

# Impact Study

## 75% of children were engaged in Sportz Village Foundation's Digital Program

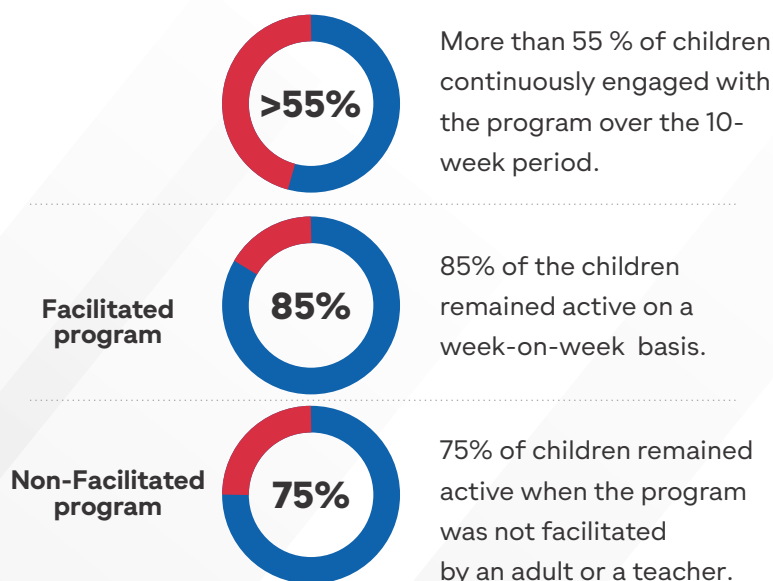
Due to the ongoing pandemic, children across the country have become highly vulnerable due to the lower health and immunity levels, as they have lost access to all forms of physical activity. Sportz Village Foundation conducted a digital program with children from government schools in the state of Tamil Nadu over a period of 10 weeks. The goal of this program was to get children active right at their homes – and stay physically & emotionally healthy during the COVID related outbreak.

### Goals of the Study

- ◆ Evaluate the user-friendliness of the digital platform through observed levels of children engagement.

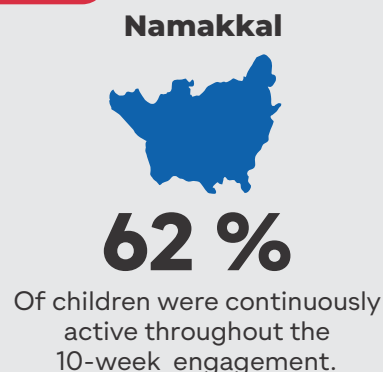
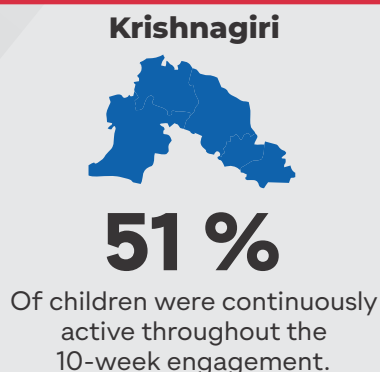
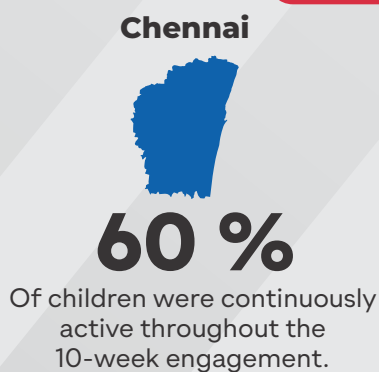
### Program evaluation criteria

- ◆ Percentage of children using the platform for the entire duration.
- ◆ Percentage of children using the platform week-to-week.



Based on the engagement levels of children (even in a non-facilitated program), we conclude that the digital content used is self-directing and the tool is user-friendly.

### Continually active students every week



**Conclusion:** The study shows that a simplified web-based digital platform with gamified and self-directing content, can be used to engage children effectively at scale, even in scenarios where the appropriate levels of facilitation (from teachers or adults) is low.