



ANNUAL REPORT

2024-25



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MESSAGE FROM PRANIL NAIK

**FOUNDER
& CEO**

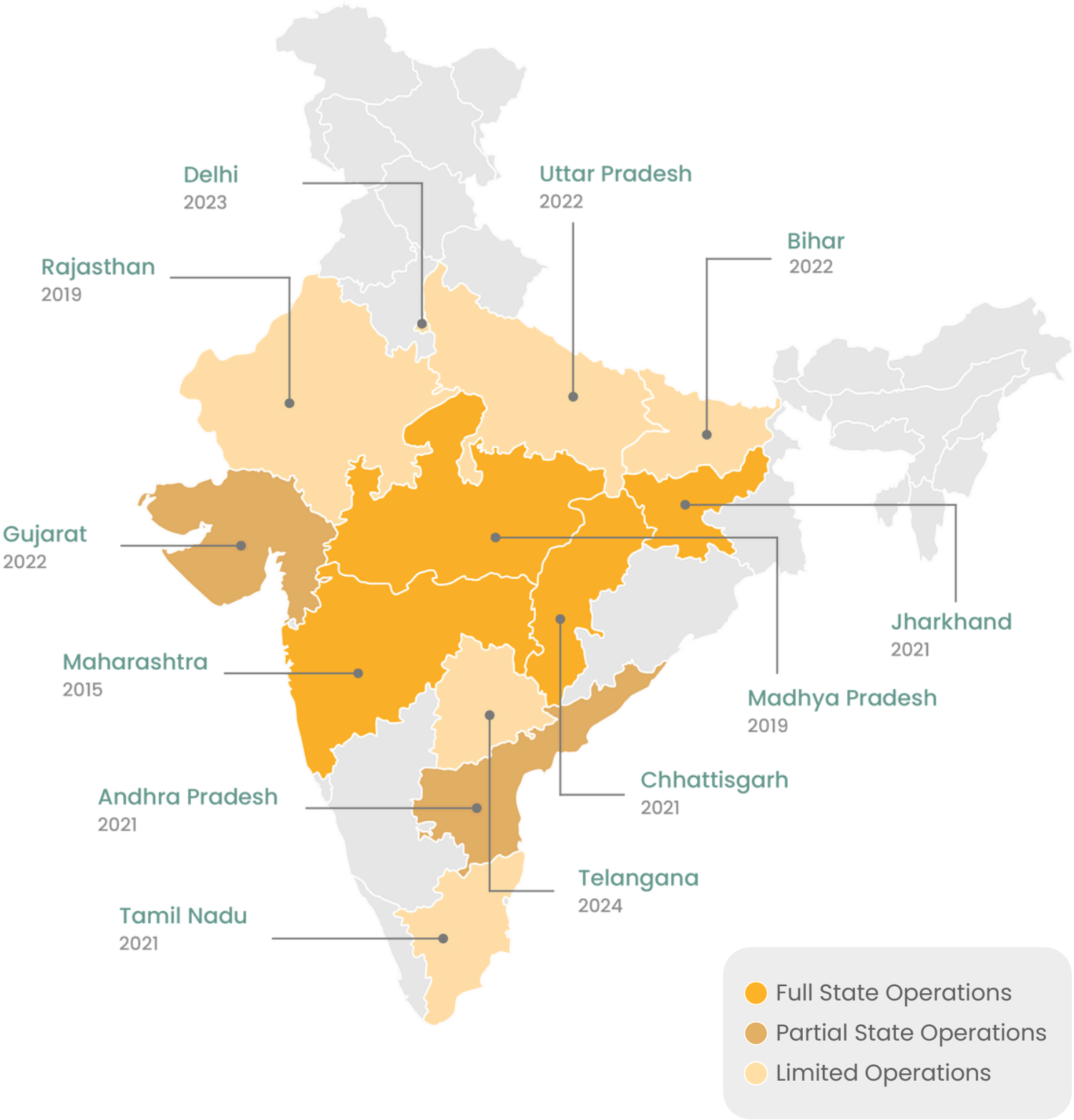
The year 2024–25 has been a remarkable opportunity for growth, learning, and innovation. With a focus on enhancing the quality of our engagement further, we have strengthened our relations with key stakeholders, and reach a larger community of teachers across India.

