Creating Impact Through English Literacy
Effective and scalable learning innovations for schools
Millions of children in India cannot read this sentence.

Find out how you can make them read it in just 96 hours.
Karadi Path Education Company is a social innovation enterprise that creates an English environment for classrooms, rich in Indian experiences, to help children learn the language through a process of discovery.

The company has its genesis in Karadi Tales, India's pioneering audio-book venture for children, and an internationally acclaimed children's publishing house.

With 20+ years of research experience, brand Karadi represents passion, innovation and excellence.

In Dharavi, I saw something fantastic - each and every three to six year old child spoke a minimum of three languages, their mother tongue and the two local languages. This was the moment when the apple fell on my head. The experience at Dharavi actually triggered a few thoughts. In India, we are effortlessly multilingual simply because we live in a multilingual environment. I wanted to intensely study and figure out what conditions actually result in this kind of phenomenal learning outcome. This was the beginning of what we call the Karadi Path methodology.

In the near future, I believe, the Chinese, the Japanese, the Germans, and others will learn English not from the British or the Americans but from the Indians.

Mr. C.P. Viswanath
Social Innovator, and Founder, Karadi Path Education Company
(From the Project Literacy Lab talk, Royal Institution of Great Britain, London, July 2017)
Methodology

The Karadi Path methodology is an award-winning innovation in education that creates an immersive English language environment in classrooms. Its non-linear and non-instructional approach allows children to learn English by discovery, by intuition, and by sensory engagement. Children derive English the same way they pick up their mother tongue or any other language from the environment. For this to happen, stimulating story-based and functional contexts are created in the classroom.

**Action Path**

Learn English grammar using body movements

Action Path is a kinesthetic module where body movements and expressions are used to acquire language patterns. It helps:
- Build phraseology and elementary vocabulary.
- Lay the foundation for speech and writing.
- Internalise syntax and sentence constructions without any formal introduction to grammar.

**Music Path**

Make language patterns stick in your head with music memory

Music Path is a module that integrates music-memory with language learning, using scientifically scripted songs set in an Indian milieu. It helps:
- Tune the ear to absorb specific language elements.
- Use music as a springboard for pattern-recognition and simple conversations.

**Reading Path**

Build reading with touch, sight and sound

Reading Path is a multi-sensory reading module that introduces the basic phonetic sounds of the English language and builds sight-word recognition. It helps:
- Develop phonetic reading.
- Visually reinforce the shapes of letters and words with their associated sounds.
- Reading fluency by transitioning to reading by sight and contextual prediction.

**Story Path**

Immerse in talking books to build deep ties with language

Story Path is an immersive module which creates a gripping story listening experience with exciting visuals, rich narratives and an evocative soundtrack. It helps:
- Develop prediction skills to derive language from context.
- Promote reading comprehension and critical thinking.
- Build a theatre experience through expressive reading, miming, conversations and skits.
The Product

Magic English-SLL creates an English environment for classrooms.

Using the unique Karadi Path pedagogy, ME-SLL creates an immersive audio-visual learning environment for children from non-English backgrounds. It takes children from literacy to proficiency, and empowers teachers with innovative learning resources. The programme comes with round the year training and support on the field.

The 5 year model:

- Years 1 to 3: Functional Literacy
- Years 4 and 5: Academic Literacy

ME-SLL for Functional Literacy (3 years): The programme supports students from non-English backgrounds to begin to comprehend English, listen to and recognize familiar usage, respond appropriately, read basic sentences by sight, and initiate speech. The students form a bond with the language, shed the fear of English, and display an eagerness to use the language in everyday contexts.

ME-SLL for Academic Literacy (2 years): The programme at this stage helps students who are becoming functional users of English, to apply language for academic purposes. The student, here, is encouraged to listen to and read basic academic materials in Science and Mathematics in English and make sense of the content.

The Impact

Students attending 120 hours of conventional English classes vs Students who have attended 24 hours of Karadi Path sessions

- More than DOUBLE the improvement in overall English language skills
- 2.14 times higher performance in listening comprehension
- 1.89 times higher performance in reading assessments
- 1.47 times higher performance in speaking assessments

1 HOUR = 11.16 HOURS* of conventional English class

* Based on a Goa SCERT study
Our Projects & Partners

New Delhi and Haryana
- Raman Kant Munjal Foundation (a HERO group initiative)

Maharashtra
- Ashram and Eklavya schools in 14 PO locations - Maharashtra Tribal Development Department
- Zila Parishad schools in Nandurbar District - National Stock Exchange Foundation (NSEF)

Goa
- Goa Government schools - SCERT, Directorate of Education

Karnataka
- Government schools - Sarva Shiksha Abhiyan (SSA), Department of Education, Dakshina Kannada District
- Government schools - KSCST

