



EasyShiksha Kids Learning Platform

Transforming Early Childhood Learning at Scale

Presented by EdSpectra Global Private Limited



Easy Shiksha
A Way of Simple Learning



EdSpectra



THE PROBLEM

The Early Learning Challenge

Children Are Consuming, Not Building

Across India and emerging markets, the majority of school-age children lack access to structured digital learning. Screen time is overwhelmingly dominated by passive entertainment — not education — leaving critical developmental years underutilized.

What's Missing Today

- No unified platform for holistic skill development
- Fragmented tools with no measurable learning outcomes
- No consistent curriculum-aligned digital experience
- Parents and institutions lack visibility into progress

⚠ Children are consuming content, not building lifelong skills.

THE OPPORTUNITY

A Massive Untapped Market

Early childhood — ages 2 to 8 — is the single most critical phase of human cognitive development. Yet the digital tools serving this segment remain fragmented, unstructured, and largely ineffective. The convergence of policy, connectivity, and demand creates a rare window.

250M+

School-Age Children

In India alone, representing an enormous addressable market for structured digital learning

NEP 2020

Government Mandate

National Education Policy 2020 actively mandates and funds digital-first early learning infrastructure

2–8

Critical Age Window

The formative years where foundational cognitive, language, and logical skills are built and cemented

① Rapid smartphone and internet penetration across Tier 2 and Tier 3 cities is accelerating demand for affordable, accessible early learning platforms.

OUR SOLUTION

One Platform. A Complete Learning Ecosystem.

EasyShiksha Kids Learning is not just a content library — it is a **structured, curriculum-aligned learning system** purpose-built for early childhood development. Every activity, video, and game is intentionally designed to build measurable skills.



Interactive Games

Skill-building through play-based engagement



Story-Based Learning

Narrative-driven lessons for language development



Worksheets & Practice

Structured activities that reinforce concepts



Educational Videos

Engaging multimedia content aligned to curriculum



Kids Learning Program L1–L6

Six progressive levels from foundational to advanced thinking

Structured Learning Across Six Levels

EasyShiksha Kids features over **1,000+ activities** thoughtfully mapped to developmental milestones and organized into **six progressive learning levels (L1–L6)**. Each level builds on the last, ensuring children grow consistently and confidently across all core domains.