One of the major highlights this year was receiving state approval to continue implementation of the ELP in the 5 states- MP, CG, JH, AP & UP. We also marked the first year of program implementation in GJ after a long vetting process and operationalized in 5 additional districts of AP. Further, district collaborations in Nagapattinam, TN and ITDA, Utnoor, TG were initiated. The WPC was institutionalized as FLN Championship in JH.

The product development front was marked with two new launches - the Saturday Story Session and the Word Power Builder. We also developed our Technology Portal significantly, allowing easier access to ELP content and activities for teachers.

This year has reinforced our belief that the challenge of English learning can be overcome with innovation, strategic intervention, and collaboration with communities and the state.

GEOGRAPHICAL REACH





256
DISTRICTS



1,948
BLOCKS



16,468
CLUSTERS



137,420
SCHOOLS

ABOUT LEAPFORWORD

The Problem : Only 10% of Indians speak English, and English proficiency levels are as low as 2% for states like Bihar. A key factor contributing to this problem was limitations of the existing pedagogy: most English learning solutions depend on the presence of a fluent English-speaking teacher.

The Solution : An alternate pedagogy which would eliminate the need of English-speaking capability in a teacher- **The English Literacy Program.**

Established in the year 2006, LeapForWord is a product NGO committed towards making English learning accessible for the marginal and underserved communities. LeapForWord's **English Literacy Program** helps students overcome poor English capabilities, build confidence, and access higher education opportunities and aspirations of their choice.

Alignment with National and Global Education Goals

- **SDG 4: Quality Education** – Enhancing English literacy among students in government schools across India.
- Aligned with **NEP 2020** & NIPUN Bharat Mission
- **Emphasis on Foundational Literacy and Numeracy (FLN)** through teacher capacity building, and integration with the state education system for sustainable system - wide impact.



WHAT DRIVES US

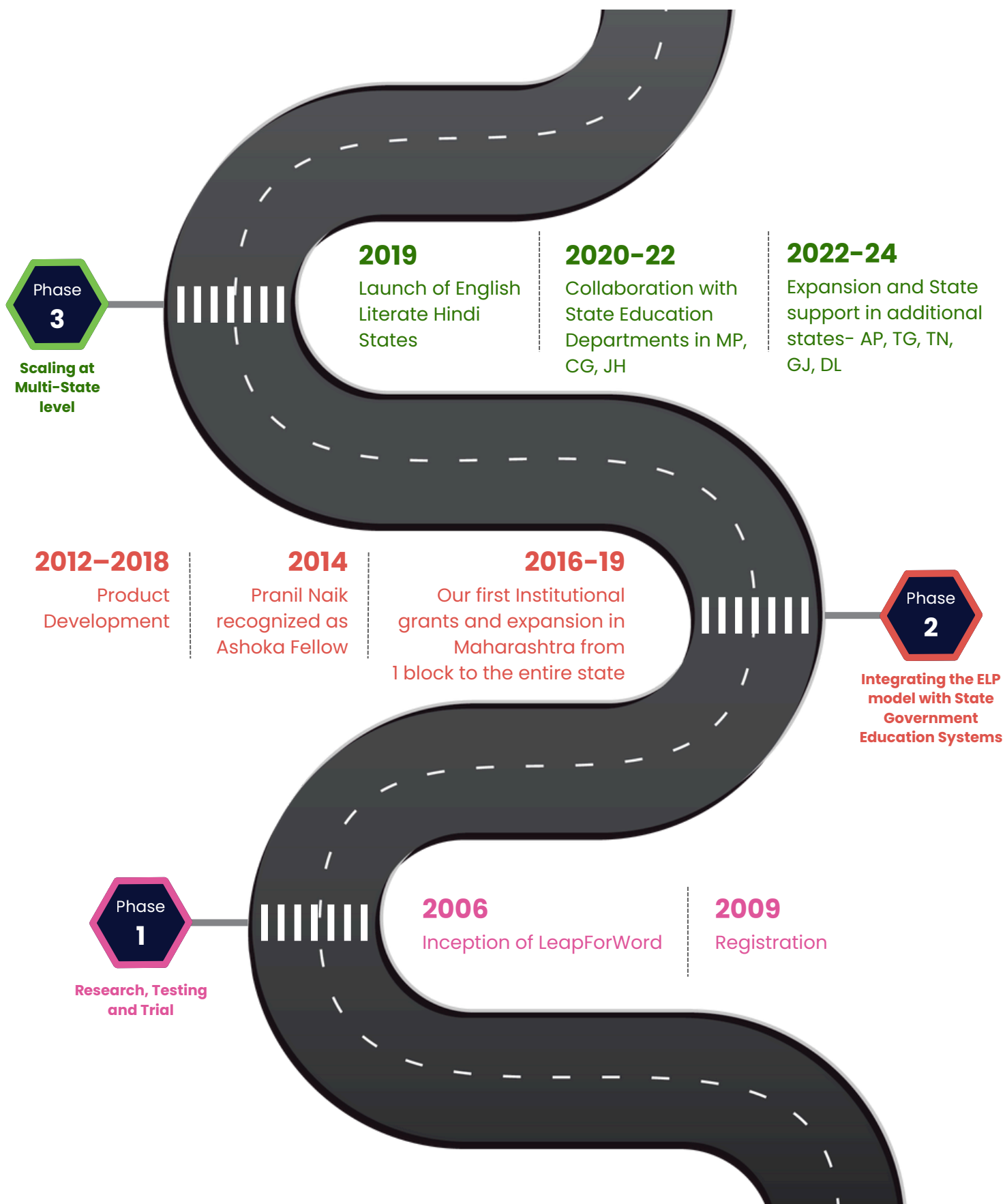
It's the possibility of completely solving the English learning problem that limits the access to professional education for millions of students studying in regional language schools.

