



Key Initiatives Delhi

Key Campaign

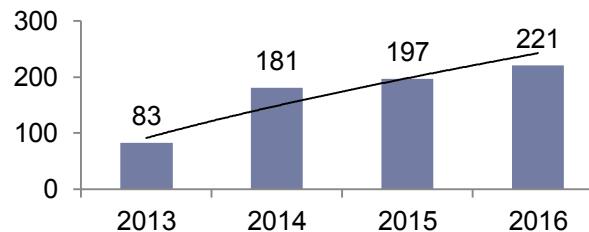
Pearson Voice of Teacher Survey 2016

Pearson VoT 2016

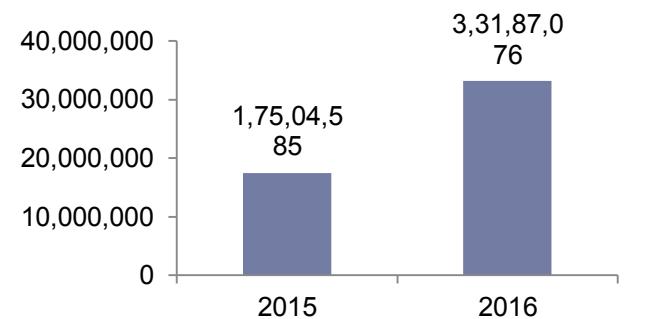
221 Impressions

- TRADITIONAL MEDIA METRICS
- 2 - Page 1 in Times of India (Bangalore) & Rajasthan Patrika
 - Equitable split of coverage across print and online
 - Brand mention in 220 stories (Around 99% of the overall coverage)
 - Extensive visibility in the online media – 117 stories

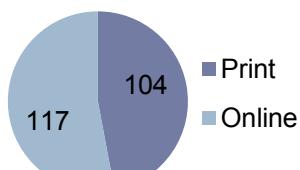
YoY Coverage Numbers



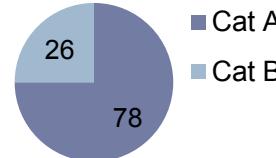
Ad Value Equivalent



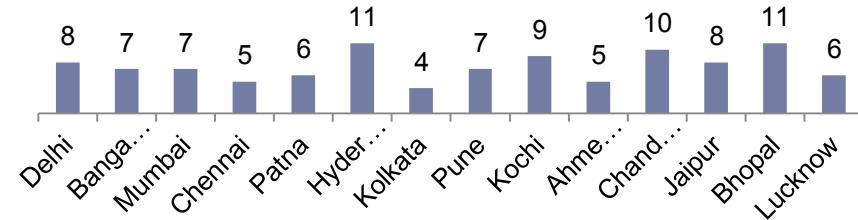
Coverage Break Up



Print Coverage Break Up



State Wise Coverage



THE TIMES OF INDIA
Financial Times

hindustantimes

दैनिकभास्कर

THE FINANCIAL EXPRESS

BusinessLine

NBT
नवभारत टाइम्स

THE HINDU

THE NEW INDIAN EXPRESS

दैनिक जागरण राजस्थान पत्रिका

മലയാള മുൻസിപ്പ്

The Indian EXPRESS
JOURNALISM OF COURAGE

महाराष्ट्र टाइम्स

Key Highlights – TOIs

61% of K'taka pupils engaged in learning

TIMES NEWS NETWORK

Bengaluru: Students in Karnataka have a high level of involvement in the learning process, says a study conducted ahead of Teachers Day.

With 61% of them engaged in learning, Karnataka stands second in the country, says the Pearson Voice of Teacher Survey 2016. Telangana is in the first position with 63% of its students involved in the learning process, shows the 546-city survey.

