



Take it Easy

A project to help 620,000 teenagers in Tamil Nadu, India, improve their wellbeing during the COVID19 pandemic.

Project Evaluation Presentation





Problem

This year there were over 900,000 students who were taking their 10th std state board exams (public examination) in Tamil Nadu, India. Out of these, over 620,000 students from poorer backgrounds study in government and aided schools.

Facing board exams has always been stressful, and the pandemic had added to their anxiety; students were feeling overwhelmed.



Lack of Privacy & Space at home

School was a safe space for most and they had no access to it now

Disruption in Routine

Their routine activities revolved around their friends and this separation had led to loneliness

Dealing with Anxiety & Stress

Uncertainty regarding their academics, low self-confidence and not knowing when they will meet their friends next

Making time for Self & Others

Managing household chores, study time and working to support family income



Solution

"Take it Eazy" project was launched to help 620,000 disadvantaged teenagers destress during the COVID19 pandemic through stories and art-based activities.

It was designed as a 30-day project, one story everyday. The project went live on May 17 and ended on June 16 of 2020.

Listening to "Take it Eazy" was easy. Students gave a missed call to **9266617888**. Using IVRS technology, an automated call was placed back to their mobile phones and the story of the day was played. Each story was under 6 minutes.



based on
UNICEF
Life Skills
framework



30
episodes

Each story is a
humorous audio drama,
involving Pavitra, a 15
year old girl, her
mischievous younger
brother Darshan and
Mala akka, the friendly
neighbour.

1,22,072

Number of calls that were received from students during the project period

30

Days

Children's voice notes received

6028

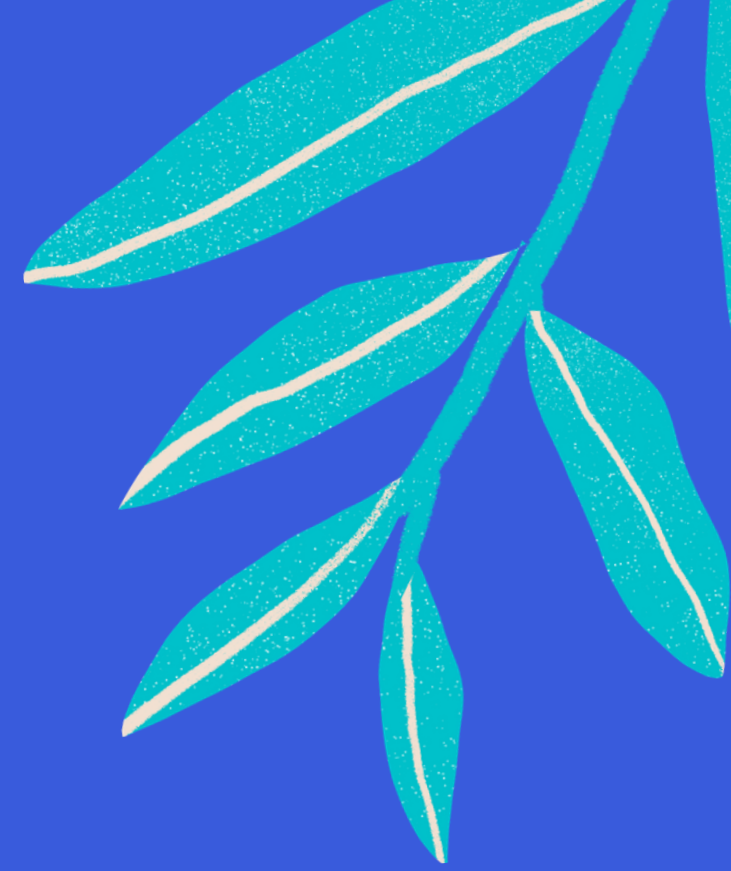


Active listeners

32,748

"I learnt a lot through the programme, mind relaxation... I also made notes, under each date, I wrote what was told in that episode. They talked about a lot of things... about child abuse, about helping others in the house, locus of control, about self respect. They also spoke about unity, not to fight with others... I remember this during fights, I feel relaxed."

– Boy, 15 years, Pudukottai



Evaluation

To evaluate the quantitative outcomes of the project, baseline and endline evaluations were conducted. To collect the data, **Short Warwick Edinburgh Mental Wellbeing Scale** was used.

Data gathered from the baseline and the endline was analysed using paired-sample t-test to measure the difference in wellbeing scores of the sample. Scores of each statement on the scale were also compared for a deeper analysis of wellbeing.

sample size
n=9728



Findings

There has been a statistically significant **increase in the children's overall wellbeing after the program.**

Specific improvements can be witnessed in their

- emotional wellbeing,
- problem solving ability,
- improved social relationship and
- decision-making ability.



Findings

They continue to feel **less optimistic about their future.**

Many were also **worried** that they and their teachers could **get infected with Coronavirus.**

Children found the episodes useful and joyful, and reported an **increase in gratitude, closeness to others, perseverance** and their own **problem-solving abilities.**



“It felt like they listened to me. They gave useful tips for exams, how to study, and how to write etc. I’ve called and listened to the program again and again – I really enjoyed it. I would have listened to each episode almost five times.”

– Girl, 15 years, Perambalur



Nalandaway Foundation is an award-winning NGO that uses visual and performing Arts to help children from disadvantaged communities in India. Our endeavour is to improve learning abilities, reinforce positive behavior, and help children soar high by enabling them to be creative and express through Arts.

www.nalandaway.org



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