We believe that government-run regional language schools play a crucial role in achieving universal education. However, most of these schools struggle to deliver English learning as effectively as private institutions. To bridge this gap, we have developed tools that empower regional schools to teach English with the same effectiveness as any private, English-medium school.

Our driving factor is ***"Equal Access to English Learning Opportunities for All."***



OUR JOURNEY TILL DATE



BUILDING MODEL TO SCALE

- **Replicability & Scalability** : Building a model that can be scaled easily and a pedagogy that can be translated into multiple Indian languages.
- **Bottom-up approach** : A strategy adopted in Maharashtra and Bihar, encouraging teachers to adopt the ELP voluntarily.
- **Government Liaising** : Collaboration with State Education Departments to ensure state-wide adoption.

Government liaising initiatives and collaboration



Rajya Siksha Kendra,
Madhya Pradesh



Jharkhand State Education
Department



State Council of Educational
Research and Training, Gujarat



Samgra Shiksha, School
Education Department,
Andhra Pradesh



Integrated Tribal
Development Association,
Telangana



District Education Department
in Nagapattinam & Tiruvallur



समाज कल्याण
The Sarvodaya Schools, under the
Department of Social Welfare,
Uttar Pradesh



State Council of Educational
Research and Training,
Chhattisgarh

PROGRAM FLOW & IMPLEMENTATION

1



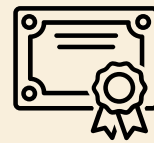
TEACHER ONBOARDING

- Permission from Concerned Authorities
- Authority Orientation
- Teacher Registration

2

TRAINING & CERTIFICATION

- Online & Offline Training Sessions
- Certification Tests



3

TEACHER ENGAGEMENT



- TSS (Teacher Support System)- Dedicated to share information, guide, & motivate teachers to implement the program
- Content Distribution (WhatsApp driven - 1:1 & group messages)
- Online & Offline Field Visits
- Rewards & Recognition
 - Identification of Active Teachers & Teacher Heroes
 - Teacher Felicitation
 - Engagement-based Reward Distribution

