remotely deliver all Physics Labs for Bihar-based secondary and higher secondary school students using AR/VR technologies.

Our objective is not to replace Physics laboratories but to improve the understanding of Physics concepts. In the near term, by making the remote labs as realistic as possible and in Hindi. In the longer term, we want to enable students to experiment with parameters and concepts in a manner that cannot be effectively replicated in the real world and to improve understanding beyond what can be realized in a physical lab.

[\\* Click here to see the video.](#)

# TECH INNOVATION COUNTS

## MICROSOFT HACKATHON WIN

MS hack for good award- We were awarded the MS hack for good award in 2019. The project submitted was based on using the Azure AI/ML tools to enhance our app. Winning the hackathon was an early affirmation of our commitment to utilizing technology as a catalyst for social good.



## MICROSOFT HACKATHON WIN

### MS hack for good award, 2020

We submitted a Text to Speech conversion project for MS hack for good during COVID. The project was meant to help students listen to their textbooks as they prepare for their exams and leveraged Microsoft's technology for education

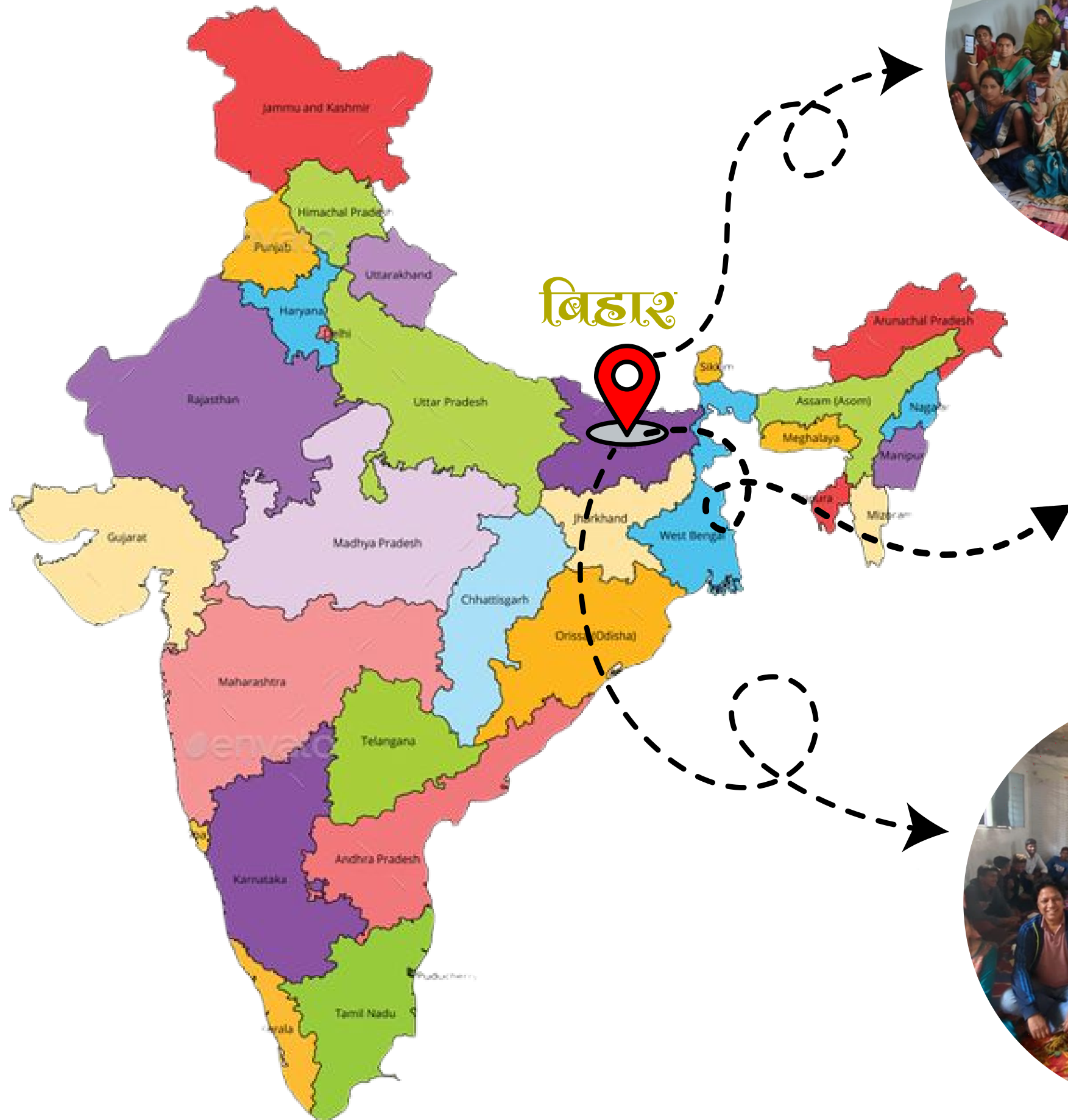
## CHAT FOR IMPACT SHORTLIST

In 2021, Turn the Bus was on the shortlist of 30 global social enterprises for the WhatsApp- sponsored Chat For Impact Summit, in collaboration with Praekelt.org, Turn.io, and Devex. The summit aimed to empower NGOs with WhatsApp's Business API for meaningful impact.



