

Affordable Private Schools (APS)

Ratings – Towards Informed Choice
December, 2010

INDIA APS RATING SYSTEM

GOAL

To develop a transparent and high performing Affordable Private School (APS) education market where there is flow of information and resources

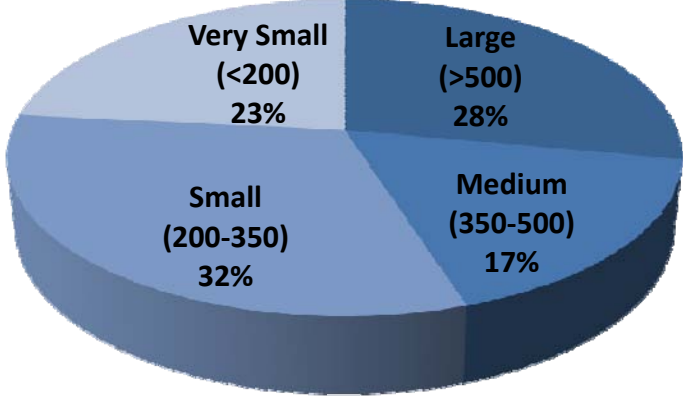
OBJECTIVES

- APS Assessment: Measure performance
- APS Benchmarks: Set standards
- School Transformation Program: Innovate learning solutions