4

IMPACT ASSESSMENT

- Baseline
- Endline



5

CELEBRATING VIA ANNUAL COMPETITION

THE WORD POWER CHAMPIONSHIP



PROGRESS OVER THE YEARS

	'15 - '16	'16 - '17	'17 - '18	'18 - '19	'19 - '20	'20 - '21	'21 - '22	'22 - '23	'23 - '24	'24 - '25
 Languages	1	1	2	2	3	3	5	6	6	6
 States	1	1	1	1	3	3	9	10	11	12
 Districts	1	3	5	36	43	89	182	183	247	256
 Teachers	300	1,100	1,600	40,000	117,000	155,000	229,511	258,668	313,134	235,569
 Students	2,400	12,000	25,000	125,000	452,000	497,000	722,918	1,164,805	1,579,828	1,483,100



ANNUAL ACHIEVEMENTS ACROSS STATES

Stages in the TLC



Registration



Training



Certification



Active Teachers



Students Benefitted

	MH	MP	JH	CG	BH	AP	TN	TG	UP	GJ	Overall
Registration	29,792	104,017	56,111	24,340	1,564	12,697	1,660	279	174	4,935	235,569
Training	-	73,996	41,793	10,817	739	7,644	1,112	152	139	2,364	138,756
Certification	-	44,313	28,993	11,647	729	6,986	414	202	117	1,959	95,360
Active Teachers	13,315	23,369	22,787	8,125	611	4,321	467	99	130	931	74,155
Students Benefitted	266,300	467,380	455,740	162,500	12,220	86,420	9,340	1,980	2,600	18,620	1,483,100

- DL - 30 teachers across 17 schools. Students impacted- 600
- Alwar - 153 actively engaging TEs. Students impacted- 1836



KEY PROGRAMS & PROJECTS

01

English Literacy Program
(ELP)

02

The Library Project
100 by 11

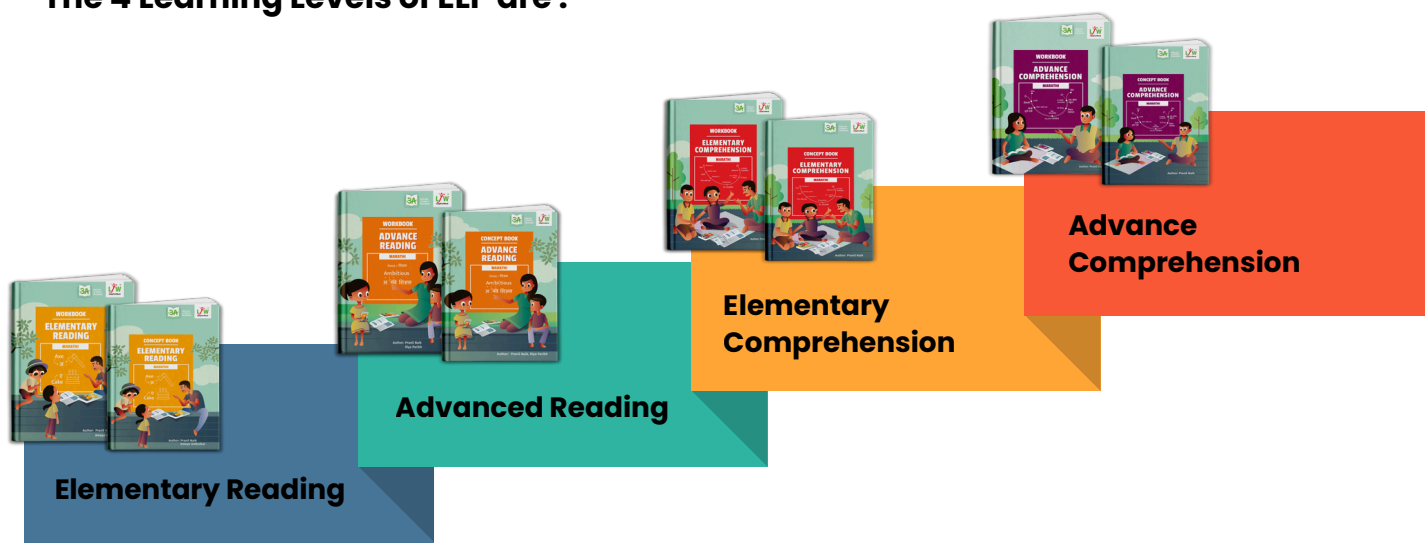
03

Word Power Championship
(WPC)

