









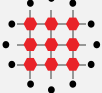
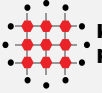
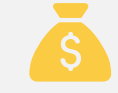









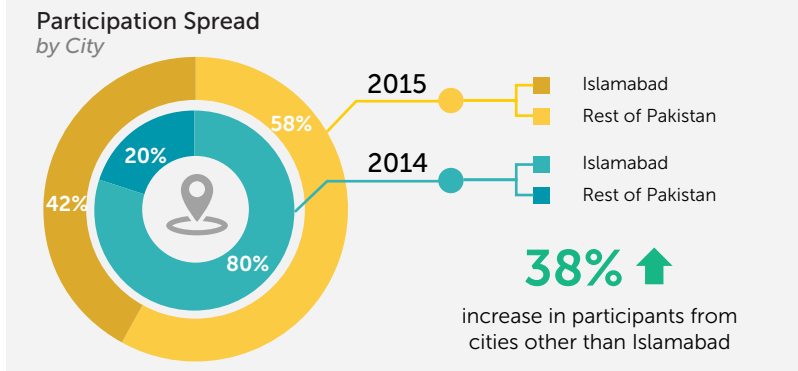
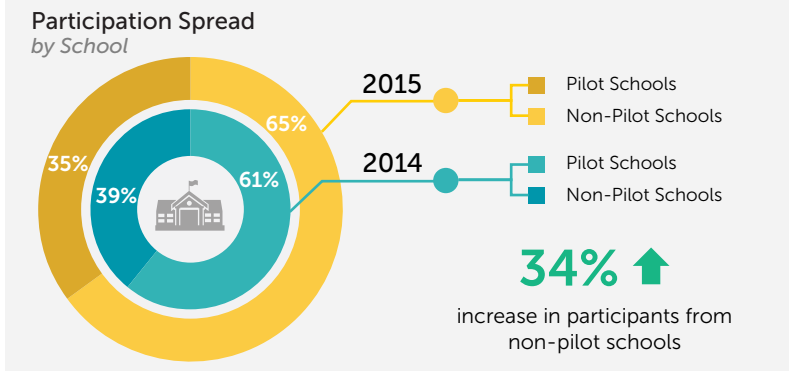
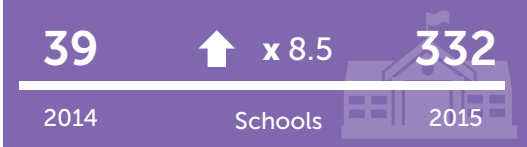
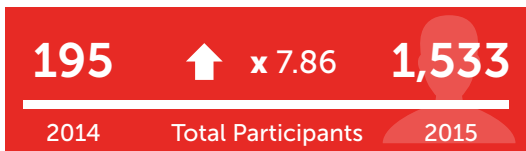
LEARN SMART PAKISTAN **2014** **V S** **2015** **LEARN SMART PAKISTAN**

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	
	 knowledge platform	Sponsors	 knowledge platform  telenorApps	
	NA	Partners	7 Network Partners: Telenor, PIF, Idara-e- Taleem-o-Aagahi, Alif Ailaan, APF, OPEN Media Partners: Express Media Group	