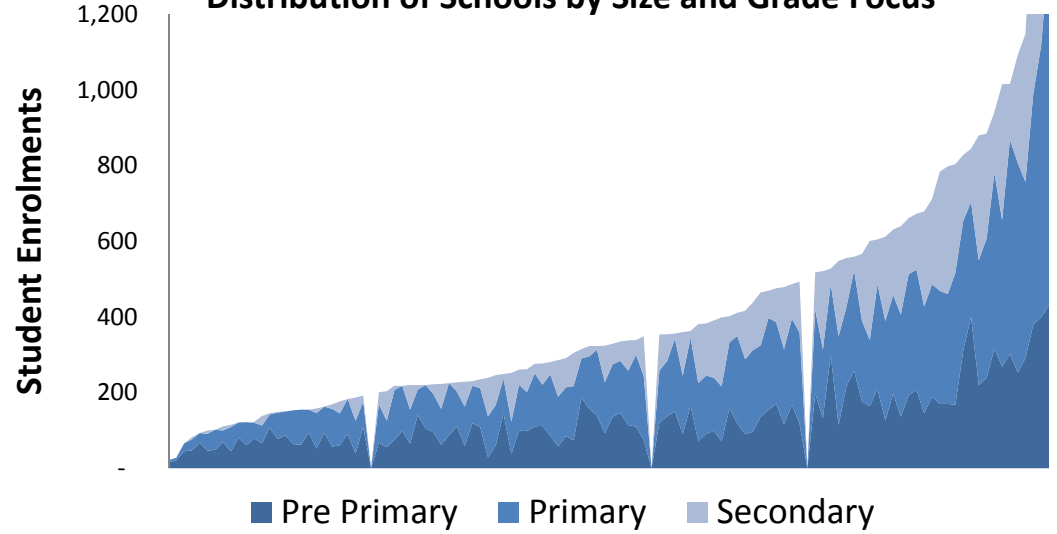
APS PROFILE



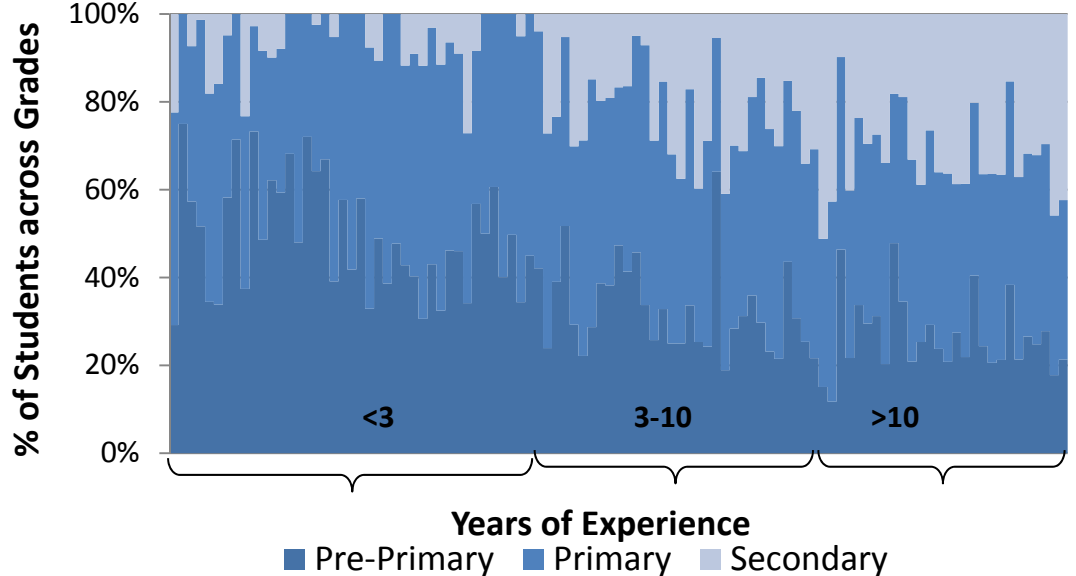
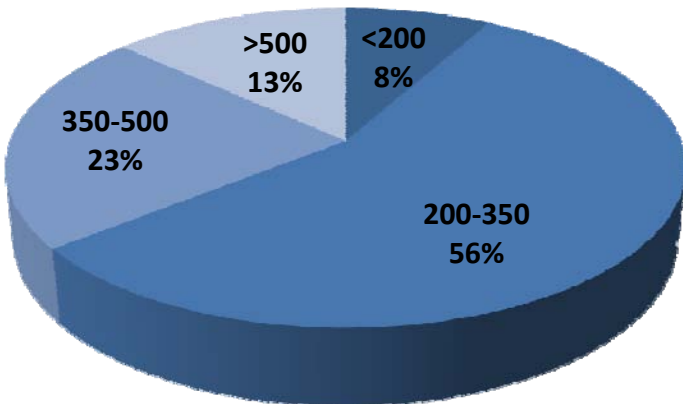