01 English Literacy Program

The English Literacy Program (ELP) is a 4-level, structured, modular and measurable program that can be taught in any local language - irrespective of the teacher's existing English-speaking capabilities. We have developed the ELP in 6 Indian languages so far, which are-Hindi, Marathi, Telugu, Gujarati, Tamil, and Kannada. The ELP is designed to develop the capabilities of reading, spelling, vocabulary, comprehension, and sentence structuring.

The 4 Learning Levels of ELP are :



ELP Design :

- Each of the 4 Learning Levels can be completed in a span of 12 months, if taught for 10-15 minutes daily.
- Training for each Learning Level can be completed for teachers in 3-4 hours.
- All our teaching techniques are digitized and available in audio-video and document formats, free of cost.

02 The Library Project – 100 by 11

The Library Project was initiated in the year 2023–24, with the aim of inculcating a reading habit among students. Each Library kit contains a set of 100 books, which a student is expected to read by the age of 11; therefore the motto– “100 by 11”.

The library is divided into 5 levels :

Each level mapped against the Learning levels of the ELP.



- In 2023–24, Library Kits were introduced as rewards for actively participating teachers.
- In 2024–25, the focus shifted from distribution to strengthening the usage of Libraries through initiatives like “Reader of the Month”.



03 Word Power Championship

The year-long ELP engagement culminates into the Word Power Championship, one of India's single largest English language competition aimed at creating a platform for young minds to explore new experiences, and showcase their talents, while also acting as a push factor to encourage more teachers and students to join the ELP. Designed on the lines of the famous American Spelling Bee competition, the Word Power Championship is arguably the only English competition in India developed exclusively for regional language school students.

Objectives of the WPC:

- A platform to showcase students' English capabilities acquired from the English Literacy Program.
- Celebrate our finest teachers & students.
- Inspire students and teachers to develop confidence and overcome their fear of English.



The Inter-state WPC Grand Finale- 2025

• **1,554,358 students** • **11 states** • **2 to 5 Grades**

- **Question paper levels:** 1. **Reading**
2. **Spelling**
3. **Meaning**

➔ **Reading (Round 1)** : 20 words were asked to each student.

➔ **Reading (Round 2)** : In this round, students were expected to read 8 very difficult words in 60 seconds.

➔ **Spelling Round** : For Grades 2 to 4, 15 words were asked of each student, & for Grade 5, 10 words were asked of each student.

➔ **Meaning** : The Meaning round was undertaken to get a sense of students' vocabulary preparedness. Oral round for Grades 2 & 3, and Written round for Grades 4 & 5 were conducted.

Rounds	Percentage	Example of Words
Reading Round 1	86%	Interpretative, Heterogeneous Relinquishment, Cryoprotectant
Reading Round 2	80%	Exemplification, Advertisement, Multilingualism, Radiometrically, Transliterating
Spelling Round 1	77%	Necessitous, Interviewing, Circumnavigate and Acclimatization, Transformational



A GLIMPSE OF WPC 2024-25



ANDHRA PRADESH

ELP's impact is best represented through the performance of students and teachers in the Word Power Championship.



Vijayalaxmi ma'am from MPPS Kanimerla, Mylavaram Manda, Andhra Pradesh, stands out as an exemplary teacher, who guided several of her students in the Block, and District levels of WPC. 2 of her students from grades 2 and 4 emerged secured top ranks at the WPC Grand Finale 2025 held in Mumbai.



