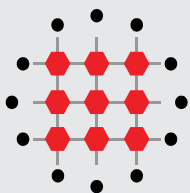

LEARN SMART

PAKISTAN

Introducing Innovation in
Learning & Teaching



**knowledge
platform**

What will you learn today?

Learn Smart Pakistan 2015

01	Competition Highlights
02	Geographic Spread
03	School Networks and Associations
04	Performance Overview
05	Performance Patterns
06	Study Patterns: Mathematics Challenge
07	Study Patterns: English Challenge
08	Content Usage Analytics
09	System Analytics
10	Collaborative Learning
11	Supporting Activities
12	Social Campaigns
13	Awards and Winners
14	Feedback and Testimonials

Learn Smart Pakistan Growth Analysis

15	Learn Smart Pakistan 2014-2015
16	Learn Smart Pakistan Trend Analysis

1. Students were given **free access** to 9th Grade Mathematics and English syllabuses
2. Teachers were encouraged to come up with innovative ways to teach a topic and assist students online during their vacations



40

Mastery Topics

23 Math | 17 English



190

Skills

85 Math | 105 English



100

Learning Videos



200

Exercise Drills and Games



15

Writing Assignments



4,500

Assessment Questions

Objectives:

- Introduce Pakistan's students and teachers to innovative learning and teaching techniques
- Empower students to focus on self-study and provide teachers the opportunity to strengthen their online teaching skills
- Provide a platform to Pakistan's students and teachers for collaborative learning and teaching
- Demonstrate the power of digital learning technologies in a developing country such as Pakistan

Participation Overview

1,314



Students

219



Teachers

332



Schools

78



Cities

Math Challenge Participants

938

Students

123

Teachers

English Challenge Participants

892

Students

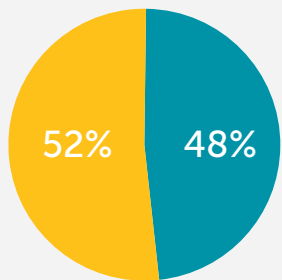
96

Teachers

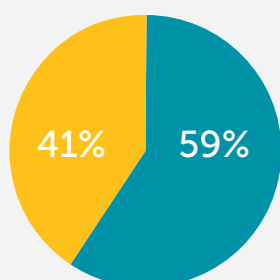
Distribution of Participants

by Gender

Students



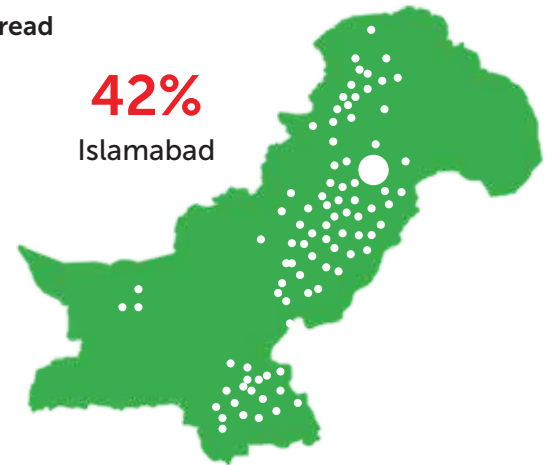
Teachers



Female Male

Geographic Spread

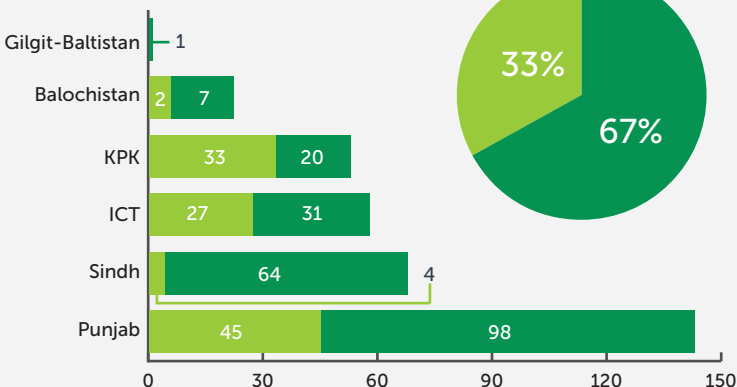
42%
Islamabad



Distribution of Schools

by Sector

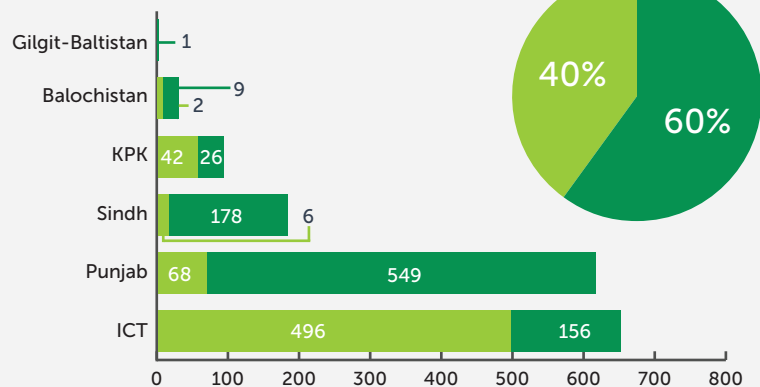
Public Private



Distribution of Participants

by Sector

Public Private

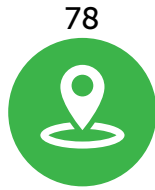




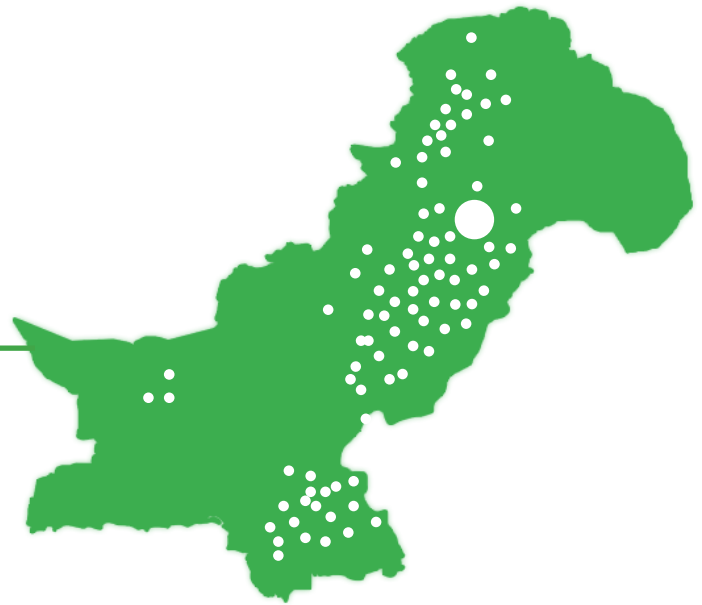
Participants



Schools

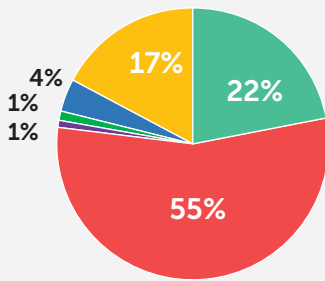


Cities

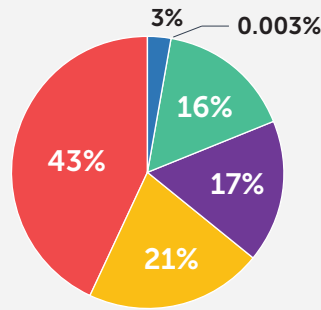


42% of the participants were from Islamabad; the remaining participants represented a vast geographical spread, including small cities such as **Okara, Rajanpur, Larkana, Sadiqabad, Lodhran, Nushki** and **Kasur**. **Balochistan** and **Gilgit-Baltistan** were also represented with 11 students and 1 student, respectively.

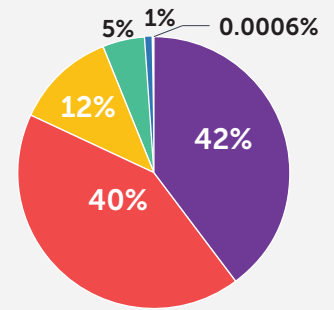
Distribution of Cities
by Province



Distribution of Schools
by Province



Distribution of Participants
by Province



■ ICT ■ Punjab ■ Sindh ■ KPK ■ Balochistan ■ Gilgit-Baltistan

Top 5 Cities
by Participants

City	Participants
Islamabad	650
Rawalpindi	469
Karachi	125
Lahore	54
Khairpur Mirs	26