The survey covered 6,494 teachers from schools as well as higher education institutions teaching over 18.9 lakh students. Conducted during July and August this year, the survey in Kar-

Students In State Have Lowest Interest In Learning, Reveals Survey

School just a routine for 54% city students

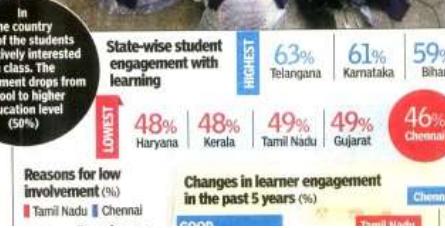
Vinayakshree.J@timesgroup.com

Around 61% of students in Tamil Nadu go through the motions of school, homework and tests without any interest in learning, observed teachers in several government and private schools in Tamil Nadu. They were part of the Pearson Voice of Teacher Survey 2016. Against the national average of student interest of 55%, the state, with 49% curious minds, stands among the lowest in terms of students perceived to be actively engaged in learning.

The response of the educators showed excessive use of gadgets, lack of interest in the subject and insufficient parental support as the key barriers for this lack of engagement with learning. In the survey, Chennai with 54%, fare worse than the state average of uninterested students. The major factors for the problems in learning were use of gadgets (28%), lack of parental support (20%) and challenges outside school (7%). Besides these, students in rest of the state did not like the subject or strum they were studying in.

Prince Gajendra Baba, general secretary, State Platform for the Right to Education, said, "The survey has revealed that there is a lack of practical exposure to the concepts and applications of a topic. Although a certain amount of activity-

READING BETWEEN THE LINES



Excessive use of personal gadgets affects learning

►Continued from page 1

The teachers saw positive changes in learning – like increased participation in activities, collaborative learning and discussions – but also noticed a decline in students' ethics, discipline and the attentiveness.

PEARSON SURVEY

Bangalore, Front Page

FINDINGS FROM KARNATAKA

- 78% of teachers feel student engagement has increased in five years
- 81% of teachers said improvements are due to extra-curricular activities; 78% said they are due to collaborative learning; 76%

STUDENTS ENGAGED IN LEARNING

- Telangana 63%
- Karnataka 61%
- Bihar 59%
- Haryana 48%
- Kerala 48%
- Tamil Nadu 49%
- Gujarat 49%

"ions," a teacher told STOI.

Students of government schools are far less engaged than those of private schools.

The level of student engagement has declined as the student moves from school to higher education.

Technology has made life easier for teachers, but it has become challenging for them to handle students equipped with gadgets. "While the teachers feel that excessive use of personal gadgets is an inhibitor to student engagement, interestingly, they have also shown widespread acceptance for technology aid in the learning process. This calls for building a framework to effectively integrate the technology platform into traditional learning to achieve desired student engagement levels," says Pearson India MD Deepak Mehrotra.

Also, excessive use of personal gadgets, lack of parental support and the pressure to perform have been found to hamper learning. Nationally, 43% of teachers say parents are less supportive of their kids than they should be. In Bengaluru, however, the blame is mostly on the excessive use of gadgets. Interestingly, only 49% of teachers said they receive adequate training to increase engagement among students. Among school teachers, 70% said they need training; only 30% of their higher education counterparts expressed this view.

56% teachers in state feel training is inadequate

Vinamrata.Borwankar
@timesgroup.com

Mumbai: With technology entering classrooms and teaching methodologies changing, the teacher's role, duty and relationship with students too has evolved. In a reflection of changing times, a survey has found that only 41% teachers in the state feel training given is adequate and an equal number feel there has been a decline in student values and ethics in the classroom.

The national survey conducted by Pearson India and released on the eve of Teachers' Day said 41% and 47% teachers in the state and city respectively felt discipline in classrooms has decreased. It revealed that 50% teachers perceived that students are not actively engaged in learning. "Everything in the classroom has changed. Students have access to lot of information on the Internet and that makes the role of the teacher even more important and challenging. It requires teachers to keep updating their own knowledge constantly," said Narendra Pathak, principal, SK Somaya Vinay Mandir High School & Junior College, VidyaVihar.

