Project BEAM

Khan Academy is a global not-for-profit organization that aims to provide free world-class education to anyone, anywhere. In their quest towards making education equitable to all, Khan Academy, India partners with corporates viz. Unilever, Flipkart, Zomato etc to upskill their blue-collared workers in basic Math and English.

Background

Project BEAM [Basic English and Math] from Khan Academy, India targets blue collar employees who may have dropped out of school without completing Class 10. Its aim is to nudge these people's learning up to Class 10 level so that they can understand basic mathematical concepts of percentages, fractions etc and apply these in their real life to compute commissions, incentives etc and be able to converse in simple English.

Program Design

Keeping the target audience who are Gen Z in mind, the program is structured to deliver **micro-lessons** [of 3 mins duration each] at frequent intervals using the ubiquitous **WhatsApp distribution** channel. The learner can access the content anytime, anywhere. The program design aims to build the habit of learning by **nudges, rewards and certificates**. The time commitment from the learner is **15 mins every alternate day**, 5 days a week.

The learner can choose to learn **Math in any of the languages** he/she is comfortable with. Unobtrusive but highly personalized messages at frequent intervals provokes a response from the learner and engages the learner to complete the level within the specified time.

The program has **3 levels, each of one-month** duration. Each level builds on the skills acquired in the previous level. Learners may choose to complete all the 3 levels or stop after completing a level.

Program Content

The program content is interactive in form of **short videos and video quizzes**. Project BEAM uses Khan Academy's proprietary Math content that is customized for the Indian audience. For English content, Chippersage has customized the content flow to deliver modules that are relevant and implementable in everyday life. The course consists of a curated set of http links for each level that is available to the user during the entire duration of the engagement.

Solution architecture

The course content is hosted on the cloud and access is tracked using the unique learner ids.
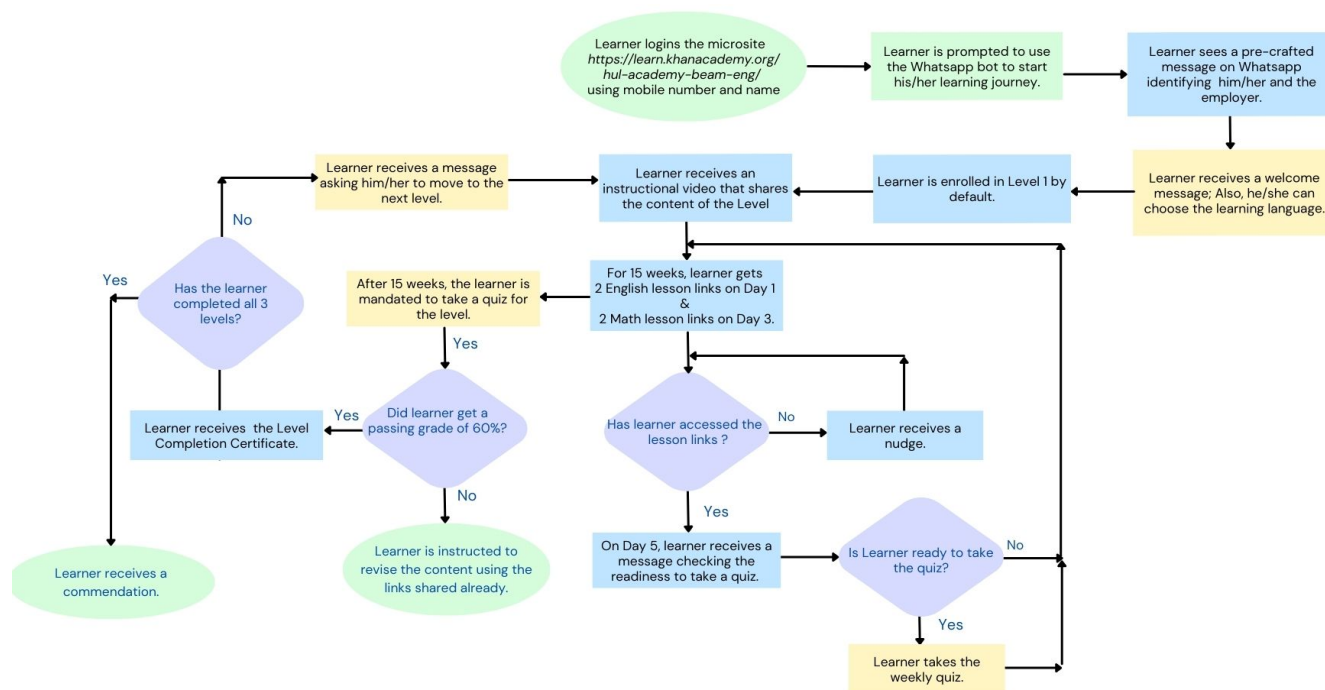
1. Content is hosted in AWS S3 server with links in https format with UTM parameters.
2. Each level has 16 links [8 each for Math and English].
3. Gupshup.io is used to deliver the content to the registered mobile number through the Conversational Messaging solution.
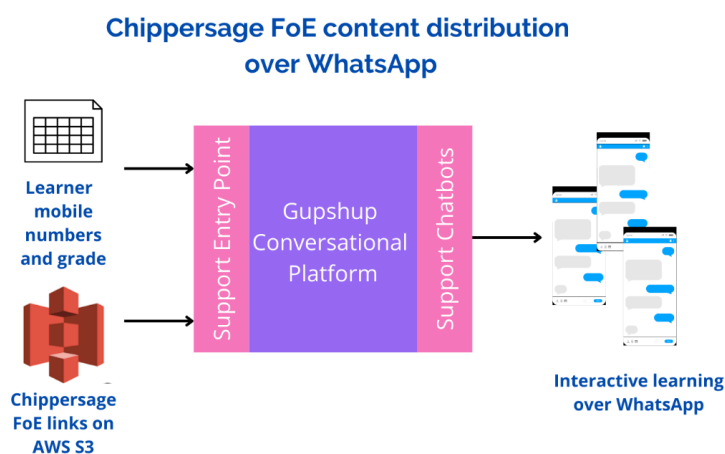
Learner Experience Flow

Here's the learner's journey with Project Beam.

Usage Analytics

Data of users who have accessed the course links and the time spent on the course are available through the Google Analytics report. The data is also analyzed to check which lessons have repeated views to upgrade/redesign the lessons.

Way Forward

The program has gained significant traction in 4 corporates in a span of 5 months with more than 3000+ learners onboard as of May 2022. Khan Academy plans to rollout this project in many corporates. It also plans to collect user feedback

about the efficacy and ease of use and redesign components for better user engagement.