Outreach

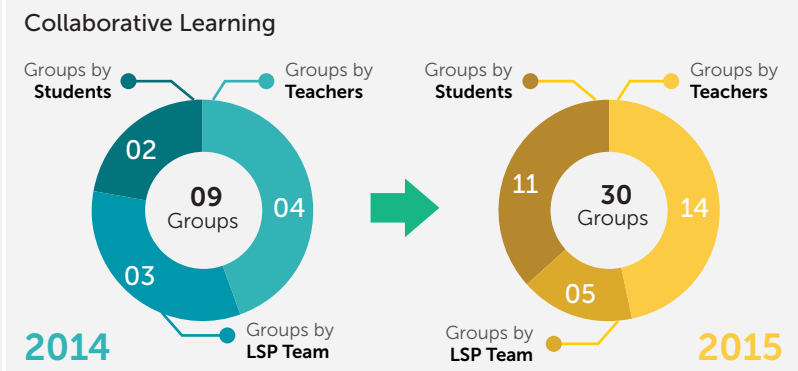
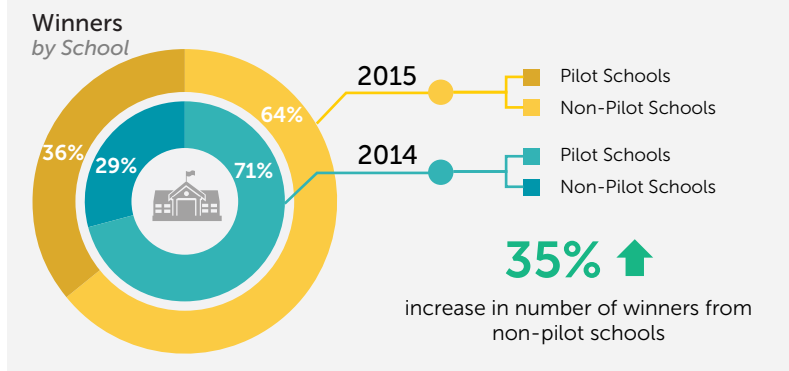
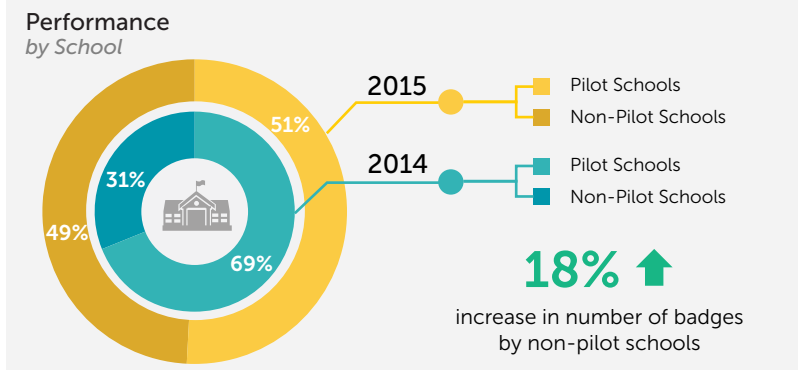
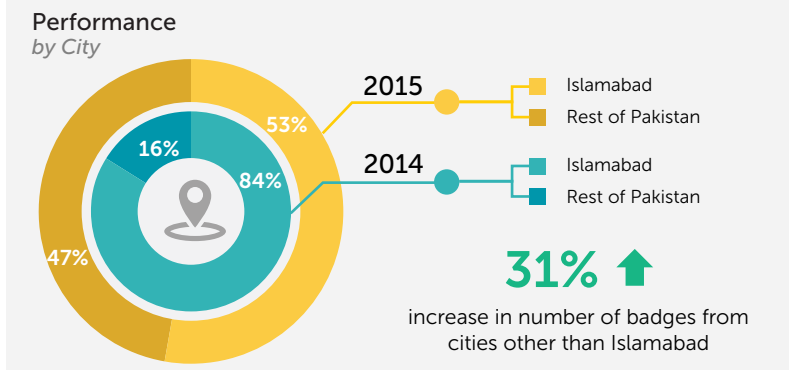
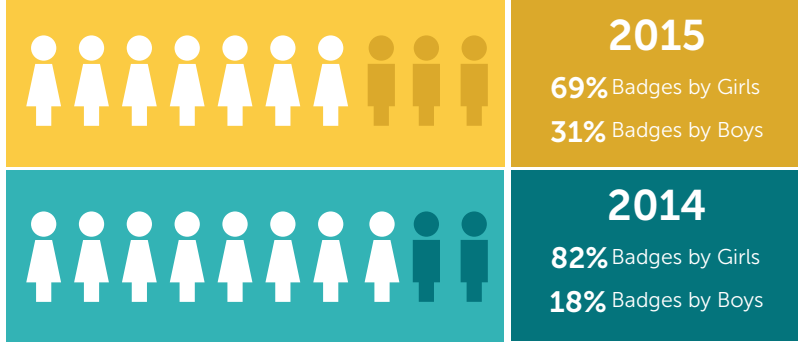
	Brochures Social Media of KP Announcement in 04 schools	Modes	Brochures Posters Announcements in 15 schools Accessed 03 School Networks Newspaper Ads by Media Partner Blog Post in Tribune Blogs Press Release in Newspaper (Urdu, English) SMS to Telenor Users SMS to Punjab and Sindh Public School Principals 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

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



System Analytics

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

Access Platforms

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

↑ **x5** increase in Page Views ↑ **61%** increase in time spent / learning session ↑ **21%** increase in usage of mobile ↑ **4%** increase in usage of tablet