Teachers identified excessive use of personal gadgets (29%), challenges faced outside of school/college (9%) and too much pressure to perform (8%) as barriers to student engagement. "While teachers feel excessive use of personal gadgets is an inhibitor to student engagement, they have also shown widespread acceptance for technology aid in the learning process," said Deepak Mehrotra, managing director, Pearson India. Over 3/4 respondents found student participation in extra-curricular activities has increased over the past five years. Similarly, 38% teachers felt participation in class discussions has increased. "Curriculum planning and dealing with students' behaviour are missing. Teachers are not guided on how to plan their lessons," said Swati Popat Vats, president, Podar Education Network.

Omtala Shukla, who retired as headmistress of Sant Ula Vilasalya in Lokmanya Na Wagle Estate, was held guilty siphoning Rs 1.84 lakh provided by the state government as salary grants for four teachers.

Ex-headmistress gets two years' RI

Nishikant.Karlikar
@timesgroup.com

Shukla, then a supervisor withdrew funds deposited in the school's bank account in the name of Shri Adishakti Hindi Prachar Samiti and used it for personal work, public prosecutor A.B Dhamal said.

The May 2002 incident was revealed after teachers complained about non-payment of salary grants released by the state education department.

Cheif judicial magistrate R M Kulkarni also ordered her to pay Rs 1.84 lakh to 11 teachers within three months. The trial court had awarded her a compensation of Rs 1.84 lakh.

Mumbai

TERMINATED ON MAY 15, 2002

Key Highlights –HTs

Bihar teachers 'more active' in engaging students: Survey

HT Correspondent
htcorrespondent@timesgroup.com

PATNA: Bihar fares better than the national average when it comes to active students' engagement, says the Pearson Voice of Teacher Survey 2016.

The study conducted across the country in July-August 2016 covered six Bihar cities—Patna, Munger, Gaya, Hajipur, Munger and Sasaram.

National findings show that teachers feel that only 55% of the students are actively engaged in learning, but the perception in Bihar is higher at 69%.

However, the engagement in government schools is significantly less at 51% in Bihar, compared to 67% in private schools. There is also 11% drop in engagement at the higher education level.

Another significant finding is that teachers (73%) feel that participation in extra-curricular activities has improved in the past five years, but there has been a noticeable decline in students' values and ethics (42%) and discipline (38%).



ANOTHER SIGNIFICANT FINDING IS THAT TEACHERS (73%) FEEL THAT PARTICIPATION IN EXTRA-CURRICULAR ACTIVITIES HAS IMPROVED IN THE PAST FIVE YEARS, BUT THERE HAS BEEN A NOTICEABLE DECLINE IN STUDENTS' VALUES AND ETHICS (42%) AND DISCIPLINE (38%).

the key deterrents to student engagement.

"Interestingly, they have also shown widespread acceptance for technology aid in the learning process. This clearly calls for building a framework to effectively integrate the technology platform into traditional learning to achieve desired student engagement levels and learning outcomes," said Deepak Mehta, Managing Director, Pearson India.

Patna

Student ethics, discipline going downhill: Survey

HT Correspondent
htcorrespondent@timesgroup.com

NEW DELHI: Values, ethics and discipline among students have declined in the last five years, a survey of teachers released on Thursday said.

Teachers in Delhi and the National Capital Region (NCR) have felt this decrease of values more strongly than others, the survey said. In Delhi, 46% said values and ethics decreased in students. This is higher than the national average of 42%. 36% of the teachers said discipline had deteriorated.

The findings are part of the fourth edition of the Pearson Learning Level Engagement Report. The report found that 56% of the teachers felt low engagement was due to the excessive use of personal gadgets, lack of parental support and mismatch between formal education and inquisitiveness.

The national level survey represented the views of 6,406 teachers from schools and higher education institutes across 546 cities and towns, teaching over 18.9 lakh students in the country.

The survey also states the levels of learning engagement. Teachers said only 55% of the students are actively engaged in learning.

This engagement is higher among students of private schools at 61%, and 74% in government schools.

In Delhi, 87% teachers felt group discussions and activities would be of utmost importance. 85% said sharing real life examples and stories will work and 82% expressed the need for having regular communication sessions.