Memory

Retention and recall exercises



Language

Reading, vocabulary, communication



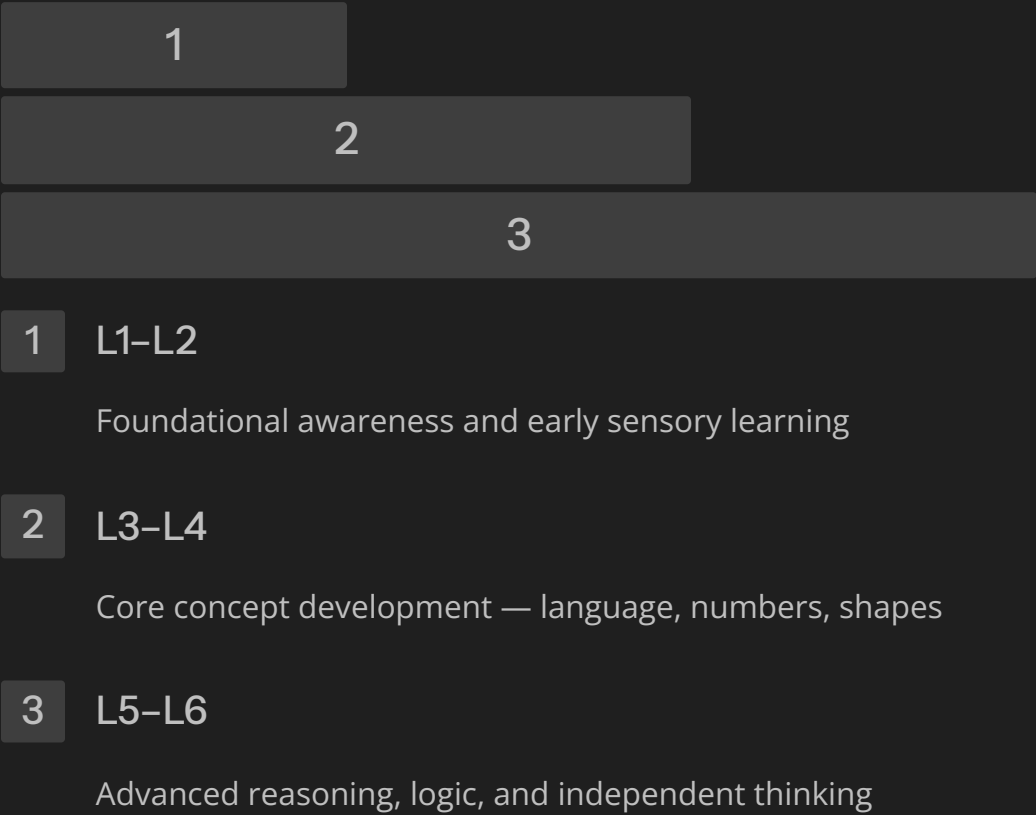
Logic

Pattern recognition and reasoning



Cognitive

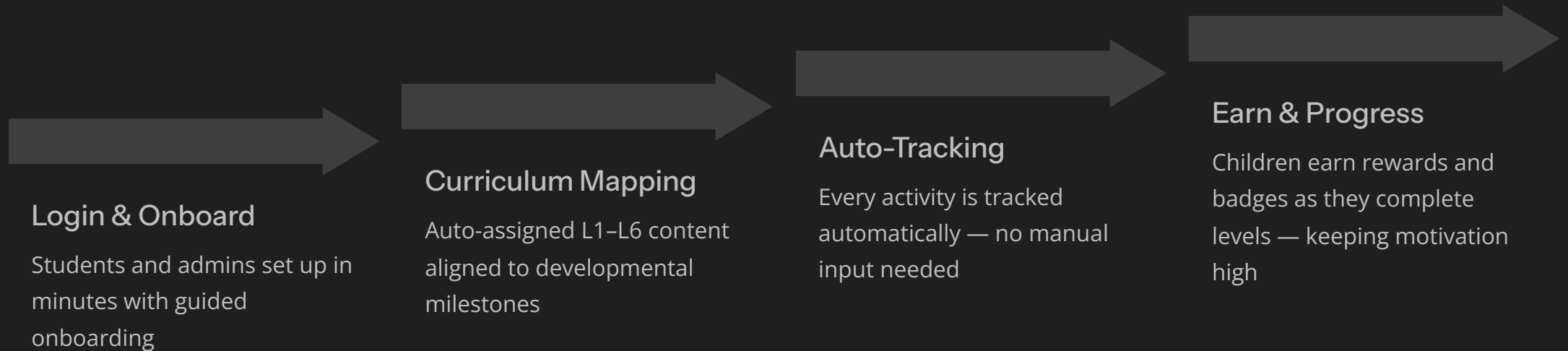
Attention, processing, and problem-solving



HOW IT WORKS

Simple, Scalable Learning Flow

From first login to measurable outcomes — EasyShiksha delivers a frictionless learning journey for students, teachers, and administrators alike.





DIFFERENTIATORS

Why EasyShiksha Stands Apart

Curriculum-Aligned Structure

Every activity maps to recognized developmental milestones — not random content. Children progress through a coherent, scaffolded journey designed by early learning experts.

100% Ad-Free & Safe

A fully child-safe environment with zero advertisements, zero distractions, and strict data privacy compliance — giving parents and institutions complete confidence.

Multi-Device & Accessible

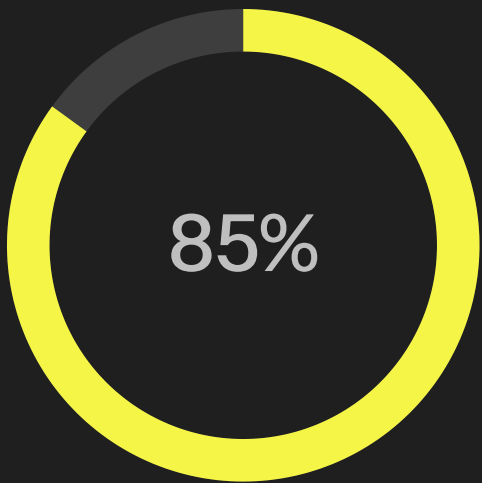
Seamlessly works across mobile and web, optimized for low-bandwidth and low-cost devices — designed from the ground up for both urban and rural accessibility.

All-in-One Learning Hub

Games, stories, worksheets, videos, and analytics — all in a single integrated platform. No need to manage multiple tools or subscriptions across different providers.

Real, Measurable Outcomes for Children

Every activity is purposefully designed to build real cognitive skills — not just screen time.



Children show improved memory retention after 30 days



Faster vocabulary growth vs. unstructured screen time



Curriculum-aligned activities across all 6 levels



Progressive levels covering ages 2 to 8



Memory & Cognition

Strengthened recall and cognitive processing speed



Focus & Attention

Sustained attention through goal-oriented activities



Language & Communication

Richer vocabulary and reading comprehension



Logic & Problem-Solving

Critical thinking for future academic success

USE CASES

Built for Every Stakeholder in Education

One platform. Four powerful use cases. Designed to scale from a single classroom to a national program.