Size-wise Distribution of APS (by Enrollments)



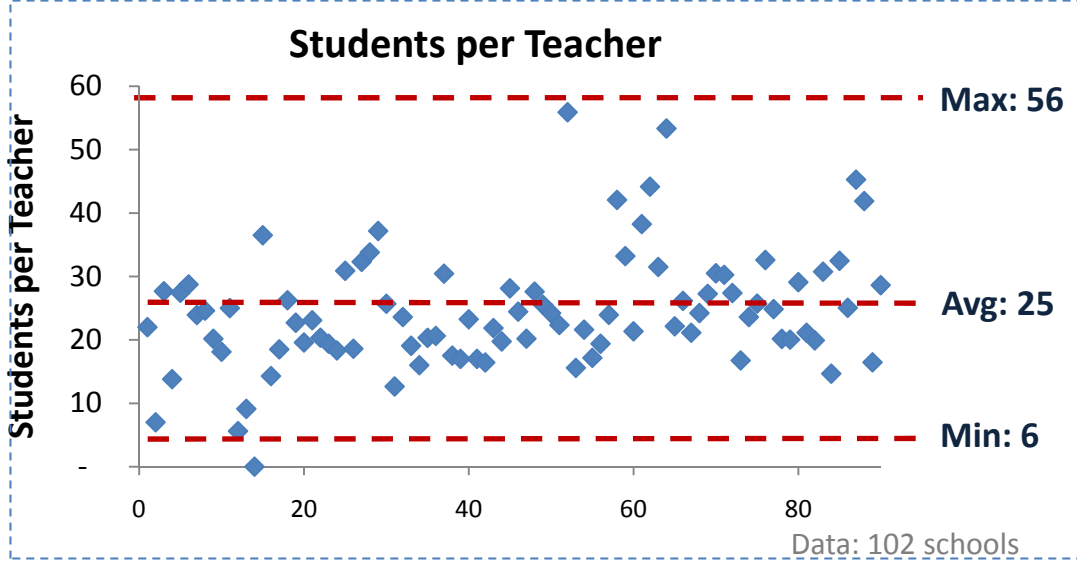
Distribution of Schools by Size and Grade Focus