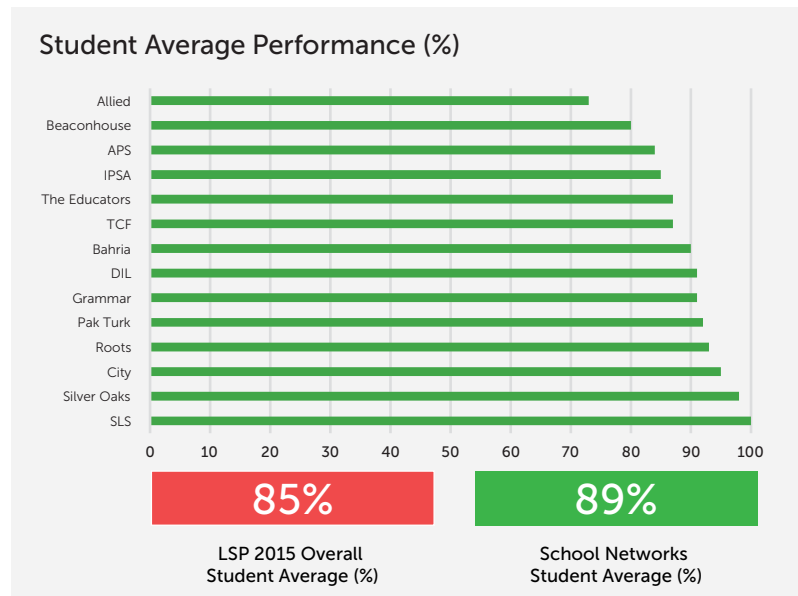
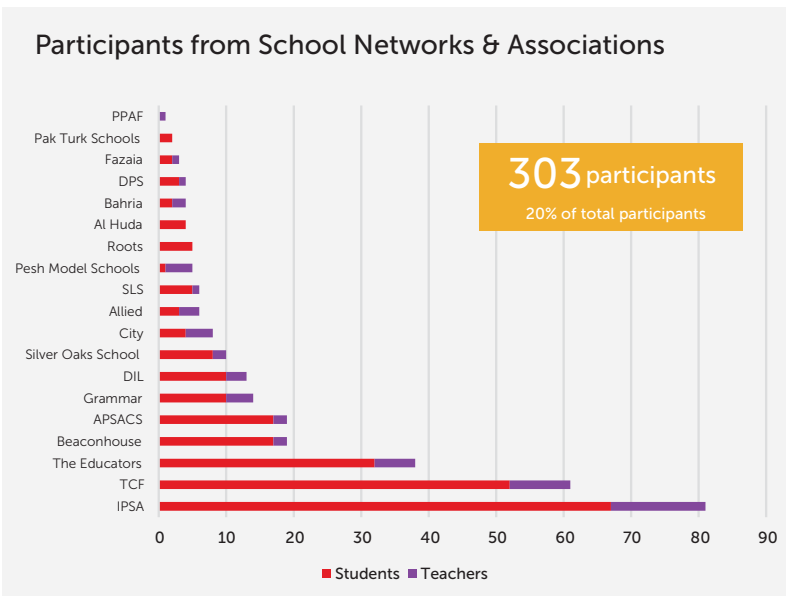
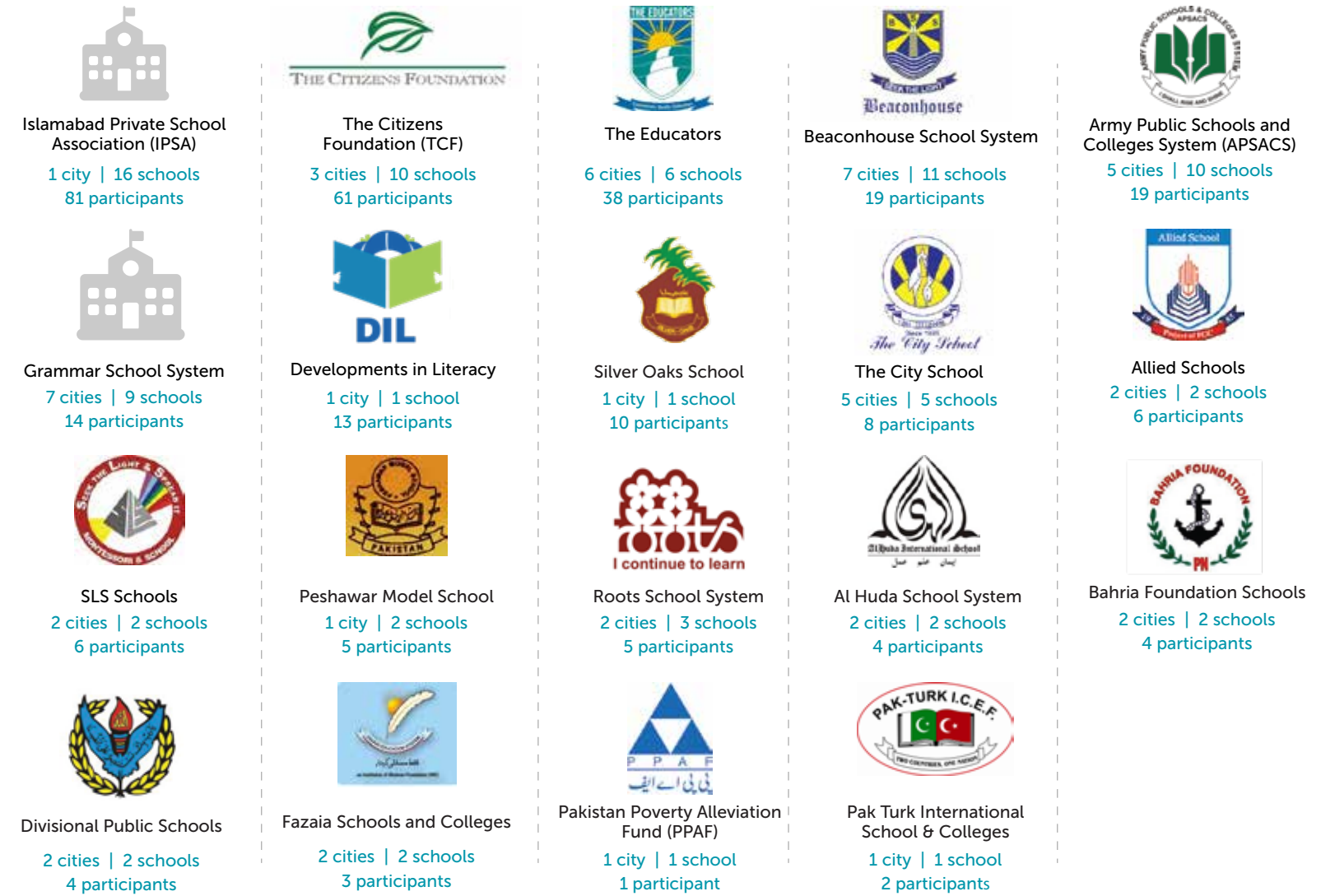
Top 5 Cities
by Schools

City	Schools
Islamabad	57
Karachi	47
Rawalpindi	40
Lahore	31
Peshawar	13

Top 10 Schools
by Participants

Siddeeq Public School (Rawalpindi)	271
ICG F-6/2 (Islamabad)	155
IMCG F-10/2 (Islamabad)	95
Sir Syed Public School, Tipu Road (Rawalpindi)	85
ICB G-6/3 (Islamabad)	82
Modern Language School and College (Islamabad)	52
IMCG F-8/1 (Islamabad)	43
IMCG G-10/2 (Islamabad)	25
Jinnah Muslim School & College (Islamabad)	25
IMCG Korang Town (Islamabad)	21

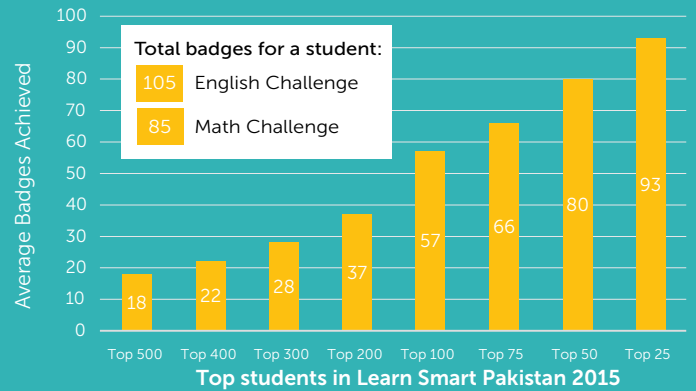
Pilot Schools: Knowledge Platform has piloted its blended learning solution with these schools.



Proficient Review Struggling Novice Not Started



PROFICIENT
The learner has correctly answered the necessary number of assessment questions required to master a specific skill.



Total Badges Attained

9,314

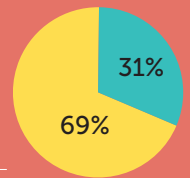
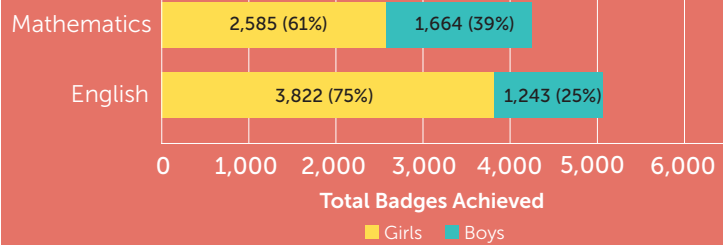
Badges Attained

Students were motivated by the badge system. 74% of total badges attained in both challenges were Proficient badges.

Proficient



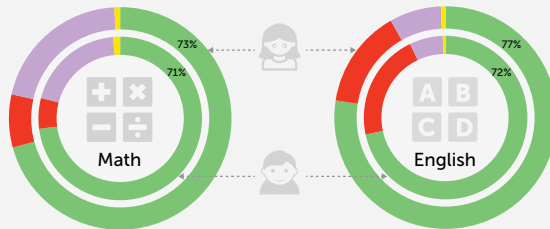
Distribution of Badges



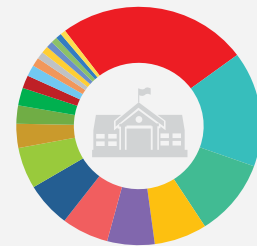
Distribution of Badges by Gender

The distribution of badges for male and female students was largely balanced, with female students getting a marginally higher proportion of Proficient badges.