Schools & Pre-Schools

Integrate structured L1-L6 digital learning into daily curriculum as a core academic supplement



NGOs & Education Programs

Deploy quality education in underserved communities without heavy infrastructure investment



Government Initiatives

Scale digital learning across districts and states aligned with NEP 2020 goals



Corporate CSR Programs

Fund measurable, high-impact education initiatives aligned with ESG and SDG 4 goals

CSR Impact at Scale — Measurable & Mission-Driven

Why EasyShiksha for CSR?

Companies seeking high-impact, data-backed CSR initiatives in education now have a purpose-built solution. EasyShiksha enables corporates to sponsor structured digital education for underserved children — with full transparency into outcomes.

What Your Investment Delivers

- Structured digital education access for underserved communities
- Real-time impact dashboards tracking learning outcomes
- Direct alignment with **SDG 4** (Quality Education) and ESG reporting frameworks
- Scalable from a single district to a national program
- Branded impact reports for stakeholder communications

- ✓ A high-visibility, high-impact CSR initiative that creates lasting change — and measurable proof of it.



FOR NGOS

Empowering NGOs to Deliver Quality Education

EasyShiksha is purpose-designed to work within the operational and budgetary realities of NGOs and social impact organizations. Quality education should not require expensive infrastructure — and with EasyShiksha, it doesn't.

Fast Onboarding

Simple student registration and bulk user setup — go from zero to learning-ready in hours, not weeks

Low-Cost Device Ready

Optimized for affordable Android devices and low-bandwidth networks prevalent in Tier 3 and rural areas

Multi-Region Scalable

Deploy simultaneously across multiple centers, districts, or states from a single administrative interface

Impact Reporting

Automated learning reports support grant applications, donor updates, and program evaluation documentation



FOR GOVERNMENT

Supporting India's National Education Vision

Aligned with NEP 2020

EasyShiksha is built in direct alignment with the National Education Policy 2020 — supporting its vision of foundational literacy, numeracy, and play-based digital learning for children in the 2–8 age group.

- Ready for district and state-level deployment at scale
- Multilingual capability — expandable to regional languages
- Works effectively in both urban and rural digital ecosystems
- Centralized admin for state education department oversight

1

Policy Alignment

NEP 2020 & NIPUN Bharat compliant framework

2

Scalability

Cloud infrastructure ready for millions of concurrent users

3

Accessibility

Works on low-cost devices with minimal internet bandwidth

4

Accountability

Real-time dashboards for district-level learning outcome monitoring

Built for Large-Scale Deployment

EasyShiksha's technology infrastructure is engineered not just for today's users, but for the scale that national and state-level programs demand. Whether serving 500 students in a single school or 5 million children across a state, the platform is ready.

1000+

Learning Activities

Structured, curriculum-mapped activities across all six developmental levels and four core skill domains

6

Learning Levels

Progressive L1–L6 framework ensuring age-appropriate, scaffolded skill development for every child

∞

Scalable Users

Cloud-native architecture built to serve thousands to millions of simultaneous users without performance degradation

③ Multi-device compatibility across Android, iOS, and web browsers ensures no learner is excluded due to hardware constraints.

Flexible, Affordable Licensing at Every Scale

Structured quality education — priced to be accessible at every scale, from 50 students to 5 million.



Per-Student Licensing

Transparent, predictable per-learner pricing that scales linearly with your program size



Bulk Deployment Pricing

Significant discounts for large-scale deployments — the more learners, the lower the per-unit cost



CSR, NGO & Gov Packages

Tailored structures designed around grant, budget, and procurement realities of each segment