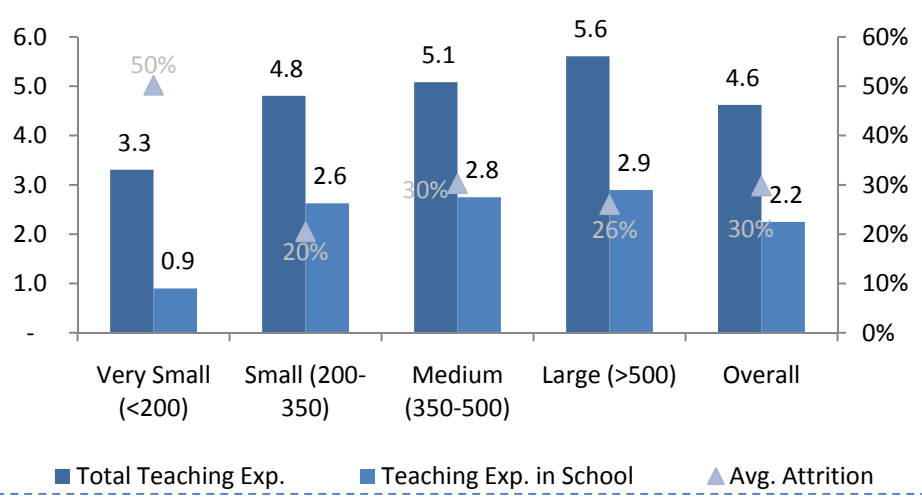
Distribution of APS (by Fees, in INR)



APS PROFILE



- On an average 83% of the staff is female in these schools.
- Student teacher ratio is independent of school size and the fee charged



- Avg. teaching experience: 4.6 yrs
- Avg. teaching experience in current school: 2.2 years
- Avg Attrition Rate: 30%

APS SECTOR CHALLENGES

Lack of Standards: No quality standards at sector and school level

Information Gap: Lacks a healthy flow of information

Limited Access to Resources: Access to finance & innovative solutions

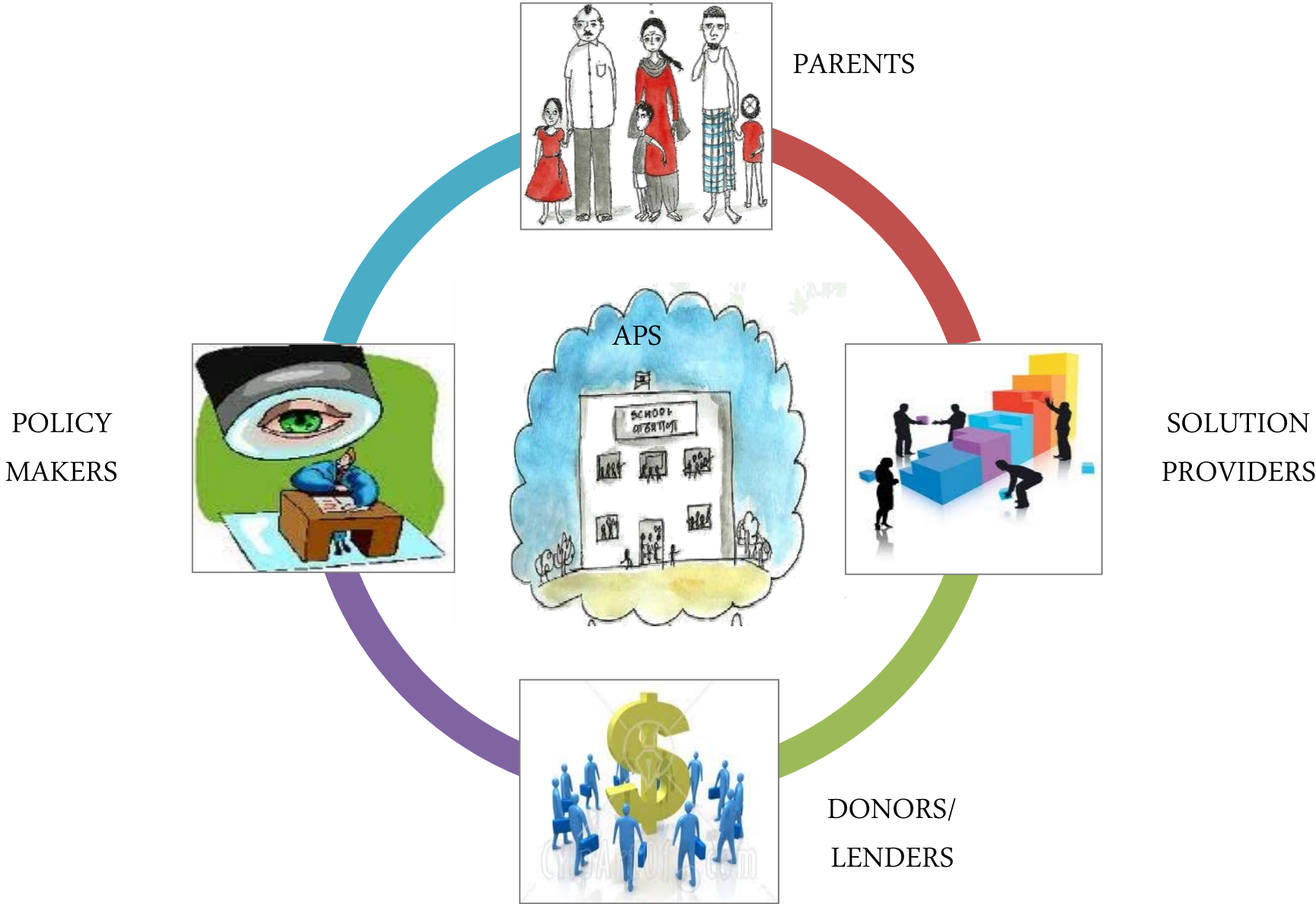
Limitation: Academic Leadership abilities & Teacher Competency

