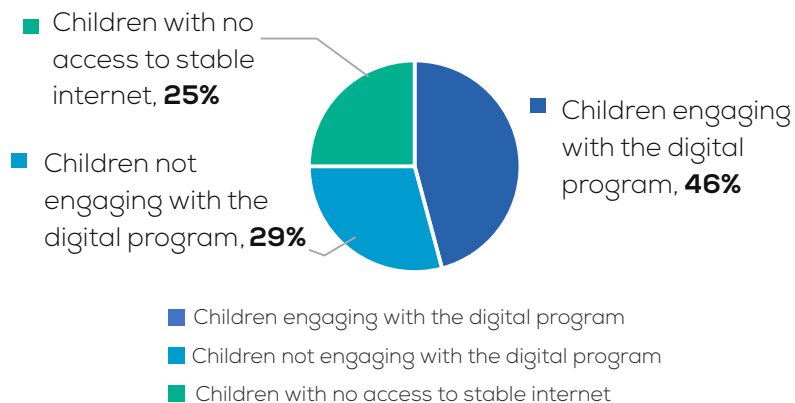


Impact Study: Keeping children active through the digital program

The COVID-19 pandemic has drastically affected our lives, especially the lives of children. 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. As a response, Sportz Village Foundation (SVF) has launched a digital physical education program to engage with children during the lockdown. SVF piloted the first release of this program with 30 children from government schools in the state of Tamil Nadu over a period of 6 weeks. To evaluate the program's efficacy, SVF observed the key indicators namely, overall engagement levels, responsiveness to engagement, levels of parental support and engagement with siblings during the pilot program - The findings of which are appended below. Currently, the program is getting scaled to over 3,000 children.

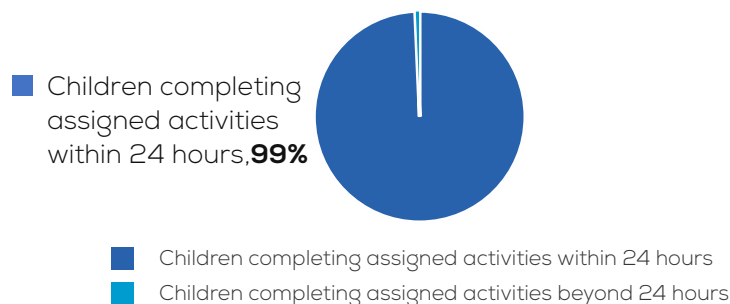
Findings and Insights

Overall engagement levels



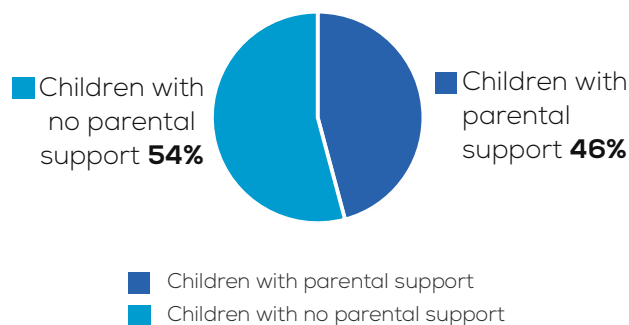
- **75%** of children had access to stable internet.
- Of these children, **61%** engaged with the digital program.

Responsiveness to engagement



- **99%** of all children completed the assigned activities within 24 hours. Hence it can be concluded that most children engaged with digital program daily.

Levels of parental support



Engagement with siblings