■ Proficient ■ Novice
■ Struggling ■ Review



Distribution of Badges by School

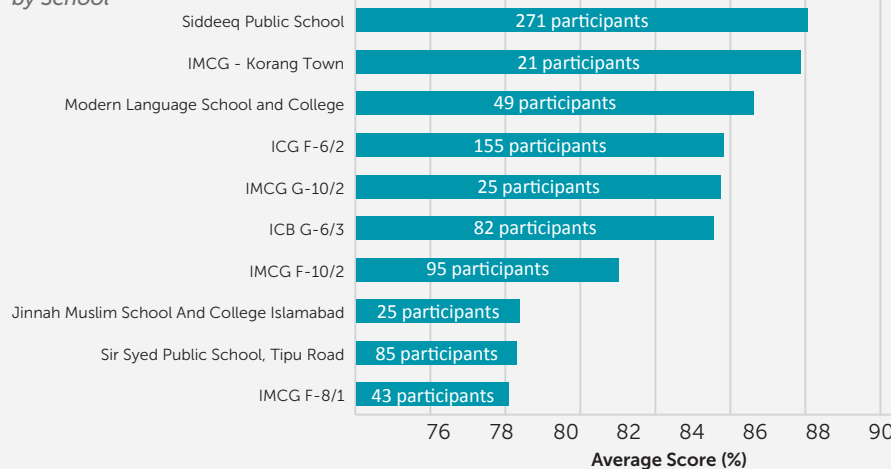


- Siddeeq Public School (25%)
- ICG F-6/2 (16%)
- IMCG F-10/2 (10%)
- Sir Syed Public School, Tipu Road (07%)
- DIL SMS Sobhodoro (06%)
- Modern Language School and College (06%)
- Jinnah Muslim School And College Islamabad (06%)
- IMCG F-8/1 (06%)
- Shining Star Public School (03%)
- IMCG - Korang Town (02%)
- ICB G-6/3 (02%)
- Govt MC Girls High School (02%)
- The Educators , Hummak (02%)
- Army Public School - Westridge 3 (01%)
- OPF Boys College (01%)
- Silver Oaks School (01%)
- PakTurk International School and College Girls Campus (01%)
- TCF Adamjee Campus (01%)
- IMCB F-11/1 (01%)
- IMCG G-10/2 (01%)

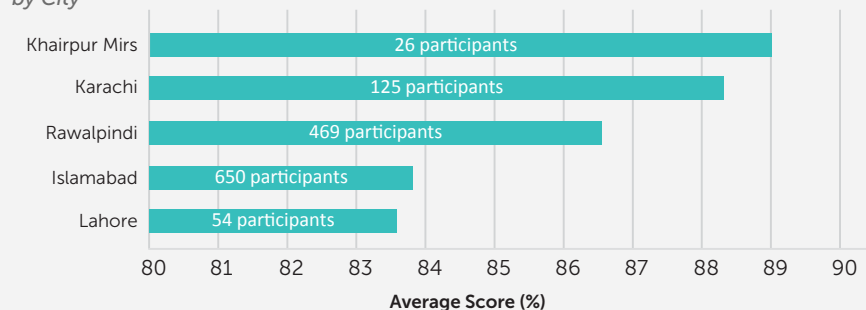
85%

Student Average Score (Overall)

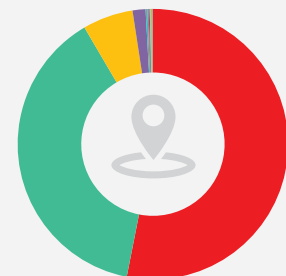
Student Performance by School



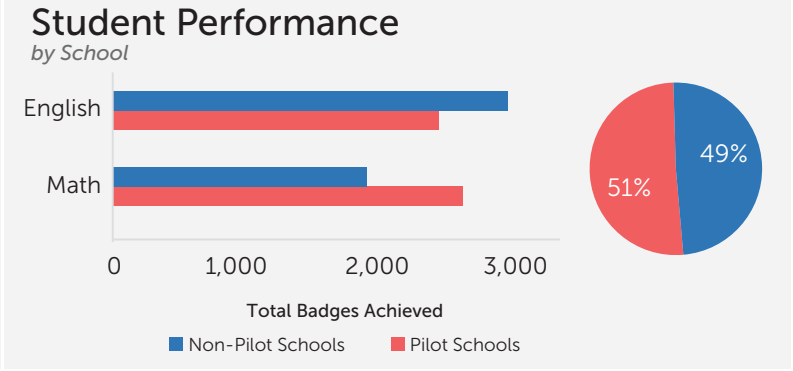
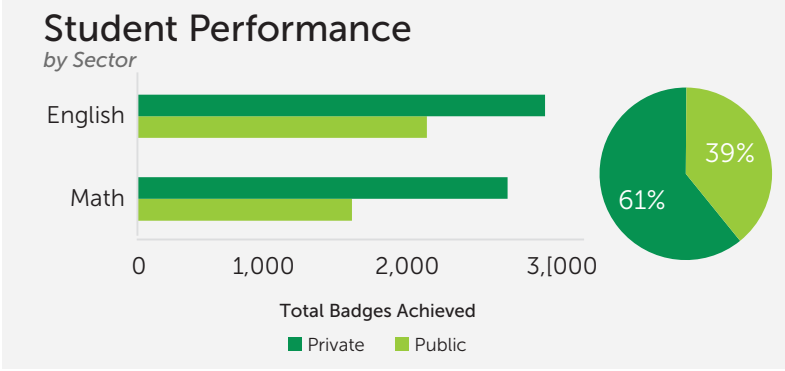
Student Performance by City



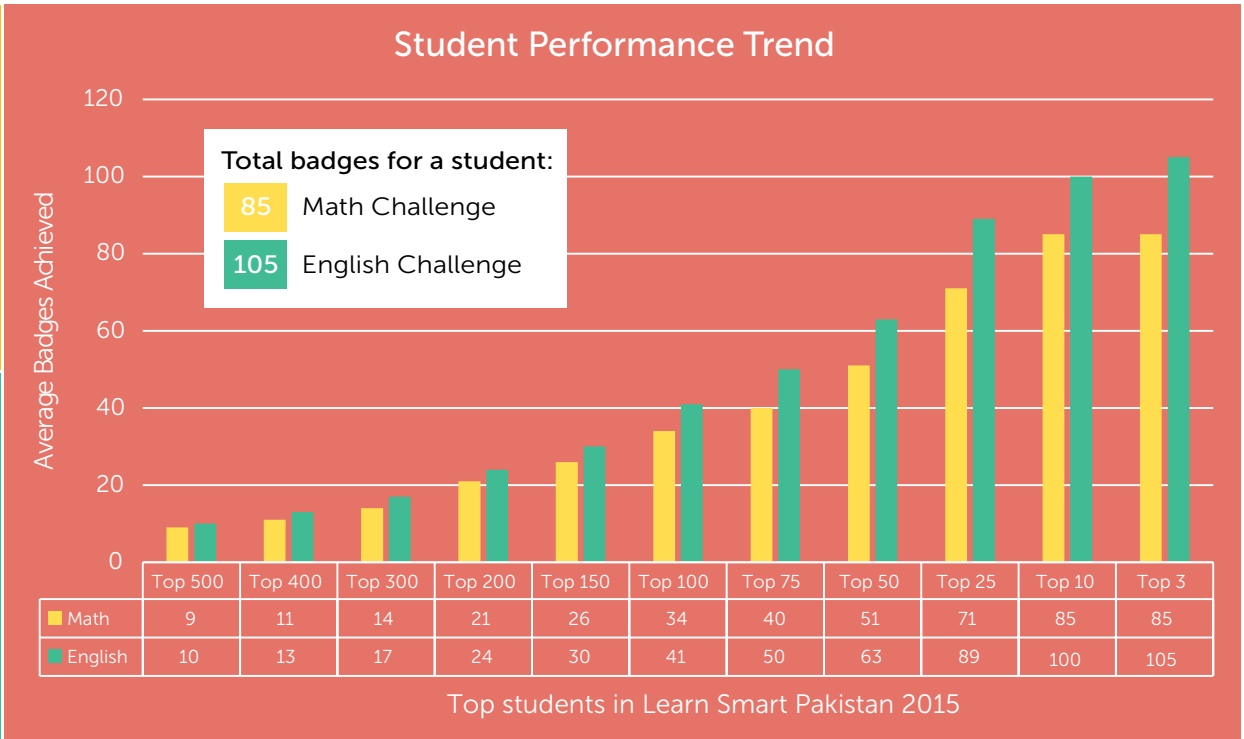
Distribution of Badges by City



- Islamabad
- Rawalpindi
- Khairpur Mirs
- Karachi
- Lahore
- Sahiwal
- Mandi Bahauddin
- Faisalabad
- Peshawar
- Quetta
- Bhit Shah
- Abbottabad
- Hyderabad
- Multan

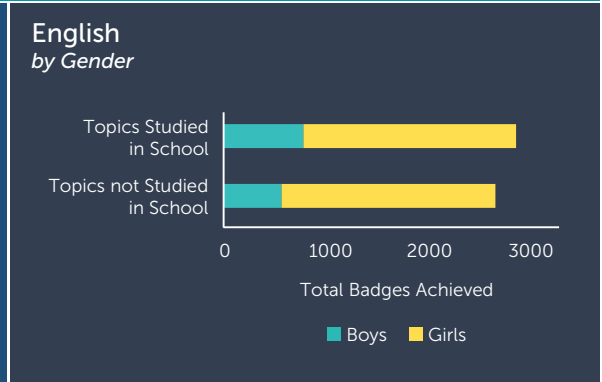
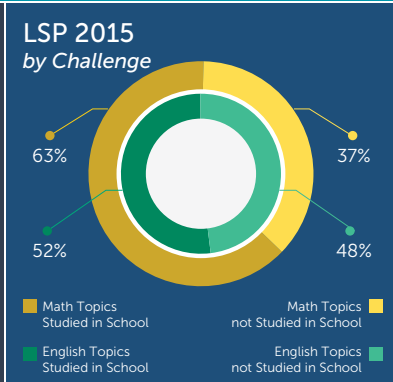
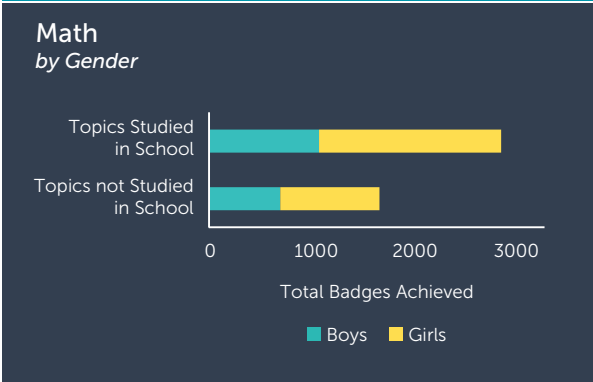


- Top Struggling Area Math**
- Overall : Factorization
 - Boys: Factorization
 - Girls: Logarithms
 - Private: Factorization
 - Public: Real Numbers
- Top Struggling Area English**
- Overall : Vocabulary
 - Boys: Vocabulary
 - Girls: Grammar
 - Private: Grammar
 - Public: Vocabulary



Study Patterns

Comparison of performance for topics studied in school before challenge vs. topic not studied in school prior to summer vacations.