Constrained: High volume low margin business models

So, How Do We Unlock It?

By increasing transparency, we can drive both school and sector performance and create a vibrant education market that transforms the lives of low income students

APS ECOSYSTEM



ACCOUNTABILITY TO PARENTS



M-CRIL

Assessment Partner



POLICY INNOVATIONS

Research Partner

APS PARENT PROFILE



- **Domestic Workers**
- **Auto/Taxi Drivers**
- **Plumbers**
- **Carpenters**
- **Electricians**
- **Cooks**
- **Small Businesses**

DENSE SOCIAL NETWORK



MYTHS ABOUT APS PARENTS

➤ **Low-income communities does not prioritize education expenditure**

- APS Parents on an Avg spend 13% Vs 9% among households in urban India
- Education gets 3rd largest share of expenditure after Food & Shelter

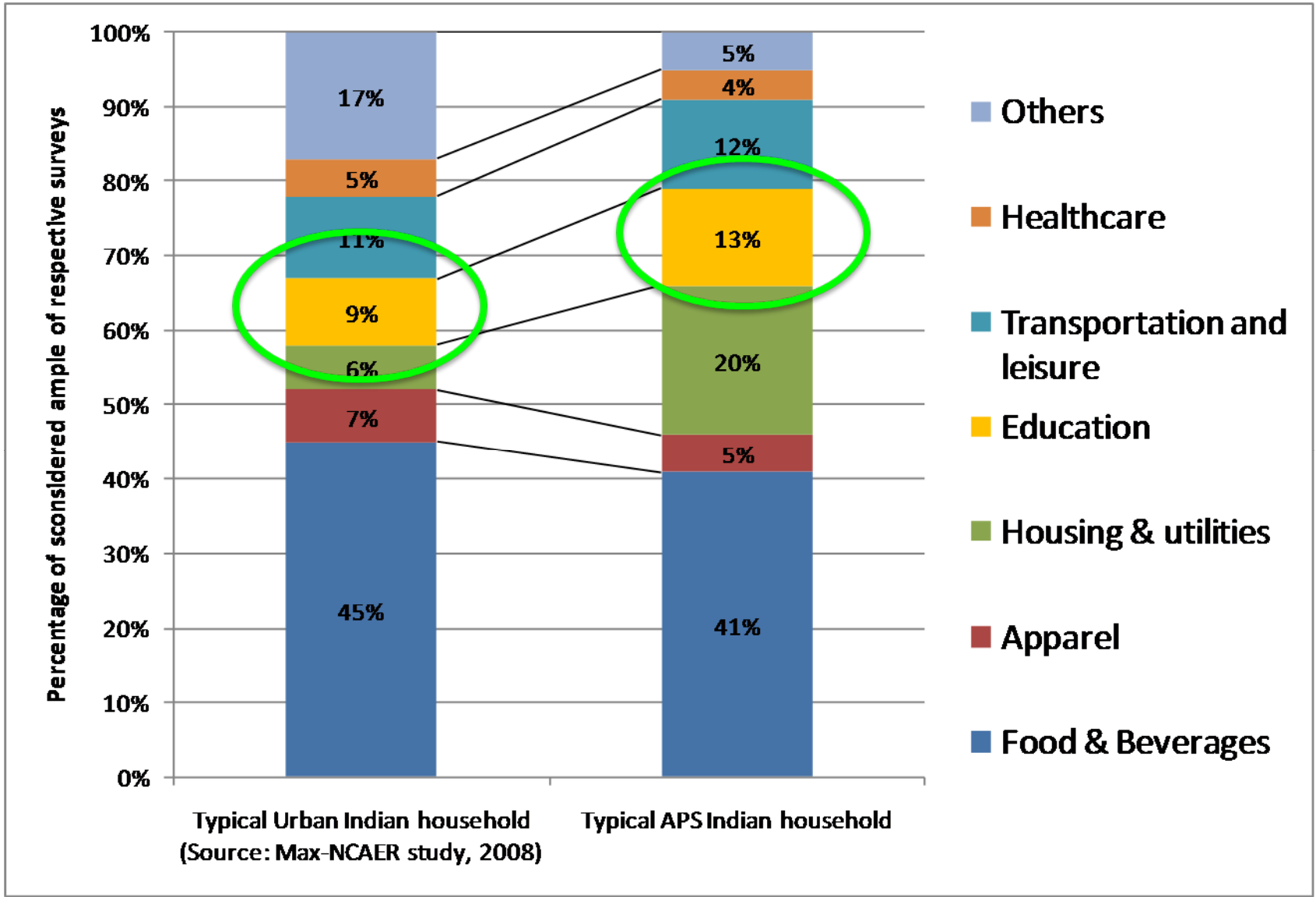
➤ **Low-income parents choose any school as long as they can afford the fee & they do not differentiate on quality**

- Fee is important but not the only determining factor
- 76% of the parents look for teacher quality & 64% look for good academics

