Take it Eazy

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
"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.
Each story is a humourous audio drama, involving Pavitra, a 15 year old girl, her mischievous younger brother Darshan and Mala didi, the friendly neighbour.
1,22,072
Number of calls that were received from students during the project period

97,228
Children's voice notes received

30
Days

32,748
Active listeners
“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 spoke about a lot of things. 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.

They continue to feel less optimistic about their future.

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

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