- ### Top Performing Schools (Non-Pilot)
- Siddeeq Public School (Rawalpindi)
 - DIL SMS Sobhodero (Khairpur)
 - The Educators (Hummak, Islamabad)
 - IMCG F-8/1 (Islamabad)

- ### Top Performing Schools (Pilot)
- ICG F-6/2 (Islamabad)
 - IMCG F-10/2 (Islamabad)
 - Sir Syed Public School, Tipu Road (Rawalpindi)
 - Modern Language School and College (Islamabad)

Total Badges Obtained in Math Challenge

4,249



Girls
2,585



Boys
1,664



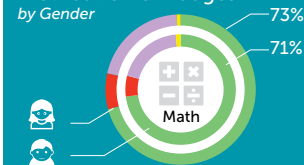
Proficient Badges



82%

Student Average Score

Distribution of Badges by Gender

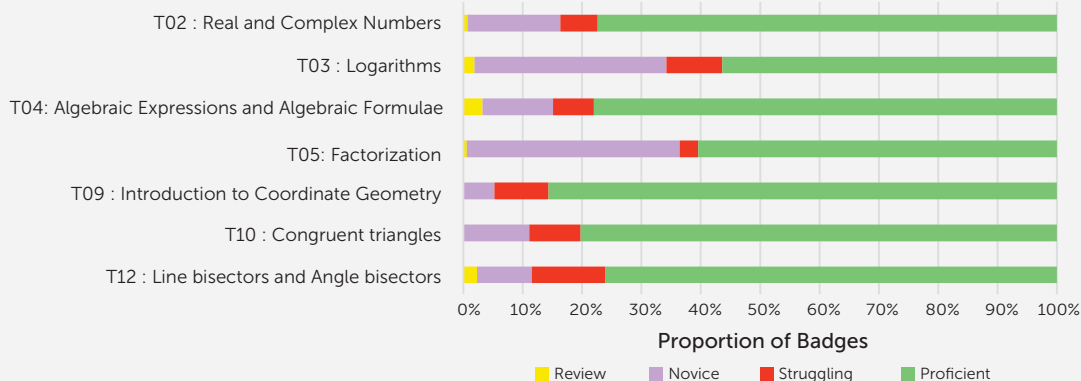


07 Topics included

53%

of syllabus (by skills) was included to challenge students with difficult topics from 9th grade Mathematics.

What did students study?

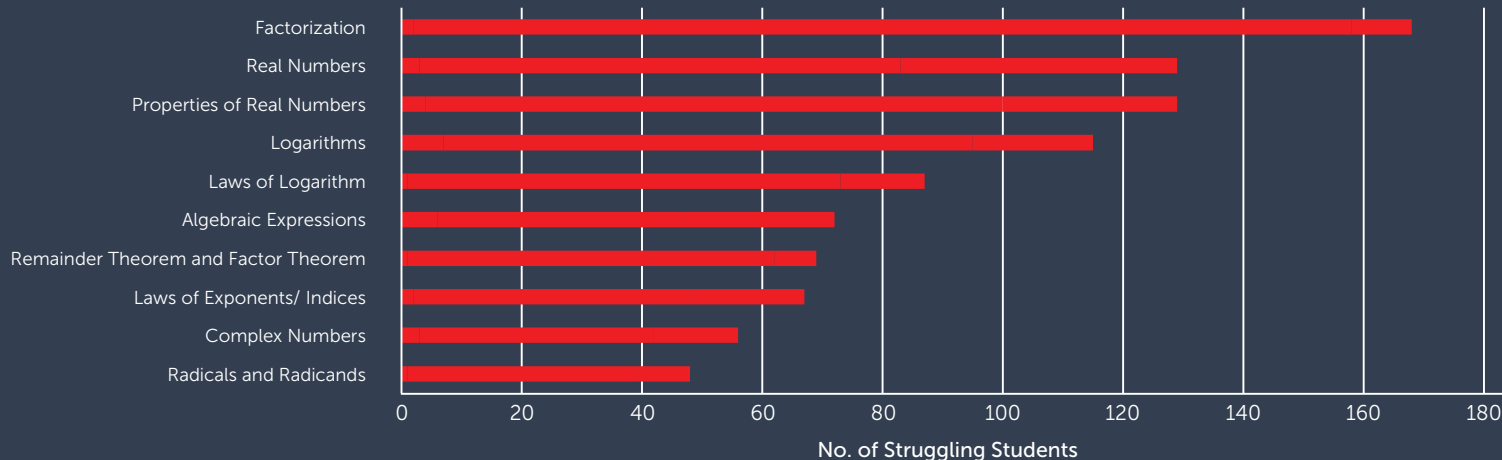


Top 3 Difficult Topics

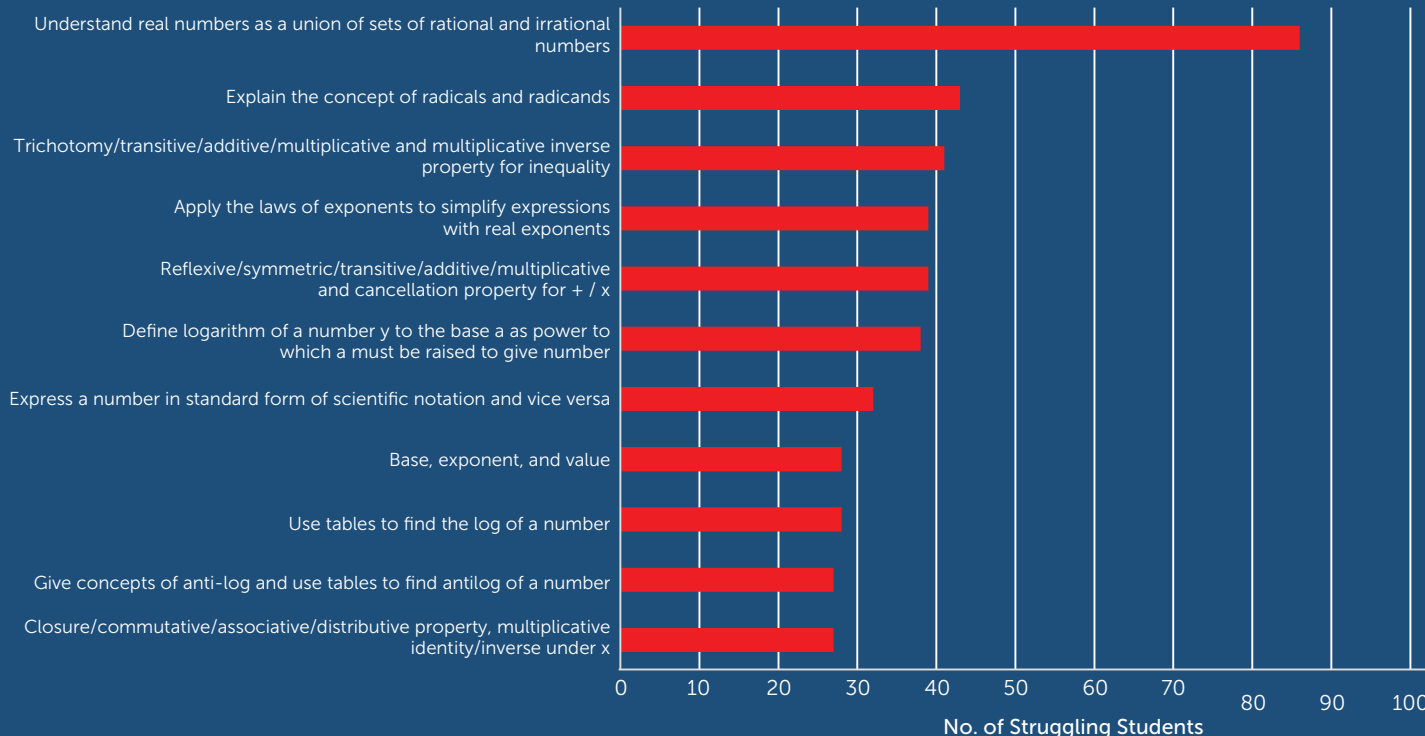
The maximum number of non-proficient badges were attained by students for:

- 1 Logarithms
- 2 Factorization
- 3 Line Bisectors and Angle Bisectors

Top 10 Struggling Areas



Top 10 Struggling Skills



Total Badges Obtained in English Challenge : **5,065**

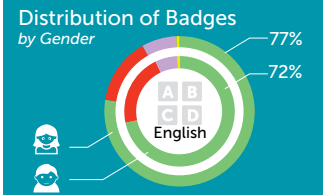


Proficient Badges



87%

Student Average Score



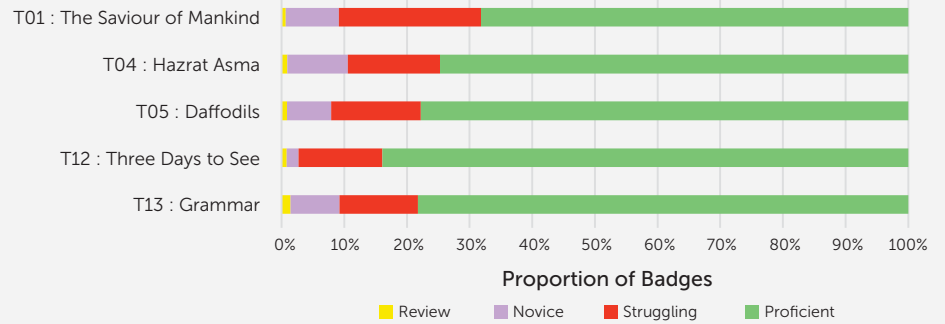
05 Topics included

47% of syllabus (by skills) was included to challenge students with difficult topics from 9th grade English.

03 text book chapters with **01** poem was included.

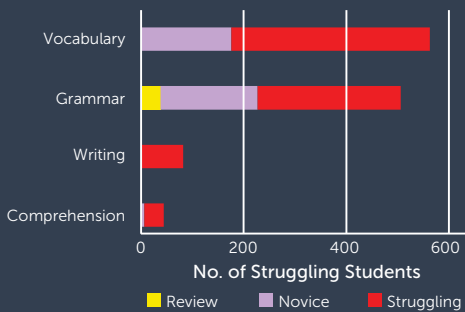
Complete grammar was included with **15** writing assignments.

What did students study?



