

## **Concept Note – Fund Student Campaign**

India has a pragmatic education system, which has evolved with the changing needs of society. Today, India has approximately a total of 30 Crore children in the school-going age group of 6 to 14 years. While enrollment in government schools are declining, the share of private school enrollment has been growing. Today, roughly 50% of children (15 Crore) are enrolled in private schools. This entire education system is facing a huge crisis today due to the long-prevailing lockdown to mitigate the life threat caused by the Covid19 pandemic. The crisis is being faced specifically by the eco-system under which private schools function, which was already struggling with the discriminatory policy approach even before the pandemic hit the country. The long-prevailing lockdown of education institutions and uncertainty around the same generated the fear of learning deficit among the children. Due to the economic slowdown, loss of jobs, and uncertainty of the future, parents have stopped contributing school fee. The repercussion is the collapse of the entire eco-system. Schools are becoming financially unsustainable and closing down. Moreover, the situation is causing deep damage to the strong trust-based relationship of school-teacher-parents-students, which once broken will do un-repairable damage to the fraternity.

NISA has done several rounds of brainstorming with different stakeholders across the country and have come up with a solution that may help us deal with the crisis. The private schools need immediate financial relief to the size of roughly INR 4,50,000/- Crore (15 Crore students with the financial assistance of up to INR 30 Thousand each) for the financial year 2020-21. Following the success of Direct Benefit Transfer model, a scheme can be designed where the financial assistance is given in the form of a voucher/smart card to the student/parents.

The above solution would not only give immediate relief to agitating parents but also help the schools to come out of stress. NISA believes that an idea of this kind may not find its place in policy discourse unless it becomes a mass movement. In this regard, NISA has planned a mass campaign, #FundStudent, to take the idea to all the stakeholders. The campaign aims to get financial assistance to every child in private schools to pay fee up to INR 30,000/- by:

1. Popularize the idea of school voucher (Education and communication)
2. Generate public demand to fund student (Advocacy)

*An important component of the campaign would be to help students, parents, teachers, and schools under financial stress to cope up with the pandemic (Humanitarian Relief).*

To meet the above objectives, NISA will organize a series of activities targeting media, social media, policymakers etc over a period of 51 days. It will engage with all the stakeholders to mitigate the difference and build a united voice to fund students through school vouchers.

### Plan of Action

Goal	Benchmark	Activities
Help students, parents, teachers, and schools under financial stress to cope up with the pandemic (Humanitarian Relief).	Total 100 students, parents, teachers, and schools with an average help of Rs 10,000/-.	1. NISA Education CARE (Covid19 Action and Relief for Education) Fund Raise INR 10,00,000/- through crowd sourcing.
		2. Identify students, parents, teachers, and schools under stress through media and social media and offer direct help.
		3. Highlight issues as well as the relief provided through media and social media.
Popularize the idea of school voucher (Education and communication)	Outreach to educate minimum 1 Crore unique individuals through various means and activities.	1. National campaign launch event with prominent individuals at national level.
		2. 20 State Virtual Yatra events with prominent individuals at state level.
		3. 200 District Virtual Yatra event with prominent individuals at district level.
		4. Thematic webinars with prominent individuals/groups in education. Minimum 1 each with policy experts, academicians, civil society leaders, teachers, principles, parents, students, young edupreneurs, political leaders etc.
		5. Creative communication competition on 'Fund Students' in 3 categories: students, teachers and others with cash prizes. Participants could use any means of mass communication such as picture, video, cartoon, animation, poetry, story, music etc.
		6. Reaching out to popular YouTubers to make creative videos, interview etc on the campaign demand.
Generate public demand to fund	10 Lakh unique individuals to	1. Letter to PM by NISA head office which will be tracked followed by all states, and educators.

<p>student (Advocacy)</p>	<p>demand 'Fund Students' through various activities.</p>	<p>2. Online petition on change.org to be signed by minimum 10 lakh individuals.</p> <p>3. Get minimum 5 Lakh unique individuals to change their profile picture on all social media platforms for 51 days.</p> <p>4. 'Man Ki Baat' an appeal by ordinary individuals to make small 1 minute video in support of campaign requesting government to fund students through voucher.</p> <p>5. Bringing educator community to Twitter by providing workshops on using Twitter effectively.</p> <p>6. Social media campaign:</p> <ul style="list-style-type: none"> <li>- All campaign updates through social media</li> <li>- 3 New educational creatives on social media everyday</li> <li>- Twitter trending at least twice: First #SaveEducation, Second #FundStudents</li> </ul> <p>7. Media campaign:</p> <ul style="list-style-type: none"> <li>- Average one editorial column every week in the renowned newspaper</li> <li>- Newsroom debate on campaign agenda</li> </ul> <p>8. Mass campaign:</p> <ul style="list-style-type: none"> <li>- Black Day on 05 September</li> <li>- 1 Day school closure on 12 September</li> </ul>

### Major Activity Calendar

August						
Mon	Tue	Wed	Thu	Fri	Sat	Sun
					1 <i>Letter to PM Online petition</i>	2 <i>State launch - 1 Appeal for NISA CARE FUND</i>
3 <i>State launch - 2</i>	4 <i>State launch -3  Twitter Workshop 1</i>	5 <i>State launch -3  Editorial 1 Appeal by educators to support campaign</i>	6 <i>State launch -4  District launch - 10 Approach popular YouTubers</i>	7 <i>State launch - 5  District launch - 20  Webinar 1</i>	8 <i>State launch - 6  District launch - 30 Launch of creative competition</i>	9 <i>State launch -7  District launch - 40</i>
10 <i>State launch -8  District launch - 50</i>	11 <i>State launch -9  District launch - 60  Twitter workshop 2</i>	12 <i>State launch -10  District launch - 70  Editorial 2</i>	13 <i>State launch -11  District launch - 80</i>	14 <i>State launch -12  District launch - 90  Webinar 2</i>	15 <i>State launch - 13  District launch - 100</i>	16 <i>State launch -14  District launch - 110</i>
17 <i>State launch</i>	18 <i>State launch -</i>	19 <i>State launch</i>	20 <i>State launch</i>	21 <i>State launch</i>	22 <i>State launch -</i>	23 <i>District</i>

- 15 <i>District launch - 120</i>	16 <i>District launch - 130</i>	- 17 <i>District launch - 140</i> <i>Editorial 3</i>	- 18 <i>District launch - 150</i>	19 <i>District launch - 160</i> <i>Webinar 3</i>	20 <i>District launch - 170</i>	<i>launch - 180</i>
24 <i>District launch - 190</i>	25 <i>District launch - 200</i>	26 <i>Editorial 4</i>	27	28 <i>Webinar 4</i>	29	30
31						
<b>September</b>						
	1	2 <i>Editorial 5</i>	3	4 <i>Webinar 5</i>	5 <i>Black day</i> <i>#SaveEducation trending</i>	6
7	8	9	10	11 <i>Webinar 6</i>	12 <i>School closure</i> <i>#FundStudent trending</i>	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				