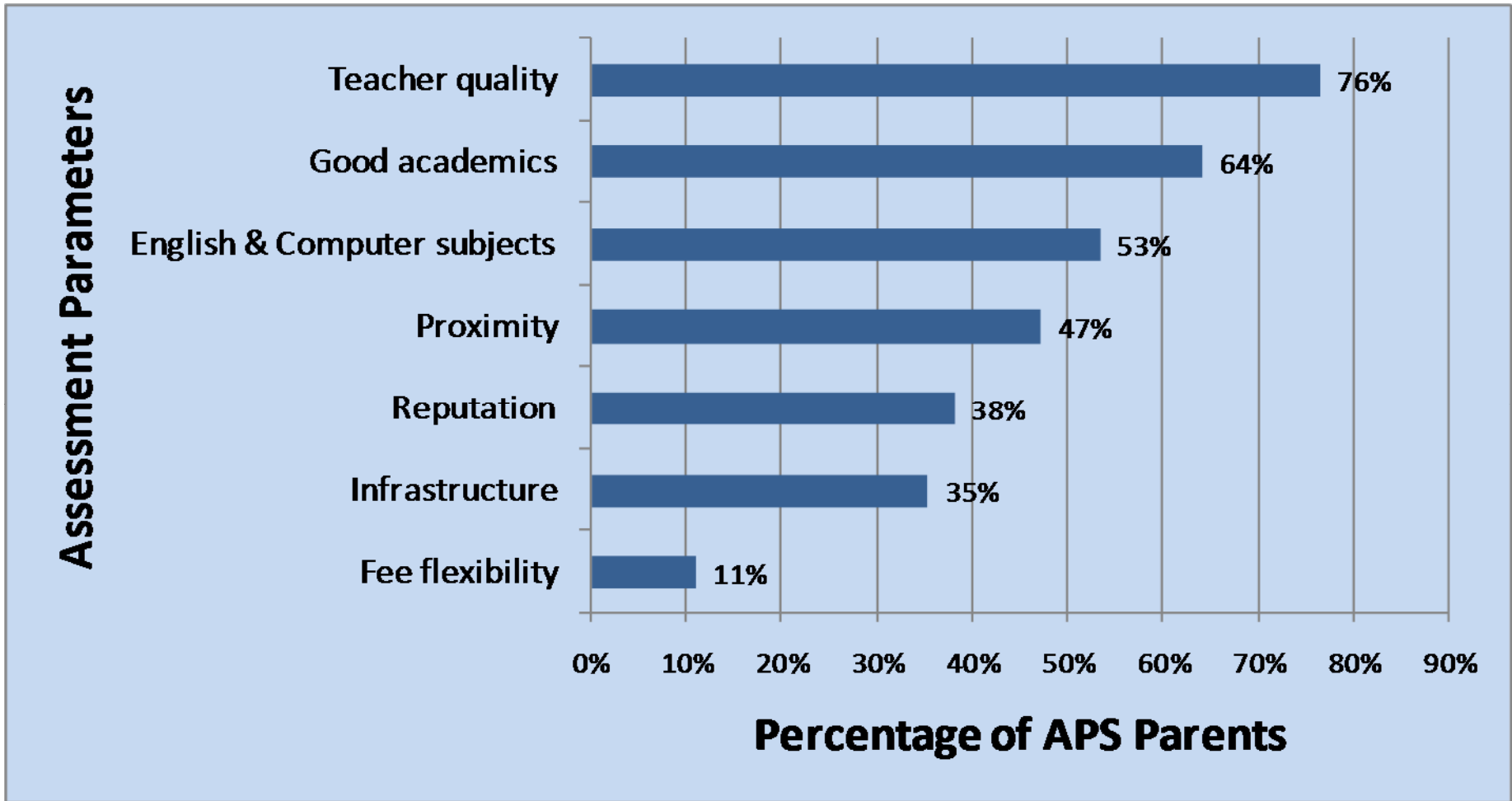
➤ **Low-income parents does not actively seek for information on school quality**

- 96% of APS parents are willing to pay for school ratings (Avg INR 31)
- APS parents actively seek & validate information through social networks

EDUCATION EXPENDITURE



ASSESSMENT PARAMETERS



PROXIES FOR QUALITY

Assessment Parameters	Ability to Gauge	Proxies Used
Fee/ Infra/ Reputation/ Proximity	YES	-
English/Computers	PARTIALLY	<ul style="list-style-type: none"> • Ability to read advertisements/posters • Recitation of poems/stories/lessons • Ability to speak in English • General Knowledge
Good Academics	NO	<ul style="list-style-type: none"> • Degree of self-motivation to do homework • Discipline/Cleanliness demonstrated by child • Tangibles: homework, diaries, report card • Test/Exam marks
Teaching Quality	NO	<ul style="list-style-type: none"> • Child's opinion about the teacher • Teacher qualification and experience • Ability to speak in English • Strictness – child discipline • Teacher turnover

SCHOOLS VISITED



Schools considered	Schools visited					
	1	2	3	4	5	6
1	59%	0	0	0	0	0
2	14%	4%	0	0	0	0
3	5%	5%	1%	0	0	0
4	1%	6%	1%	1%	0	0
5	1%	2%	1%	1%	1%	0
6	0%	1%	0	1%	1%	1%

80% of the parents visit only 1 schools

SOURCE OF INFORMATION



Information Source	Overall %
Neighborhood Students/Parents	90.7
Teachers Canvassing	30.9
Information Brochure of Schools	23.6
Poster/Pamphlet/Graphics	17.3
Known Teachers/Principals	15.7
Newspaper	11.5
School Visits	9.3
Television	8.8
Radio	0.5