At the national level, only 40% teachers felt they had received adequate training to enhance student engagement and inquisitiveness.

Delhi

HT Correspondent
htcorrespondent@timesgroup.com

Recently, the teaching community collectively voiced its opinion on the participation level of the country's students. It also identified critical ways to enhance student engagement. In India, it has been found that only 55% students are actively involved in their class.

In West Bengal, teachers feel this figure is 56%.

While there are several parameters that are to be blamed for 44% inattentive students, one important reason for having inattentive students, educators feel, is teachers in government schools and government-aided schools being forced to do other government duties, sometimes by skipping class.

The long list of such tasks or "non-teaching" duties is just one of the many issues that confront government school teachers in the country.

At 26 lakh, out of the total of 77 lakh teachers, government school teachers constitute a bulk of the teaching community in the country.

Despite these seemingly huge numbers, an acute shortage of teachers continues to plague government schools. According to the ministry of human resource development, there are 3.84 lakh vacancies in primary schools alone, and an additional 3.5 lakh posts are vacant in upper primary schools.

Teacher shortages are not new though, particularly after the Right to Education (RTE) Act led to a rise in school enrolments and demand for teachers. Under the Sarva Shiksha Abhiyan (SSA), the pupil: teacher ratio (PTR) was set at 40:1, or one teacher for every 40 students. In 2009, with the RTE, however, the ratio was revised to 30:1. While the average PTR in the country at the primary level stands at 25:1, experts say that the ratio obfuscates the real story of shortages first; it doesn't reveal the inter-state, as well as intra-state disparities in the country. For instance, in Uttar Pradesh, the average ratio is close

to 40:1 (the state also has two lakh vacancies for teachers), while in Punjab, there's one teacher for every 17 students. Also, some schools in Delhi report more than a 100 students for a single teacher.

Last month, when a new report tabled in Parliament revealed that more than 1 lakh schools in the country were run by a teacher single-handedly, sometimes operating out of just one

teacher (who also doubled up as a clerk, mid-day meal manager, administrative staff, and filled in for other functionaries that a typical school requires), the critics only became more apparent.

"In Delhi alone, there are 12 such schools that are run by a teacher single-handedly, sometimes operating out of just one

room. One can only imagine the conditions in remote areas in the country," says Ram Chandru Dubas, president of the All-India Primary Teachers Federation.

Many such as Sangita Basu, joint secretary of the West Bengal Government School Teachers Association, feel that delays in recruitment are frustrat-

ATTENTION PLEASE!

ALARMING Only 55% of students are actively involved during classes, says a recent survey



ing and also affect motivation. "The recruitment of government school teachers is done through the Public Service Commission which takes about two years to complete the process. The education department takes another year for police verification and other mandatory tests. Deserving candidates find it hard to wait for three years for a job," says Basu.

One of the most recent authoritative research studies on teacher absenteeism was the World Bank National Absence Survey (2004), which found that roughly one in four teachers were absent in rural areas. Only four per cent of the absences were owing to official "non-academic" duties, the study says.

"It's true. During my entire career as a school teacher, I did not take an extra holiday. In fact, while retiring this year, I had almost three years' worth leave left. But these days, teachers feel that it is their right to take all their entitled leave. While they are aware about their rights, sadly not many show such seriousness about their duties," said Rupak Homa Roy, a retired government school teacher.

The current crisis in the profession can be traced to the late '80s and '90s, when, pushed by a fiscal crisis, states started to ignore regular appointments, and instead began to hire contract teachers. These teachers were paid a fraction of the salaries paid to regular teachers, were often not qualified, and had less rights and accountability within the system.

Despite pressures from the teachers' unions, court judgments and RTE norms of qualified professionals, many states continue to flout norms and rely on contract or "para" teachers, says Roy. In Jharkhand, for instance, close to half of the teachers are on contract, according to a nine-state study done on teachers in India. Despite a 40 per cent vacancy rate in Jharkhand, the state has not recruited the be-

Kolkata