Top Struggling Areas

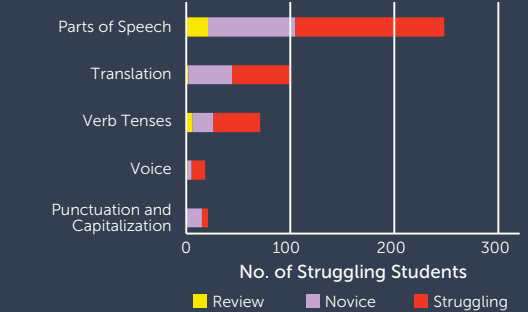
What did students find difficult?



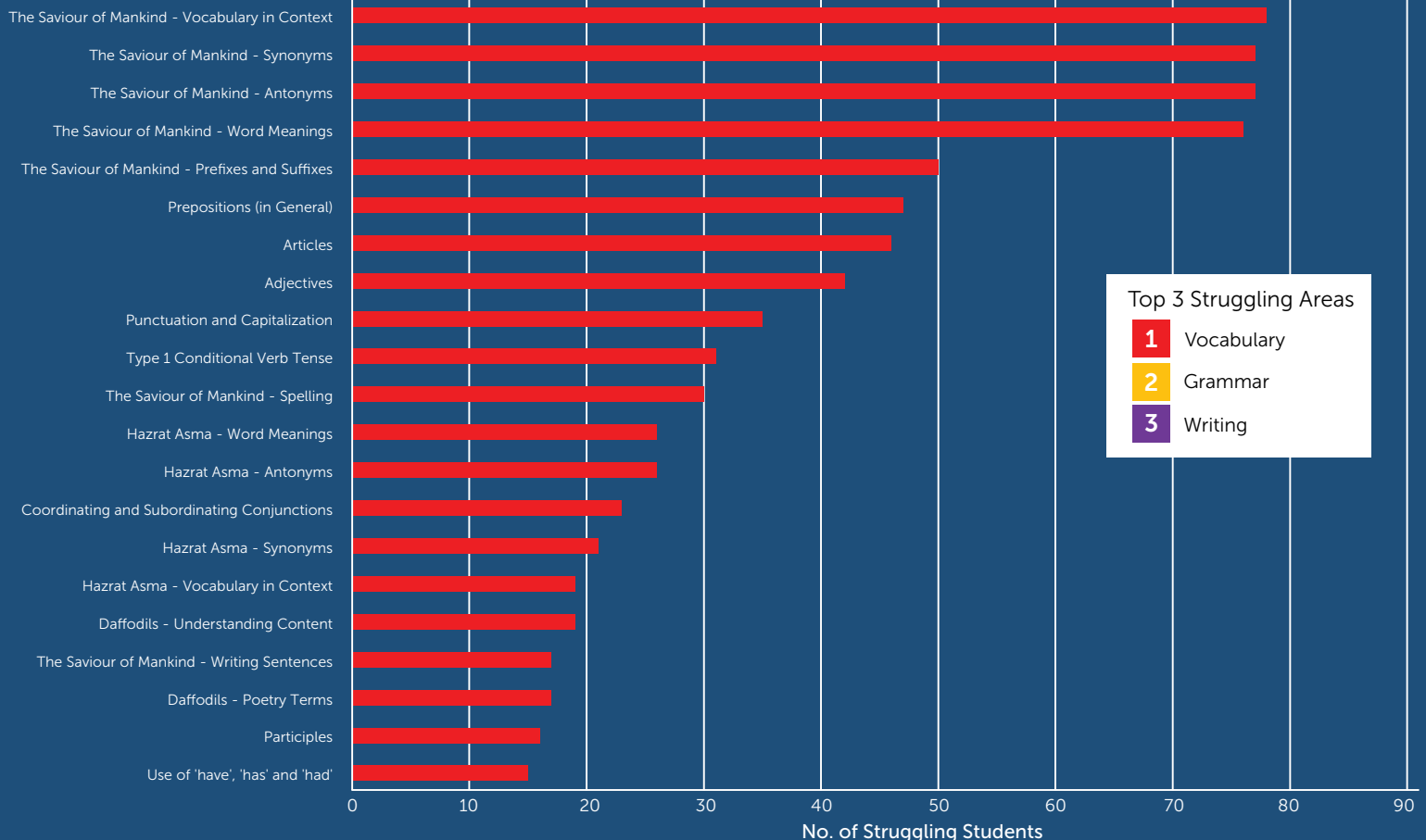
Struggling Skills in Vocabulary



Struggling Skills in Grammar



Top 20 Struggling Skills



Top 3 Struggling Areas

- 1 Vocabulary
- 2 Grammar
- 3 Writing

6,581
Videos Viewed

Total Unique Videos: 109

3,334
Math Videos Viewed

Total Videos/Student: 62

3,247
English Videos Viewed

Total Videos/Student: 47

1,406
Games Played

Total Unique Games: 11

365
Math Games Played

Total Games/Student: 03

1,041
English Games Played

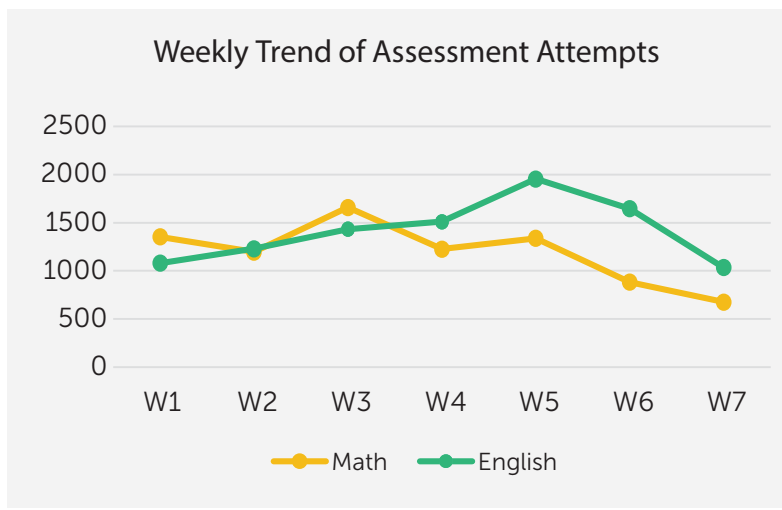
Total Games/Student: 08

18,218
Total Assessments Completed

Avg. Assessments / Week: 1,301

262,353
Total Questions Attempted

3,943 Unique Questions



92,776
Math Questions

1,792 Unique Questions

169,577
English Questions

2,151 Unique Questions

8,329
Math Assessments

1,190 Avg. Assessments / Week

20 minutes Avg. Time / Assessment

9,889
English Assessments

1,413 Avg. Assessments / Week

12 minutes Avg. Time / Assessment

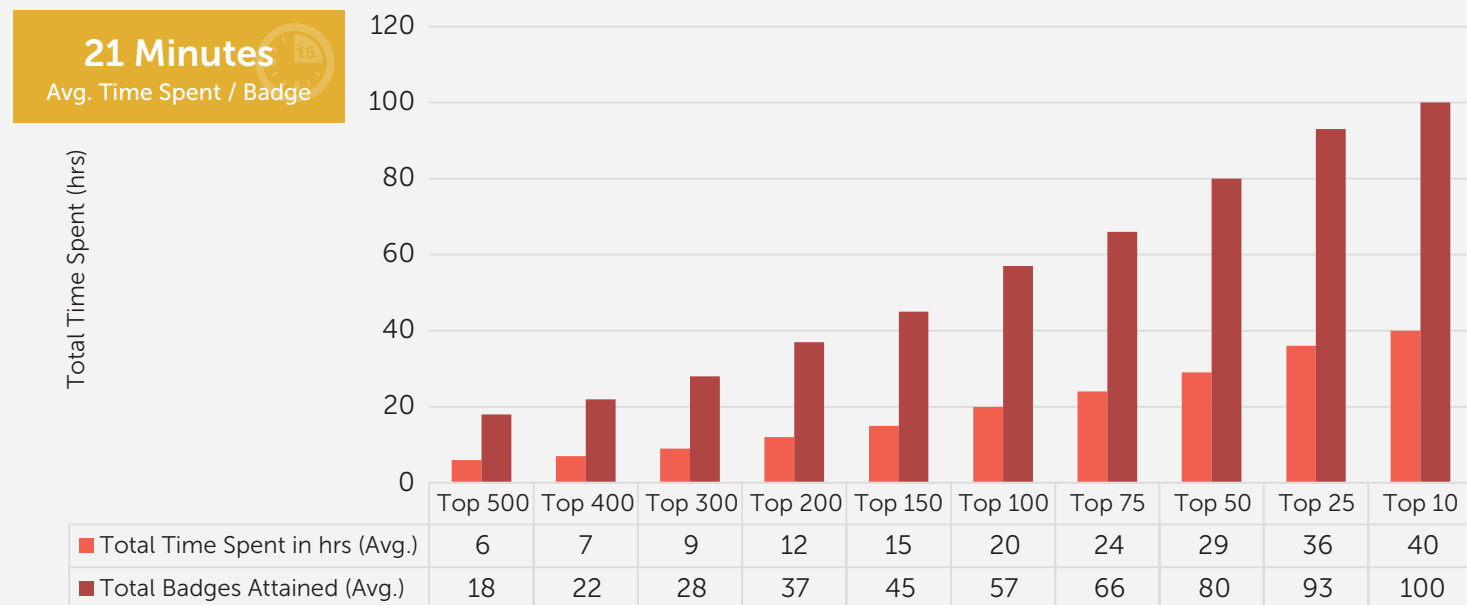
230 Writing Assignments Submitted

15 Unique Writing Assignments

42 Students

49% Passed

Trend of Total Time Spent (hours) by Students vs. Total Badges Obtained

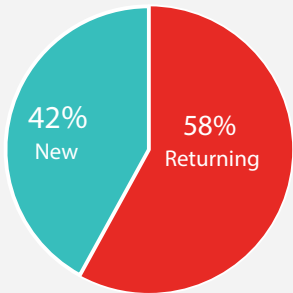


Student : 4.2 hours
Avg. total time spent on assessments

Teacher : 2.17 hours
Avg. total time spent on reviewing assessments

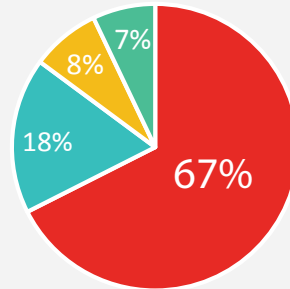
824,914 Total Page Views	137,859 Unique Page Views	26,420 Learning Sessions	07 / week Avg. Learning Sessions	36 minutes Avg. time spent per learning session	04 hours / week Avg. time spent per participant
PAGE VIEWS		LEARNING SESSIONS		TIME SPENT	

New vs. Returning Participants



Participants showed behavioral consistency and were likely to return to the Learn Smart Pakistan platform after their first learning session.