KEY GAPS

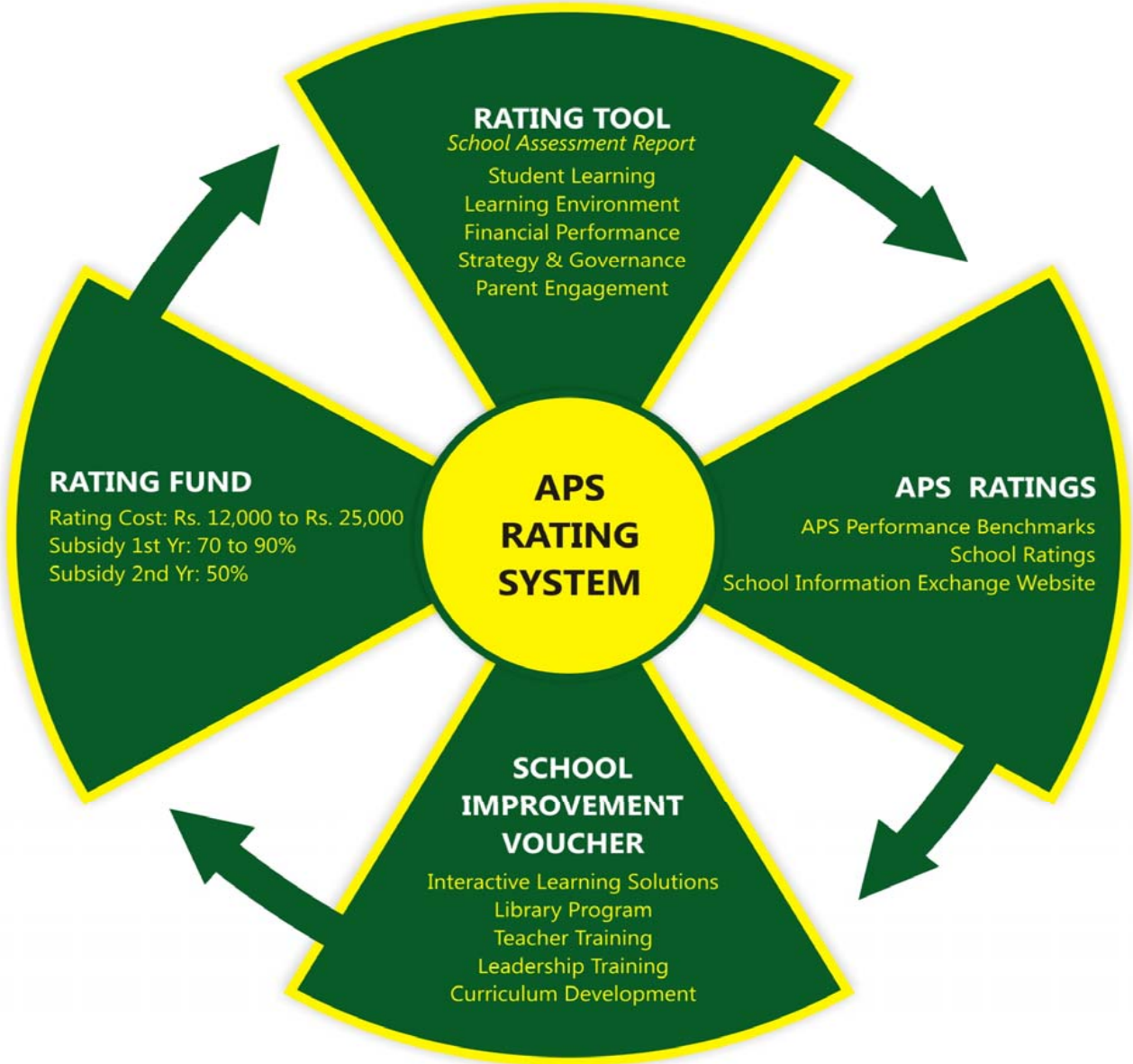
- **Lack of awareness about other potential methods of evaluating schools**
 - Lack of quality standards
 - Lack of awareness about best practices

- **Lack of access to credible & accurate information sources**
 - Weak Proxies
 - Biased information
 - Lack of information flow