Vijaya Lakshmi Mam, with her student Banavatu Sindupriya from Grade 2, securing 1st Rank

THE TEACHER ENTREPRENEUR PROJECT

The Teacher Entrepreneur Project is a rural distributed call center operated in Alwar (Rajasthan) and Bihar where young educated women work as part-time callers, and run English tuition centers in their communities- fulfilling the dual agenda of securing financial stability and improving the English learning capabilities of students. Educated rural youth are onboarded as LeapForWord's Teacher Support Team receiving a monthly honorarium while they offer part-time English tuitions to students for a nominal fee. This fosters community accountability and empowers community members, simultaneously reaching our larger goal of strengthening English Literacy in rural India. We currently have 153 TEs who are actively using ELP to run their own tuition centers within their communities.

Shikha, a young **TE from Kishangarh**, Alwar, joined the ELP in 2024. Starting with only a few students, Upasana now teaches a group of around 20 students in her tuition center. One of Shikha's students, Upasana, participated in the state final of the WPC 2025, a moment of pride for Shikha.



"I find the concepts easy to understand and easily accessible. With proper attention, students can learn English effectively. I believe it's not necessary to have a B.A. degree or be a professional teacher to teach children. Anyone with the ability to learn and the passion to teach can succeed." shares Shikha.

NEW INITIATIVES

WPC as a FLN Championship in Jharkhand :



The FLN Championship 2025, in collaboration with NSPF and DoSE&L and GoJ, was held for the first time with the tagline “India’s First Foundational Literacy and Numeracy (FLN) Championship”. It marked a historic milestone in Jharkhand’s educational journey strengthening the foundation of our work in the state.

Teacher Felicitation Programs :



Based on top of the Teacher Hero model, the Teacher Felicitation Program aimed to celebrate best practices, recognize field efforts, and reengineer outcomes of teachers. These events not only reinforced the motivation of committed teachers but also strengthened peer learning and community-driven engagement in the ELP. We organized felicitation events across multiple districts in Jharkhand, Madhya Pradesh, and Chhattisgarh, strengthening peer learning and community-driven engagement in the ELP.

SATURDAY STORY SESSION

Digital Initiatives :

This year we started a new initiative- the Saturday Story Session (SSS)- a weekly story session to enhance students' English reading, listening, and comprehension skills. Backed by research that highlights the challenges of Hindi speaking learners due to structural differences between the two languages, we have incorporated more immersive English learning practices by using listening and visual stimuli to teach English faster.

Every Saturday, we organized sessions for students of grades 2 to 5. These sessions featured two stories read in English, accompanied by explanations of their meanings and difficult words. This approach helped students expand their vocabulary, improve comprehension, and engage in learning through interactive activities.

Each Saturday Story Session included -

- 01 Live Storytelling
- 02 Word-by-Word Explanation in regional language
- 03 Vocabulary Building
- 04 Post - Session Quizzes



**Total Sessions
Conducted this year**

29



**Views on
YouTube**

7,70,000



Subscribers

70,700



Languages

**Hindi &
Marathi**

MULTI-LEVEL PROGRAM MONITORING

We piloted Multi-Level Program Monitoring model. It consisted of 3 stages. Teachers' participation in Quizzes, Quality check of teachers through random selection phone calls by the TSS , and via online classroom visits.



Teachers' Participation in Quizzes : Teachers are sent quizzes periodically and their participation in these quizzes leads us to the first level data points.

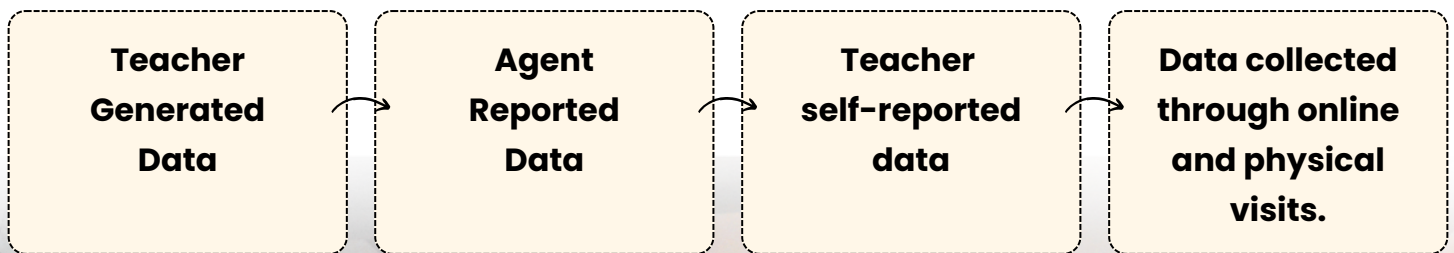


Support via Calls and Messages : The TSS team contacts teachers through calls and messages, keeping them informed about important activities and required actions. The TSS is also trained to assess a teacher's performance, and rate them according to their activeness levels.