Traffic Acquisition

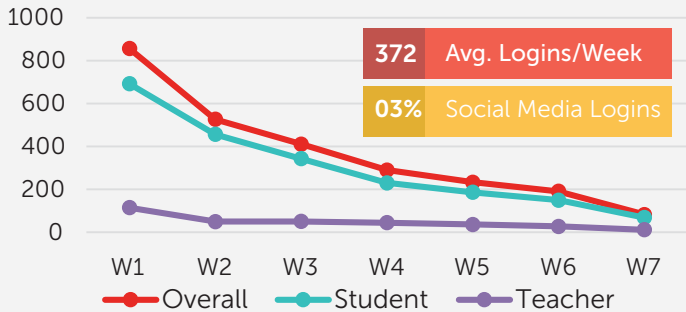


Out of **26,420** learning sessions, **2,049** were accessed from Facebook.

The top referral was KPK ESE website.

■ Direct ■ Organic Search ■ Social Media ■ Referral

Weekly Login Trend



33% participated via mobile devices and tablets.

557 types of devices (mobiles and tablets)

26% Mobiles

07% Tablets

05% iPad
most popular tablet

05% iPhone
most popular phone

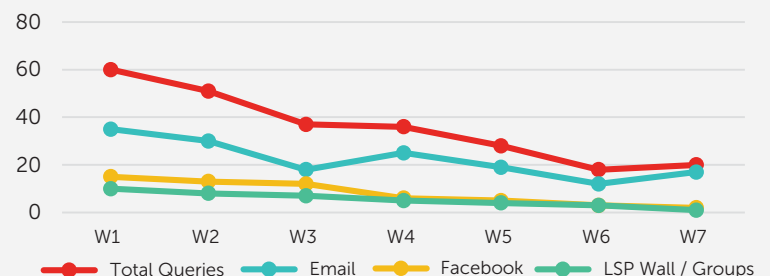
OPERATING SYSTEM	61% participants used Windows	27% participants used Android	Other browsers used include Macintosh, iOS, Linux, Windows Phone, Symbian OS, Black Berry etc.			
	Browser	64% of participants used Chrome	Other browsers used include Android Browser, Firefox, Internet Explorer, Safari, Opera etc.			
Network		45% participants used PTCL Internet	Other network connections include Nayatel (11%), Telenor Data Network (2%), Mobilink Infinity Wimax (2%) etc.			

Technical Support

250 Total Queries	36 Avg. Queries /Week
156 via Email	58 via Facebook
36 via LSP Wall/Groups	

The technical queries of participants showed a declining trend overall. 2% participants forgot password and used 'Forget Password' feature during the Challenge.

Weekly Trend of Queries



Total Groups: 30



Groups by Teachers: 14



Groups by Students: 11



Groups by LSP Team: 05

Teacher Forum

Lesson Planning

Learning Games

Student Forum

Technical Assistance

Virtual Study Groups

To encourage collaborative and community-based learning, Ultrabot allows users to set up 'Groups'. Through these groups, teachers enrolled in Learn Smart Pakistan 2015 served as online mentors for students.

Most Popular Group

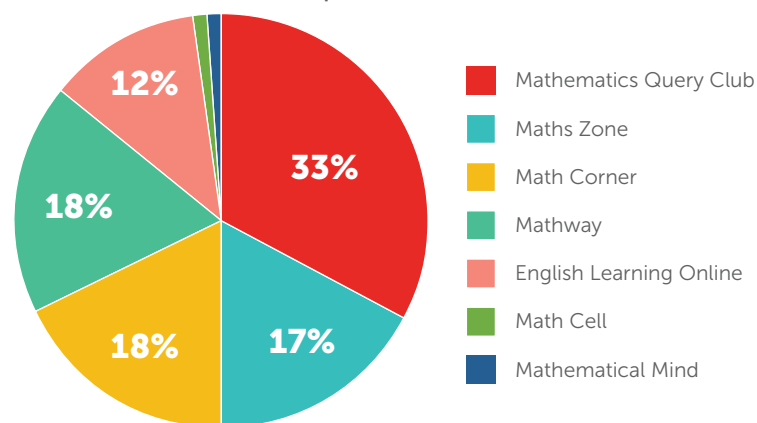
[Mathematics Query Club](#), moderated by a female teacher, was the most popular Group.

Mathematics Query Club 77 Members	Feel Free 69 Members	English Learning Online 59 Members	Mathway 43 Members
Math Corner 33 Members	Ask English 20 Members	Learn English 15 Members	Math Zone 13 Members
Best Way to Learn English 13 Members	Decent English Teachers 13 Members	Genius Students 12 Members	Math Cell 08 Members
	Discuss Mathematics 07 Members	Mathematical Mind 05 Members	

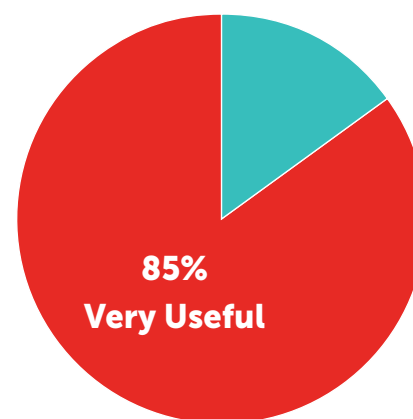
Group Survey Results

Students engaged in conversation with peers through the Groups and shared their own learning experiences and difficulties, providing support and motivation to one another.

Select Your Favorite Group.



How useful did you find the Groups for learning?



Group Moderators

Teachers used the groups as a platform to share additional reading materials, practice assignments, and solutions to questions.

How often did teachers participate on community groups and forums?

Once a day
32%

Several times a day
27%

Once a week
23%

Rarely
18%

Teacher Boot Camps

Two teacher boot camps were conducted to help build skills in lesson planning and learning games among selected teachers in Pakistan. The boot camp included a bonus session on online mentoring for teachers participating in the digital challenge.

45 Total Boot Camp Participants	21 Lesson Planning Participants	24 Learning Games Participants	Venue Islamabad Club, Pakistan	
			June 15, 2015 09.00 am to 12.00 pm	

Geographic Spread

20

No. of Schools

06

No. of Cities

Cities: Islamabad, Rawalpindi, Mardan, Attock, Kamra, Taxila



Lesson Planning

(by Nadia Akram)

Duration: 2.5 hour

- 86% participants found the content good
- 86% participants found the facilitator effective
- 76% participants found the learning activities good
- 81% participants found the handouts good

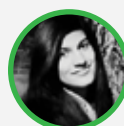


Learning Games

(by Wadood Ahmed)

Duration: 2.5 hour

- 71% participants found the content good
- 83% participants found the facilitator effective
- 79% participants found the learning activities good
- 71% participants found the handouts good



Bonus Session

Online Mentoring (by Hira Zainab)

Duration: 0.5 hour

- 87% participants found the content good
- 84% participants found the facilitator effective
- 80% participants found the handouts good

Feedback

Very informative

Outstanding!

Impressive!

Glad to attend it!

Student Workshop

As part of Learn Smart Pakistan 2015, a Student Writing Workshop was conducted. The workshop helped students draft, share and edit their writing. It also helped them figure out their point of view on a topic and how to back it up credibly. It included guidance on ideas, interactive activities and group work.

24 Participants	14 LSP 2015	06 LSP 2014	05 Schools	Venue Hill View Hotel, Islamabad	
	04 Others			August 18, 2015 03:00 pm to 06.00 pm	

96%

participants found the content excellent

100%

participants found the facilitator effective

87%

participants found the learning activities good

92%

participants found the handouts helpful

Feedback

Very helpful!

Excellent!

Very informative!

Extremely Inspired!

I learned a lot!



Partner Profile

All partners of Learn Smart Pakistan 2015 were featured on social media prior to the contest. The media partner for LSP 2015 was Express Media Group. Network partners included Alif Ailaan, Telenor Apps, Idara e Taleem o Agaahi (ITA), America Pakistan Foundation (APF), Pakistan Innovation Foundation (PIF) and Organization of Pakistani Entrepreneurs (OPEN).



Tip of the Week Email

Weekly emails were sent to students and teachers on how to use the system, how teachers could be better moderators and how students were performing compared to their peers.



Student of the Week

In the 'Student of the Week' campaign, each week students were asked a series of questions in a variety of topics. The student with the best response was selected and introduced on Facebook. The aim was to encourage critical thinking and motivate students to engage online for the purpose of learning.