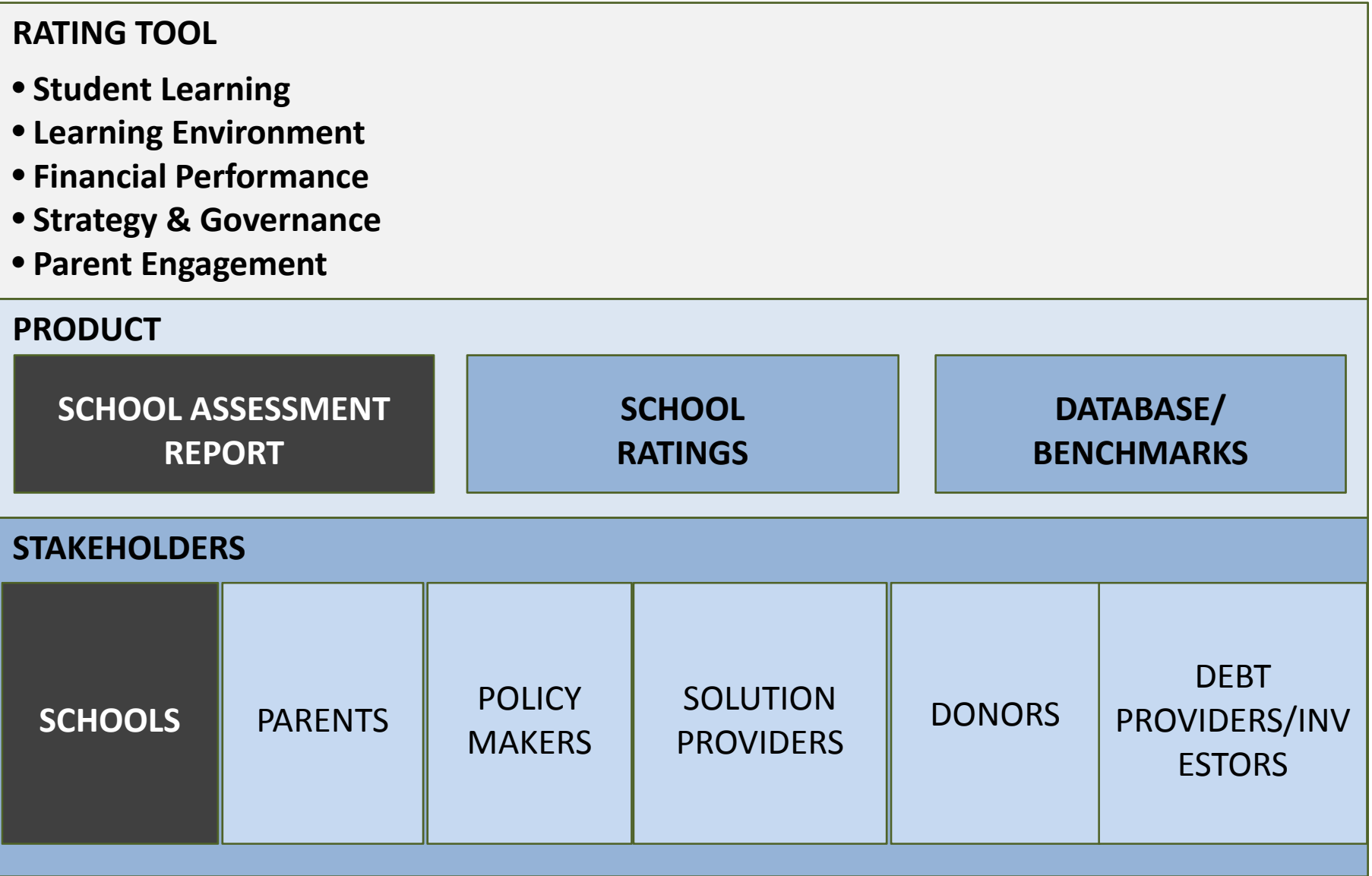
APS RATINGS

We hope this tight feedback loop will create better accountability of APS schools to parents, their fee paying customers

APS RATING SYSTEM



STAKEHOLDERS



STAKEHOLDERS

RATING TOOL

- Student Learning
- Learning Environment
- Financial Performance
- Strategy & Governance
- Parent Engagement

PRODUCT

**SCHOOL ASSESSMENT
REPORT**

**SCHOOL
RATINGS**

**DATABASE/
BENCHMARKS**

STAKEHOLDERS

SCHOOLS

PARENTS

**POLICY
MAKERS**

**SOLUTION
PROVIDERS**

DONORS

**DEBT
PROVIDERS/INV
ESTORS**

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SCHOOL REPORT CARD (SRC)