Telangana
- Ashram schools, schools from ITDA Utnoor - Telangana Tribal Welfare Dept
- Government schools - Telangana Social Welfare Residential Educational Institution Society (TSSREIS)
- Gurukulam and Mini Gurukulam schools - Telangana Tribal Welfare Residential Educational Institutions Society (TTWREIS)
- Government schools - Telangana Minorities Residential Education Institution Society (TMREIS)
- Government schools in Hyderabad - HRT-8-Project S11

Andhra Pradesh
- Gurukulam schools, and Ashram schools in ITDA Paderu - Tribal Welfare Department
- Kasturba Gandhi Balika Vidyalaya (KGBV) schools in Guntur District - Sarva Shiksha Abhiyan (SSA)
- Government schools in Chittoor District - Isha Foundation

Tamil Nadu
- Government schools in Chennai and Kancheepuram Districts - USAID's READ Alliance project and Sarva Shiksha Abhiyan (SSA)
- Government schools - Isha Foundation
- Government Tribal Residential schools in Nilgiri, Salem and Tiruvannamalai districts - Millenium Grant (USAID, the UK Government, FICCI, the Technology Development Board of the Govt. of India and the World Bank Group) and the Directorate of Tribal Welfare
- Government and aided schools in Chennai - Bhumi project
Testimonials

Ms.K. Nanthakumar, IAS, SPD, Sarva Shiksha Abhiyan, Government of Tamil Nadu
Teaching English is always a challenging job for government school teachers. The quality of teachers, quality of pedagogy and the materials used for English teaching and learning are important. In this regard, the MoU (for Joyful Reading Project) that we had entered into with Karadi Path is phenomenal and the results are overwhelming.

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Mr. Shaikh Nurudin, Assistant District Education Inspector, Tiswadi, Goa
The Karadi Path programme started in 2013 in collaboration with the Directorate of Education in 6 talukas of Goa. We have children coming from different backgrounds in our schools. After the introduction of Karadi Path, children have learnt a lot of words in English, they know to read text, and they know to read the feedback chart that is given to them. Students enjoy the lyrics of the songs, they love humming the tunes, and in some cases, teachers have said that they themselves have improved their vocabulary.

Ms.M. Sahida, Principal, TSWRS (G), Kammadanam, Mahaboob Nagar dist., Telangana
Without verbal explanation, Karadi Path uses acting and miming. So, the students are easily able to identify and remember words. The teachers themselves enjoy the process of learning and this enthusiasm is transferred to the students. You need English in all walks of life so the Karadi Path programme equips one to face the world better.

Ms. Rakhi H. Naik, Headmistress and Teacher, GPS Pernem, Goa
Our school is a Marathi medium school. I have the habit of speaking in my mother tongue, i.e. Marathi, in class. Because of the Karadi Path classes, I now talk to the students in English. I have also improved my vocabulary and pronunciation. After taking Karadi Path classes, the students are able to understand words which were completely unknown to them before.

Mr. Nirmal Mali, Headmaster, Government Ashram School, Nandurbar dist., Maharashtra
The school initiated new-age academic reforms such as e-learning classrooms, interactive learning for students and English-speaking and writing through the Karadi Path programme. This has positively impacted the students’ understanding of concepts and simplified the learning process of English, Maths and Science subjects.

Ms. Prafullata Naik, Coordinator, Sarva Shiksha Abhiyan, Block Resource Center, Goa
The Karadi Path programme is absolutely good! The children have become smarter, they speak English, their pronunciation has improved, and they are very active.

Ms. Meghana V. Khedkar, Secondary teacher, Govt. English Medium Ashram school, Rajur, Maharashtra
Project Karadi Path run by Maharashtra Tribal Development Department is a good initiative for the upliftment of tribal students. It has made teachers and students think and act more.

Ms. Thulasi, Teacher, PUMS, Nochikuppam, Tamil Nadu
Government school students did not have the confidence to come forward and do any activity in English. After the implementation of Karadi Path, they have overcome this fear and have also improved their English skills. I also enjoyed the Karadi Path training and classroom sessions.
Karadi Path has been identified by Project Literacy Lab, San Francisco, USA, as one of the top 16 educational innovations in the world that can close the global literacy gap by 2030.

Karadi Path won the USAID - Early Grade Reading Innovation Challenge (EGRIC) for being the best language learning innovation in India.

Karadi Path won the Millennium Alliance Award for being India’s foremost language learning innovation. The grant is bestowed by USAID, the UK Government, FICCI, the Technology Development Board of the Govt. of India and the World Bank Group.