Online Classroom Visits : Team members are trained to check if the teacher is using the content correctly, and teaching effectively. Teachers are also given appropriate feedback to improve classroom teaching.

Program Monitoring next year will be expanded to as below :



IMPACT: AN ANALYSIS OF BASELINE AND ENDLINE

“ELP Gave me opportunities to connect with diverse learners and facilitate their language development in English”– Vincy Elizabeth Mam, Thiruvallur, Tamil Nadu.

We conducted Baseline and Endline Impact Assessments to measure the impact of the English Literacy Program (ELP). Baseline assessments were conducted across 5 states, and in 3 languages, at the start of the intervention to evaluate students' initial English reading and comprehension levels. These assessments provided a benchmark to measure progress. Content and training methods were modified based on the baseline results, to meet the student's capabilities. The Endline tests were conducted upon program completion to gauge improvement in student learning outcomes.

No. of states covered

1

05

No. of districts covered

2

35

No. of Teachers covered

3

608

No. of schools covered

4

449

No. of students covered

5

10,136



IMPACT

After ~4 – 6 months of classroom intervention :

- On average, there is a ~1.6X improvement in reading, and a ~2X improvement in spelling, when comparing endline and baseline scores of grades 2 to 5.
- There has been ~1.4X improvement in comprehension, when comparing the endline and baseline scores of grades 6 to 8.



Qualitative Impact Assessment of Teacher Engagement :

- A qualitative impact assessment was conducted at the end of the academic year, across 10 states where LeapForWord is functional, which are- Andhra Pradesh, Chhattisgarh, Delhi, Gujarat, Jharkhand, Madhya Pradesh, Maharashtra, Tamil Nadu, Telangana, Uttar and Pradesh.
- 40% of the teachers were teaching ELP 2-4 times a day, while 23% were teaching ELP daily.
- Overall, feedback reflected both improvement in student learning and teachers' capacity enhancement.
- 49% observed improved reading skills, 16% writing, and 10% increased student interest in learning.
- Teachers reported personal growth in English proficiency and pedagogy.

"My pronunciation has improved and I learnt effective ways to teach English."

Mani Shweta, Jharkhand.

KEY HIGHLIGHTS

Madhya Pradesh

- 4th year of the English Olympiad (in partnership with Rajya Shiksha Kendra).
- Grades 2–8 covered; for the first time, Stage Rounds introduced for Grades 6–8.
- 14,59,579 students registered this year — highest so far.
- 2nd year with Kasturba Gandhi Balika Vidyalaya (KGBV) — trained Wardens, Assistant Wardens, and Remedial Teachers on ELP.

Chhattisgarh

- Collaboration with SCERT to conduct the Word Power Championship (WPC).
- Liaising with the state for integrating ELP in the D.El.Ed training curriculum.

Jharkhand

- Conducted the FLN championship in partnership with JEPC and NGO partners.
- Expansion of the ELP model to strengthen the FLN mission across the state.

Maharashtra

- Oldest state with implementation of ELP.
- Entirely teacher-driven model — no direct government intervention.

Andhra Pradesh

- Expansion from 2 district in 2022 to 6 districts in 2024.
- Culminated in Word Power Championship with the top performer emerging from the state across grades 2–5.

Alwar (Rajasthan)

- Fulfilling the dual purpose of livelihood generation for rural youth while increasing student English proficiency.

Bihar

- 3rd year of engagement; operates via bottom-up teacher participation.
- All WPC rounds conducted online via Google Meet.