Weekly Bonus Round

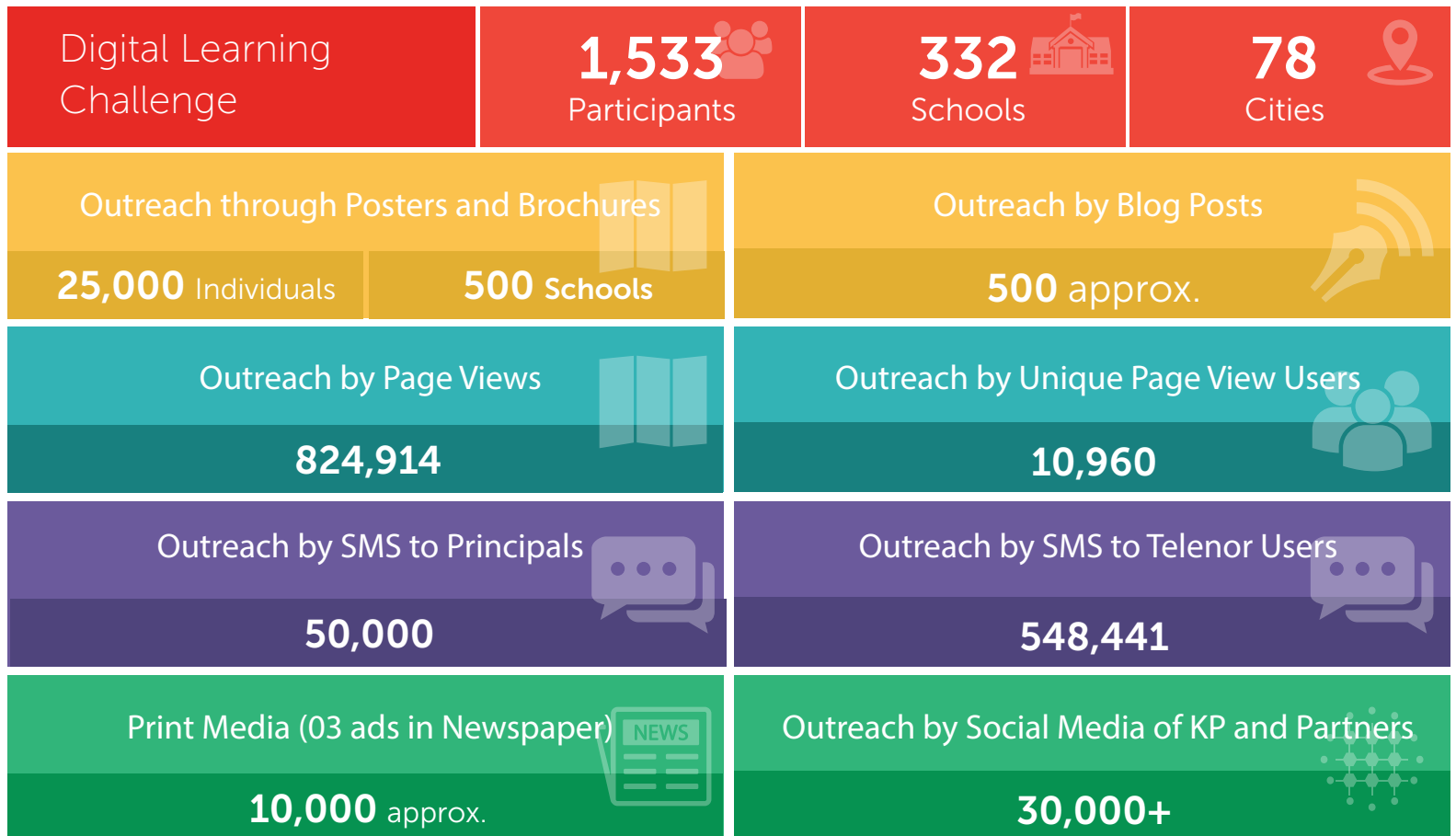
In the 'Weekly Bonus Round', students were encouraged to explore various modes of learning. In this campaign, a specific Assessment, Game or Video was announced and learners were given a limited amount of time to complete the task. Students who completed the task within the allocated time had a chance to win the Bonus Round.



Meet Your Teacher

In the 'Meet Your Teacher' campaign, participating teachers were introduced on Facebook, with specific emphasis on their learning and teaching experience. This exercise had dual aims of celebrating Pakistan's teachers and facilitating greater communication between learners and teachers.

Social Outreach



LSP Media Partners



LSP Network Partners



Math Challenge

Math Champion



Yusra Nadir
Siddeeq Public School

85 Proficient Badges
82% Test Score
65% Champion Score

Most Helpful Teacher



Nida Riaz
IMCG F-10/2, Islamabad

Online Mentoring
Content Feedback

Most Innovative Teacher



Rabiya Awan
ICG F-6/2, Islamabad

Lesson Plan Submission

Highest Proficiency



Zeeshan Hussain
Siddeeq Public School

85 Proficient Badges
94% Test Score

Highest Proficiency



Abdullah Malik
Siddeeq Public School

85 Proficient Badges
83% Test Score

Highest Proficiency



Yumna Abid
Modren Language School

85 Proficient Badges
78% Test Score

Highest Proficiency



M. Mehroz
Siddeeq Public School

85 Proficient Badges
71% Test Score

English Challenge

English Champion



Laweeza Fatima
Siddeeq Public School

104 Proficient Badges
65% Champion Score
99% **96%** **77%**
Pre-Award Test Scores

Most Helpful Teacher



Abeera Younas
IMCG F-10/2, Islamabad

Online Mentoring
System Feedback

Most Innovative Teacher



Asmat Bibi
A.Z.M School & College, Kohat

Learning Game Idea
Submission

Best Writer



Muskan Abrar
IMCG F-8/1

92 Proficient Badges
78% Test Score

Best Writer



Khadija Imran
Modern Language School

92 Proficient Badges
69% Test Score

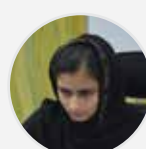
Super Grammarian



Noor ul Huda
Army Public School, Westridge

99 Proficient Badges
93% Test Score

Word Specialist



Wajiha Shakeel Awan
IMCG F-8/1

97 Proficient Badges
97% Test Score

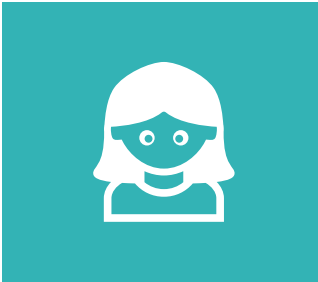
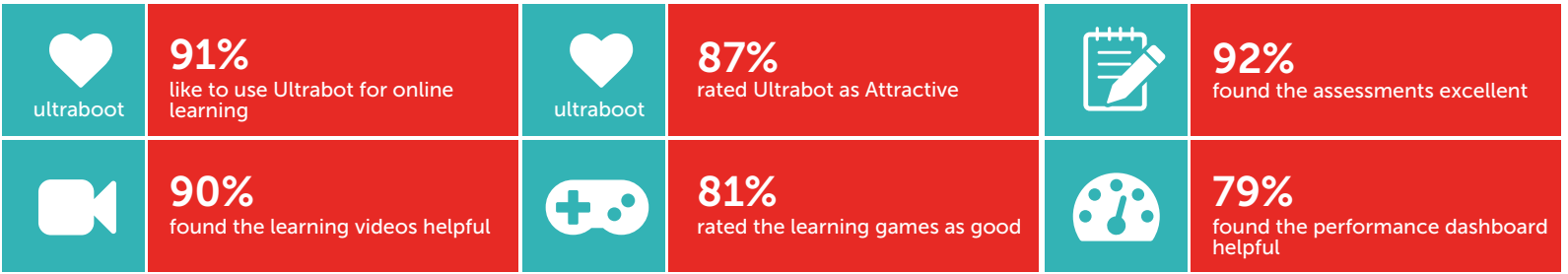
Student of the Contest
(achieved highest proficiency badges overall and was in top 12 students for both Math and English Challenge)

Wajiha Shakeel Awan
IMCG F-8/1, Islamabad
100 Proficient Badges (English)
85 Proficient Badges (Math)

**LSP 2015
Champion School**
Siddeeq Public School

05 Winners
2,221 Total badges attained
271 Participants
88% Student Average

Student Feedback

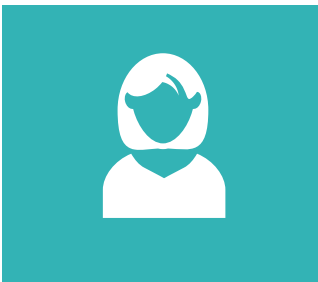
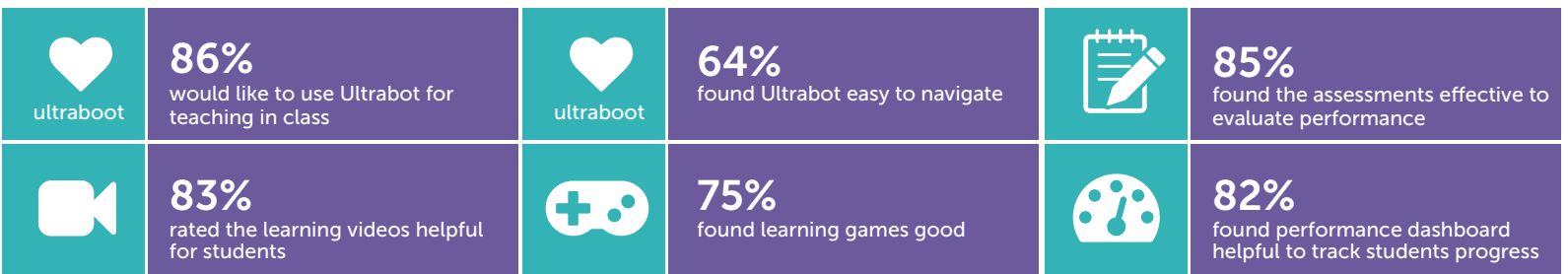


I applaud your efforts and truly admire your hard work in coming up with this platform for the students. It assists us in preparing for our board examinations and provides us with material totally relevant to our syllabus. Not only is the system incredibly easy, but it is also a great facilitation to all of us who would like to pass our board exams with flying colours. All courses exceed my expectations and excel in every sense of the word. To be honest, this summer has been the most productive and constructive summer for me due to Learn Smart Pakistan.

Yusra Nadir
9th grade student, Siddeeq Public School, Rawalpindi



Teacher Feedback

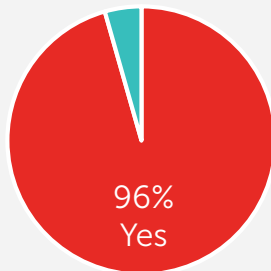


Learn Smart Pakistan Contest is not only the best starting point for academic learning of 9th grade students but it also has given them confidence and skills to communicate effectively in English and Mathematics subjects. The content is well organized, accurate and appealing, whether it is video lectures, listening activities, assessments or games. Indeed it is a wonderful experience to be a part this revolution in learning and teaching.

Abeera Younus
Lecturer (English), IMCG F-10/2, Islamabad

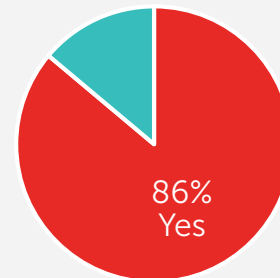


Would you participate in another online digital challenge?