[\\* Click here to see the video.](#)

# OUR FIELD VISITS



Our team is deeply committed to understanding the impact of our initiatives in Bihar through frequent field visits. These visits go beyond observation, providing us with immersive experiences and direct interactions with the communities we serve.

Our dedication extends to regular stakeholder meets, with a particular focus on engaging students to gather valuable feedback on our educational app. This continuous feedback loop guides our efforts to enhance the app, ensuring that it aligns with the evolving needs of our users. During these visits, we are also privileged to meet inspiring women who share their success stories of empowerment and livelihood creation/life transformation.



## WHAT OUR STUDENTS SAY

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 वीडियोस प्राप्त हुईं। हमें अभ्यास के लिये प्रश्न-उत्तर भी दिए। इस सबसे हमारी उलझन का समाधान मिला जिससे मैं फर्स्ट डिवीजन में पास हुआ।

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 कुमार, कक्षा 12, बेतिया  
Manish Kumar, Class 12, Bethia

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

# WHAT OUR STUDENTS SAY

मुझे बहुत अच्छा लगता है कि घर बैठकर ही पढ़ाई कर सकते हैं बिना कहीं गए ही।  
(Class 12 student from Sitamarhi)

sabko is app se padhna chahiye, isse padhne se paisa or samay bahut bachta hai.  
(Class 10 student from Betiah)

एप्प बहुत अच्छा है, आप घर पर भी अपनी पढ़ाई कर सकते हैं। गरीब बच्चों को बहुत फायदा होता है  
(Class 12 student from Sitamarhi)



लाभदायक है, मन तो करता है एप्प खोलकर वीडियो देखते रहूँ, जो सब्जेक्ट मुझे पसन्द है, उसके वीडियो देखने में बहुत मजा आता है और उसपे ही ज्यादा फोकस करती हूँ।  
(Class 10 student from Bhagalpur)



## **OUR TEAM**

**Turn the Bus is largely volunteer-driven; our main sources of volunteers are LinkedIn, hackathons, Microsoft's Give Month, and universities.**

**We have 400+ long-term volunteers, with approximately 25% of them who are actively engaged.**

**Volunteers come from very diverse backgrounds. Aged between 14 and 75, they cover a variety of industries including education, technology, and consulting.**

**We also have a select few paid contract staff members, who are an amazing set of young people and are equally powered by a sense of purpose.**



# SENIOR LEADERS



**BRATATI GHOSH**  
CEO & Founder



**JYOTI VASUDEV**  
Board Member



**NIKHIL OJHA**  
Board Member



**KISHOR KUMAR RAM**  
Board Member



**VIKRAM CHALANA**  
Former CTO



**RAHUL DESHPANDE**  
CTO



**MURALI BALASUBRAMANIAN**  
Head of Sustainable  
Livelihoods



**GAGANDEEP SINGH**  
HR and Systems



**Dr. TILAK AGERWALA**  
Head - Innovation  
and STEM



**SUBHAJIT BHATTACHERJEE**  
Head - Gen.ai Business Unit



**JAVA SINGH**  
Chief Learning Officer



**KALPANA SITARAMAN**  
Data Insights

# SPECIAL THANKS



**VENU NAIR**



**RANODEB ROY**



**DEEPAK MITTAL**



**SATYA SHEEL SHARMA**



**DIMPLE MODGIL**



**DEVI VIJAY**



**LIJO GEORGE**



**ANJANI CHANDAN**



**MAKARAND PHADKE**



**MANMOHAN CHAUBEY**

# SPECIAL THANKS



**SRIRAM PADMANABHAN**



**PUSHPENDRA SINGH  
TIWARI**



**SHIPRA CHANDRA**



**LAWRENCE McDANIEL**



**DARREL CHUA**



**PRAKARTI WALIA**



**SREEPARNA DAS**



**ANN ABI**



**ROHINI RANI**



**MANISH KUMAR**



बिहार विद्यालय परीक्षा समिति  
BIHAR SCHOOL EXAMINATION BOARD



# OUR PARTNERS

## JEEVIKA

1

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.

## UDAYAN CARE

2

We partnered with Udayan care to develop the co-branded Career Readiness course, that will help the youth to be career ready.

## BIHAR SCHOOL EXAMINATION BOARD

3

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

## HIGHER EDUCATION INSTITUTES

4

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

## TECH ORGANIZATIONS

5

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



# THANK YOU!



LinkedIn



Website



Email



YouTube