

Executive Summary

About the Project

The Apprenticeship Project (TAP) is a digital learning initiative supported by Capgemini CSR that aims to empower students to explore their interests, build confidence, and develop essential life skills that prepare them for future opportunities in a technology-driven world. The project focuses on developing 21st-century skills among children from underserved communities.

About Mentor Me Foundation (TAP): Mentors Me Foundation is an organization committed to empowering underserved children in India by helping them develop essential 21st-century skills such as critical thinking, confidence, and problem-solving. Through its AI and NLP-powered WhatsApp chatbot, TAP Buddy, the foundation provides accessible, self-learning opportunities using interactive content and project-based learning. By addressing the gap in skill development among low-income students, it aims to nurture confident, self-aware individuals

who can become leaders of today and tomorrow. The project is implemented through a **WhatsApp AI Chat Bot platform** that allows students to access course content directly through mobile phones. The courses offered through TAP include **Dance, Financial Literacy, Science, Coding, and Art.**

Students log in to the platform and select courses based on their interests. The chatbot shares activities, videos, and learning tasks designed to develop skills such as critical thinking, creativity, communication, and problem-solving. Students complete the tasks independently. Other engagement activities include **virtual project presentations, student progress updates, orientation sessions, and recognition forums**, which motivate students to actively participate in the learning process.

Key Features of the Project

The TAP initiative focuses on delivering learning through a WhatsApp-based AI chatbot (TAP Buddy), making education easily accessible to students. It promotes interest-based learning, allowing students to choose courses that match their preferences, thereby increasing engagement. The program emphasizes development of key life skills such as communication, creativity, and critical thinking through activity-based learning. Additionally, it includes interactive tasks and project-based activities that help students build confidence and improve their ability to express ideas effectively.

Parent and School Engagement: Teachers and parents play an important role in supporting students by monitoring their participation and encouraging them to complete learning tasks.

Achievement of Outcomes

- The TAP project supports **NEP 2020's focus on experiential and competency-based learning** by providing activity-based, interest-driven courses through its chatbot, enabling students to learn beyond rote methods. It directly contributes to the development of **21st-century skills like critical thinking, creativity, and problem-solving**, aligning with NEP's goal of holistic education. Additionally, by integrating **flexible and technology-enabled learning**, the project strengthens digital learning practices promoted under NEP 2020.
- Students reported increased confidence, improved communication skills, and a greater interest in learning new things. The activity-based structure of the courses helped students learn by doing rather than simply reading or memorizing information. Hence the respondents found it engaging and competitive.
- The digital learning platform also allowed students to complete activities at their own pace, making the learning experience flexible and personalized. Through virtual presentations and project-based tasks, students get opportunities to express their ideas and showcase their learning outcomes.

Key Findings

The following impacts were noted during this assessment:

- **83%** of students stated that TAP supported interest-based learning, helping them discover and develop skills aligned with their interests.
- **100%** of students reported improvement in multiple skills, with the highest in creativity and innovation (58%) and confidence and self-expression (47%).
- **100%** of students engaged in TAP activities, with the most preferred being art/model creation, followed by mentor-led sessions.
- **82%** of respondents indicated school involvement in TAP activities, reflecting good participation from school staff.
- **83.9%** of respondents found teacher induction sessions useful for improving classroom practices and adopting new teaching methods.
- **100%** of students reported development across Builder Framework skills, with key improvements in creativity, problem-solving, and confident speaking.
- **80%** of respondents reported improvement in socio-emotional skills such as confidence, teamwork, and communication.
- **86%** of students stated increased confidence and improved quality of expression after participating in TAP activities.
- **97%** of respondents expressed that the TAP WhatsApp AI chatbot helped them learn tasks independently.

Key Gaps Identified:

The following gaps were identified during the assessment. The implementation agency may consider including mitigation measures to enhance effectiveness of the project:

- Students including registered one also had **limited access to Android mobile phones and internet connectivity**. Students primarily belonged to marginalized families where parents may not have multiple smartphones or cannot afford regular mobile recharges.
- In few cases, Student respondents expressed that their parents are hesitant to allow children to use their phones so in this case it is suggested to strengthen the awareness among parents to overcome such challenges
- Students also expressed the desire to **explore multiple courses**, whereas the current system allows them to choose only one course at a time. This limited the opportunity to develop non-academic skills.
- Teachers and Principals also mentioned that **only a few Points of Contact (POC) teachers are fully aware of all project activities**, which created coordination gaps between schools and the project team. Finally, some teachers mentioned that **communication between the TAP team and schools could be strengthened** through more regular updates and coordination.
- Teachers have suggested to provide progress of each student which will help them in **monitoring the progress of competencies**.
- The absence of **formal recognition mechanisms for students** completing activities was also highlighted. Recognition could motivate more students to participate actively.

Recommendations

Based on the identified gaps, several practical recommendations can strengthen the implementation and impact of the TAP project.

- **Awareness sessions for parents and students** should be conducted at the start of the project to explain the benefits of the TAP platform and encourage higher student registration.
- To address the issue of mobile access, schools may explore options such as **allowing students to use school computer labs or shared devices** where possible.
- The project could also introduce **flexibility in course selection**, allowing students to switch courses after completing certain modules or introducing a quarterly rotation of courses.
- Regular **orientation and induction sessions for teachers**, especially POC teachers, can improve awareness about project activities and strengthen coordination between schools and the TAP team.
- Developing a **simple monitoring system or progress dashboard** could help teachers track student participation and learning outcomes more effectively.

- Introducing **digital recognition such as certificates or badges** for students who complete activities could increase motivation and encourage greater participation.
- Improving **regular communication and updates with schools** will also help strengthen coordination and ensure smooth implementation of the project.
- Periodic **field visits by the Capgemini CSR team** could further help understand on-ground challenges and provide necessary support to improve the project's effectiveness.

Overall, the TAP project demonstrates strong potential to enhance digital learning and skill development among students from underserved communities and can also strengthen awareness, monitoring, and stakeholder engagement. The initiative can further expand its impact and contribute to building a digitally skilled and confident generation of learners.