Gujarat

- English Literate Gujarat Project launched with GCERT.
- Ground work since 2022, with pilot in 4 districts: Navsari, Vadodara, Sabarkantha, and Kheda in Dec 2024. led to strong classroom adoption and culmination in WPC.

Tamil Nadu

- Initiated in 2021–22 in Tiruvallur district, it has now expanded to Nagapattinam as well.
- Growing awareness of WPC encourages participation.

Telangana

- 2024–25 pilots in the Ashram Schools under ITDA (Integrated Tribal Development Association) Utnoor, covering 4 districts: Adilabad, Nirmal, Mancherial, Komaram Bheem Asifabad.

Uttar Pradesh

- Partnership with **Jay Prakash Narayan Sarvodaya Schools** under the Social Welfare Department, Govt. of UP.

Delhi

- Pilot with 17 MCD schools (Grades 3–5).
- A Grade 4 student represented Delhi at the Word Power Championship Grand Finale for the first time.

STORIES FROM THE GROUND

GEETA NAGVANSHI



With 17 years of teaching experience, Ms. Geeta Nagvanshi is a dedicated and innovative educator. She joined the Nihar Shanti Pathshala Funwala – English Literacy Program for the first time in 2023-24, recognizing the key role that English language plays in access to opportunities and the future growth of students.

Her students enjoy the learning materials and activities of ELP, such as the Saturday Story Session, practice sheets, and videos. Geeta mam says that these learning materials made English learning more engaging and effective.

Under her guidance, students learned to read complex words with tail and suffixes such as- tion, sion, ive, ism, able, ture, ing using the VC, VCV, and VCC word-breaking techniques. She proudly shares that the ELP techniques have been very effective, such that even the grade 2 students in her school are now familiar with vowel sounds, and confidently attempt to read difficult words using these ELP techniques.

Beyond teaching, Geeta mam actively works as a change agent, by sharing the ELP program details across various educational groups. Her aim is to make access to English learning across her district easy and effective.

*VC, VCV, and VCC are foundational techniques of English learning within the ELP.

STORIES FROM THE GROUND

SWATI SHINDE



Swati Shinde (Spoke Teacher) along with active teacher from her school

Swati Shinde Ma'am and her colleagues have been actively teaching the English Literacy Program (ELP) to students since 2019. The students, especially those from the COVID batch, are significant beneficiaries of their efforts. Even students from Grade 1 are introduced to ELP, a practice uncommon in most schools.

The pandemic had impacted students' learning significantly. However, despite the challenges, Swati mam and her colleagues continued to engage with the students—going beyond traditional methods to enhance students' English literacy. They not only continued to teach during the pandemic, they also printed over 40 copies of Saturday Story Session activities and created handmade charts of ELP concepts at their own expense to support student learning.

The Z.P. School Ozar Township No. 2, in Nashik district, Maharashtra, has become a hub of innovation and dedication; transforming the school into a vibrant learning space where English literacy thrives. Students are actively engaging in Saturday Story Sessions and quizzes, gaining confidence in their English skills. The collaborative efforts of Swati Ma'am and her team have created a robust foundation for literacy.

PLANS FOR NEXT 5 YEAR

To achieve **operational sustainability in the next 5 years** – the goal of **85 x 17** ~85,000 teachers across the country are consistently implementing the ELP, resulting in 17 Lakh students across the country reading fluently with comprehension.

Objectives for the next 5 years –

- Establish presence in 17 states for which the product is already in place.
- Ensure 75% of all primary teachers in these states are trained in the ELP techniques.
- Train all D.El.Ed [Diploma in Elementary Education] students who will become primary school teachers in the future, ensuring continuity of the program
- Maintain adoption rate of ELP ~30%
- Our target is to achieve a steady state count of 85,000 most Active teachers.



OUR SUPPORTERS

At LeapForWord, our journey of empowering young minds is made possible through the generous support of various CSR and institutional grant partners. Your unwavering belief in our mission fuels our efforts and drives meaningful impact. We deeply appreciate your trust and collaboration in helping us transform education and shaping a brighter future.



CONTACT US



Saturday Story Session



Website



WPC video highlights



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