Student Feedback

Would you use Ultrabot in your classroom?



Teacher Feedback

Principal Feedback

Learn Smart Pakistan is a great initiative by Knowledge Platform. I created my account at the online platform as well and found the learning material highly relevant and useful for students and teachers. The system is very easy to navigate. Students with no prior knowledge of using technology can also get familiar with using the system easily. I appreciate all the efforts of Learn Smart Pakistan to innovate learning and teaching.



Zubair Elahi
Vice Principal, Modern Language School and College Islamabad, Pakistan



Parent Feedback

Congratulations to the Learn Smart Pakistan team for conducting an encouraging, motivating and learning activity. It has engaged the children in studies during vacations as well. It inculcated the concept of self-study and they revised the syllabus taught in school as well as studied new topics themselves. A competition environment developed among students of different schools. They interacted with students and teachers from all over Pakistan which will be helpful in their future study. Thank you!



Fakhra Jabeen
Mother of Laweeza Fatima – a participating student





Learn Smart Pakistan
Growth Analysis

2014 - 2015

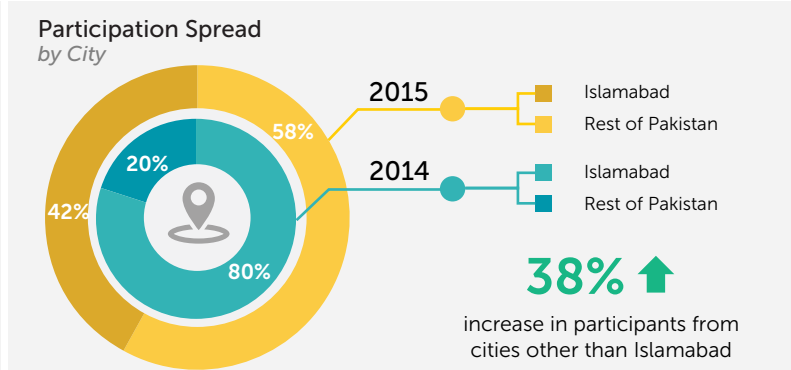
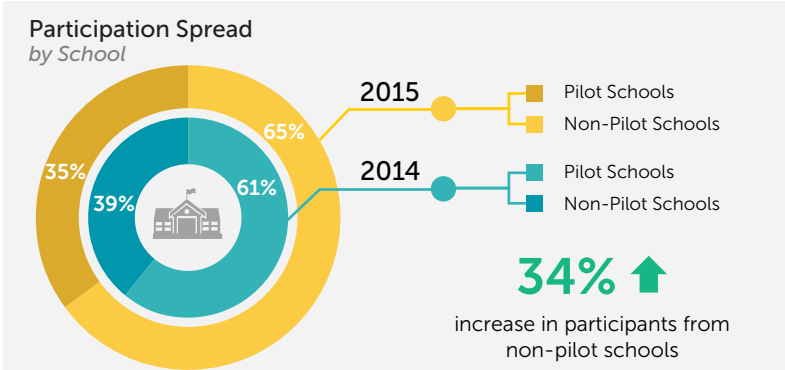
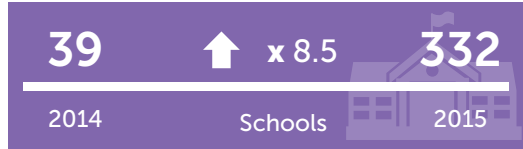
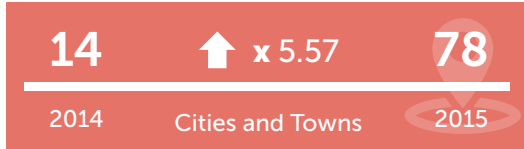
LEARN SMART PAKISTAN **2014** **V S** **2015** **LEARN SMART PAKISTAN**

Overview

	1 9th Grade Mathematics	Challenge	2 9th Grade Mathematics 9th Grade English	
	100 % Math	Syllabus Coverage	53 % Math : 47 % English	
	10 Weeks	Duration	7 Weeks	
	4 (2 for students, 2 for teachers)	Award Categories	8 (6 for students, 2 for teachers)	
	14 (10 for students, 4 for teachers)	Awards	14 (10 for students, 4 for teachers)	
	4 Digital Challenge Social Campaigns, Live Contests, Awards Ceremony	Components	7 Digital Challenge, Social Campaigns, Live Contests, Teacher Boot Camps, Student Workshop, Education Forum, Awards Ceremony	
		Sponsors		
	NA	Partners	7 Network Partners: Telenor, PIF, Idara-e- Taleem-o-Aagahi, Alif Ailaan, APF, OPEN Media Partners: Express Media Group	

Outreach

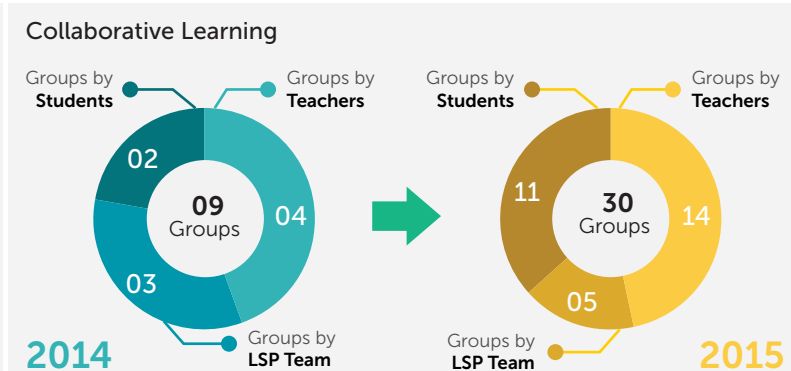
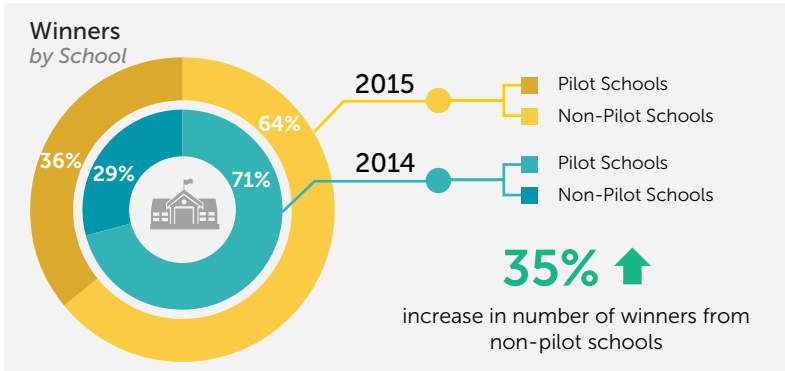
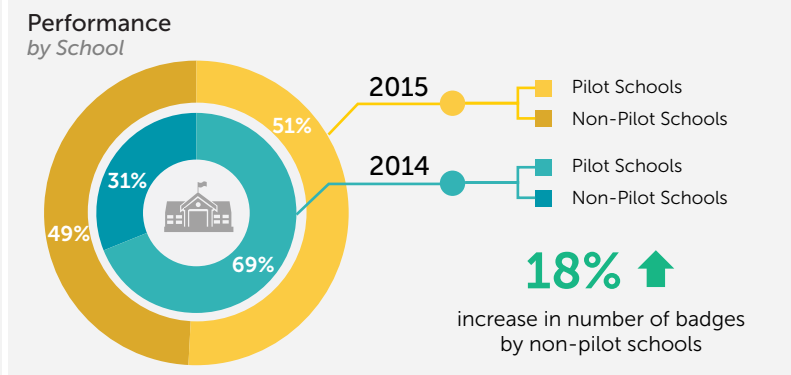
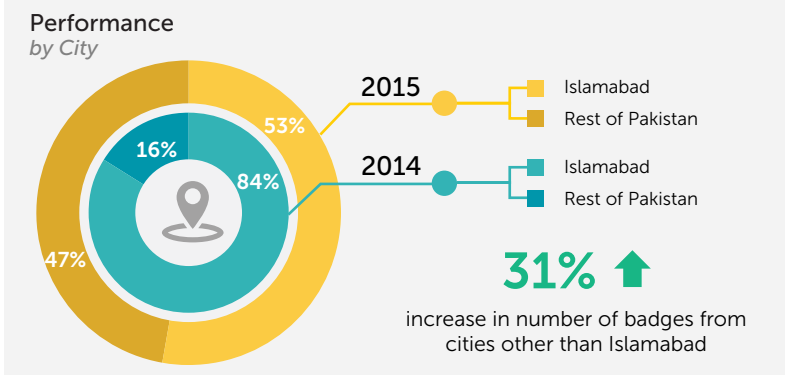
	Brochures Social Media of KP Announcement in 04 schools	Modes	Brochures Posters Announcements in 15 schools Accessed 03 School Networks Newspaper Ads by Media Partner Blog Post in Tribune Blogs Press Release in Newspaper (Urdu, English) SMS to Telenor Users SMS to Punjab and Sindh Public School Principals Social Media of KP and Partners	
	Tip of the Week Meet Your Teacher Student of the Week	Social Campaigns	Partners Profile Tip of the Week Meet Your Teacher Student of the Week Weekly Bonus Round	
	1 Blog Post 1 Press Release	Press Releases	4 Blog Posts 3 Press Releases	



2,215 **9,314**

2014 Total Badges Achieved 2015

Proficient Badges	Novice Badges
1,964 (2014) → 6,916 (2015)	162 (2014) → 1,219 (2015)
Struggling Badges	Review Badges
76 (2014) → 1,096 (2015)	13 (2014) → 83 (2015)



System Analytics

	Page Views	Learning Sessions	Time Spent / Learning Session
2015	824,914	26,420	36 minutes
2014	176,504	6,297	22 minutes

↑ x5 increase in Page Views ↑ 61% increase in time spent / learning session

Access Platforms

	Computer	Mobile	Tablet
2015	67%	26%	7%
2014	92%	05%	3%

↑ 21% increase in usage of mobile ↑ 4% increase in usage of tablet



**LEARN
SMART**

PAKISTAN

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