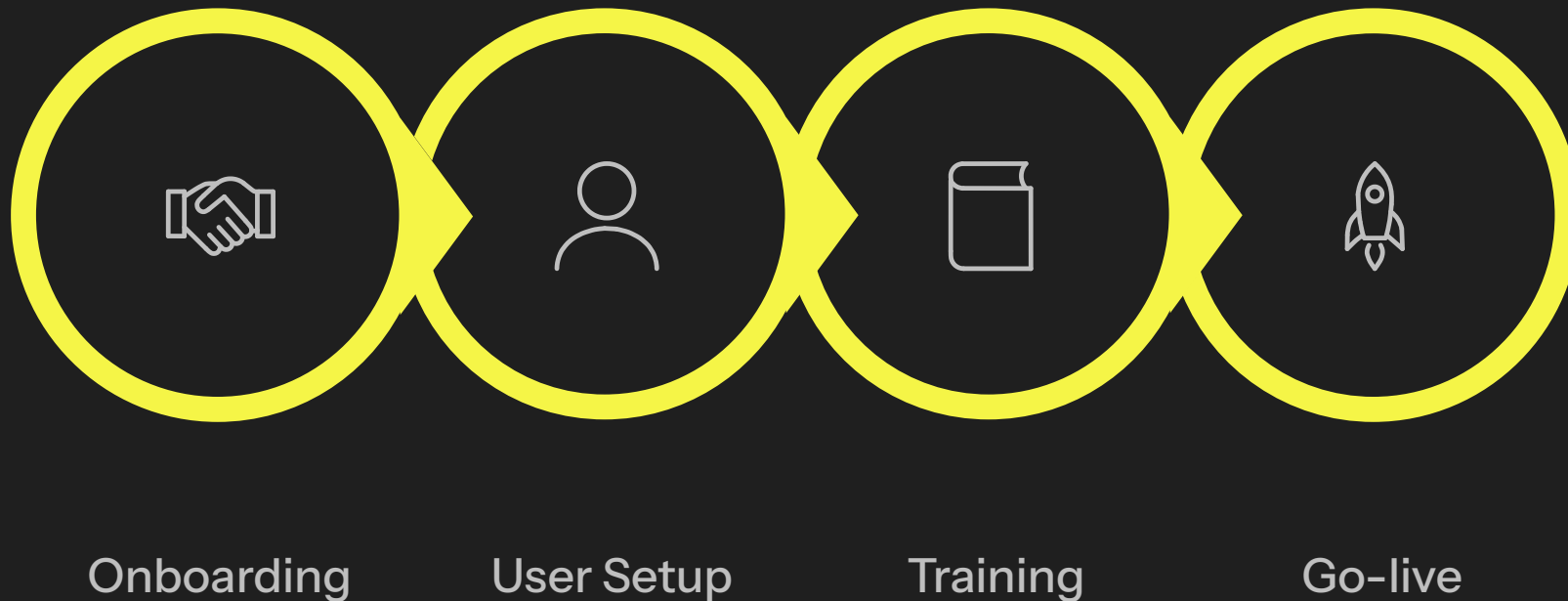
Monthly & Annual Options

Flexible billing cycles aligned with institutional budget calendars and grant schedules

✓ Every pricing tier is built around one commitment: quality education should be financially accessible to all.

Quick & Seamless Deployment

EasyShiksha is engineered for fast time-to-impact. Our streamlined onboarding process means institutions can go from contract signing to active learners in days — not months. Minimal IT overhead, maximum learning outcomes.



- ✓ Most institutional partners complete full deployment and go-live within 1-3 business days. No dedicated IT team required.



IMPACT POTENTIAL

Driving Real, Lasting Change in Education

Close the Learning Gap

Structured, consistent digital learning helps bridge the foundational skill gap between privileged and underserved children — leveling the playing field before formal schooling begins

Reach the Unreached

Low-bandwidth optimization and affordable device compatibility mean EasyShiksha can deliver quality education to children in the most remote and resource-constrained communities in India

Scale from Thousands to Millions

Cloud-native infrastructure, flexible licensing, and rapid deployment combine to support programs of any size — from a single NGO center to a national government initiative serving millions of children

WHY NOW

The Right Time to Act Is Now

Policy momentum, technology readiness, and social urgency have never aligned more powerfully — the window to lead is open now.



Digital Adoption at Peak

Smartphone penetration in Tier 2/3 cities has crossed a critical threshold — digital learning is now viable at true national scale



Quality Gap Is Widening

Post-pandemic learning loss has accelerated foundational skill deficits — creating urgent institutional demand for structured remediation



Policy Tailwinds Are Strong

NEP 2020, NIPUN Bharat, and state digital education budgets are actively funding scalable solutions — EasyShiksha is ready to deploy today

⚠️ First-mover advantage in India's early childhood EdTech space is still available — but the window is closing fast.

CALL TO ACTION

Let's Build the Future of Learning Together

EasyShiksha Kids Learning Platform is ready to partner with forward-thinking institutions, investors, and organizations who believe that every child deserves access to structured, high-quality digital education — regardless of geography or economic background.



Partner with Us

Join our growing network of schools, NGOs, government bodies, and corporates already delivering measurable learning outcomes with EasyShiksha



Enable Learning at Scale

Leverage our proven platform to reach thousands or millions of children with structured, curriculum-aligned digital education — starting within days



Create Measurable Impact

Go beyond intent — invest in an education solution that generates real data, real outcomes, and real change in the lives of young learners across India

📍 Ready to explore a pilot, partnership, or investment discussion? Our team is available for a personalized walkthrough and custom proposal.

CONTACT US

Get in Touch

We'd love to show you what EasyShiksha can do for your learners. Reach out to schedule a live demo and receive a custom proposal.



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Sales & Partnerships

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✓ We respond to all partnership inquiries within 1 business day.

