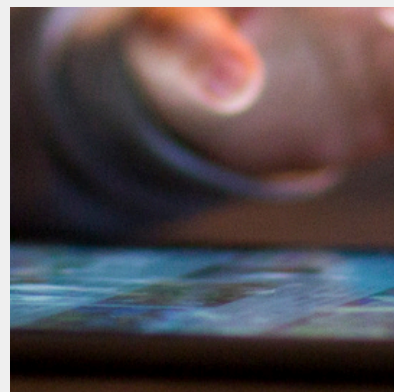
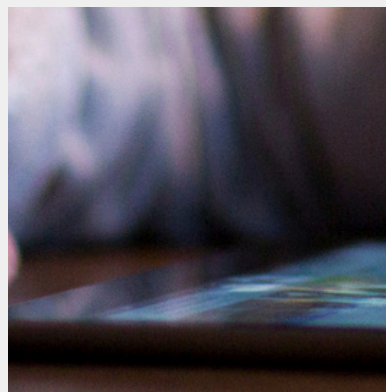
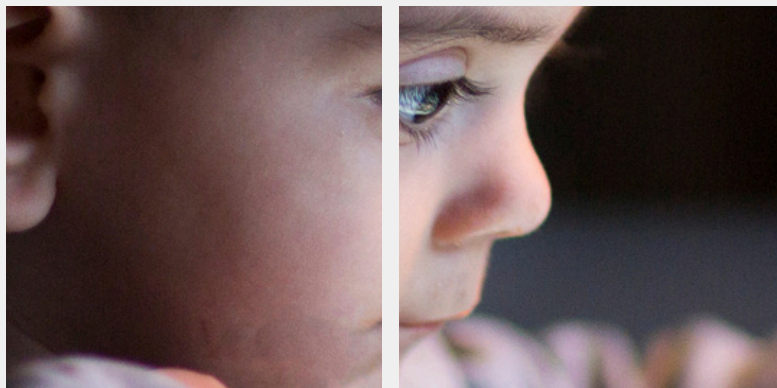


LEVERAGING TECHNOLOGY A Better Chance at Tomorrow

2023-2024
TeeSquare
Report



TeeSquare's Impact

Report 2025

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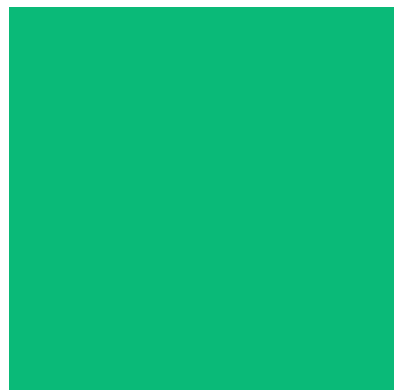
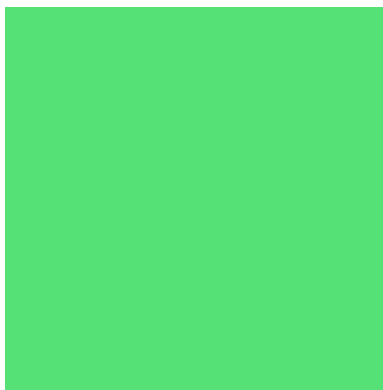
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About this Report

This report provides a comprehensive analysis of TeeSquare's **technology-based skills programme**, highlighting its progress, relevance, and impact.

The programme aims to enhance educational accessibility for underserved communities in Pakistan by leveraging technology. Utilising tablets equipped with structured lessons, the initiative delivers instruction in reading, mathematics, and digital skills to the women and children. The programme's approach is structured around four key principles:

- 1. Inclusivity:** Ensuring access for all community members.
- 2. Learner-Centered Design:** Prioritising the needs and experiences of students.
- 3. Innovation:** Implementing cutting-edge teaching methods and tools.
- 4. Advocacy:** Promoting the development of essential life and work skills.

This evaluation draws on data from three distinct student groups, showing how technology enhances learning outcomes and employment prospects within the community.

The report synthesises data from surveys, personal narratives, interviews, and performance metrics to illustrate how the programme effectively transforms resources into impactful educational achievements through the use of digital technology.

The recorded progress in participants' attitudes toward learning and their increased accessibility to further academic opportunities within formal education serves as clear evidence of the programme's impact in reducing educational inequalities among underserved populations. This progress significantly contributes to broader social and economic development, fostering growth not only for individuals but for entire communities.

Key components of this report include:

- **Programme Overview:** An outline of TeeSquare's mission, goals, aspirations, and implementation strategies.
- **Theory of Change:** A description of the desired transformation the programme aims to achieve.
- **Evaluation Objectives:** A framework for assessing the programme's impact, scalability, and areas for improvement.
- **Findings and Analysis:** Insights into learner engagement, educational outcomes, and the usability of the technological platform.
- **Recommendations:** Practical strategies to enhance programme effectiveness and expand its reach.

The report also addresses the challenges encountered throughout implementation, including barriers to accessibility and content complexity. It highlights key lessons learned and presents a roadmap for future improvements. These findings aim to inform TeeSquare and its stakeholders—including educators, policymakers, and technologists—about the added value of this technology and the potential role of EdTech in promoting educational equity.



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List of Abbreviations

CBA	Cost Benefit Analysis
CEA	Cost Effective Analysis
EdTech	Education Technology
FB Foundation	Fehmida Begum Foundation
SNC	Single National Curriculum
T T	Team Taleem

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Forward

In the landscape of global education, technological interventions represent more than just innovative solutions—they are pathways of hope, transformation, and empowerment. Our evaluation of Team Taleem’s intervention in Pakistan reveals a compelling narrative of potential and promise, particularly for children who have historically faced significant barriers and exclusion from quality education.

Pakistan confronts complex educational challenges such as a shortage of teachers, limited infrastructure, socioeconomic disparities, and uneven access to learning resources. Against this backdrop, **technology emerges not as a luxury, but as a critical lever for educational equity and opportunity.** This report meticulously examines an intervention that goes beyond mere digital distribution, focusing instead on meaningful, contextually relevant technological engagement to highlight the potential for scalability and impact.

Our organisation’s commitment to rigorous, independent evaluation means we approach such assessments with rigor, analytical precision, and human-centeredness. We do not simply measure outputs, but seek to understand the profound human and socioeconomic impact behind the data we collect to make sense of the programme’s impact. In this case, we investigated how Team Taleem’s solution helps to;

- Overcome geo-economical limitations to accessing education which is a fundamental right of every child
- Provide tailored learning experiences for children and adults to acquire transferable skills
- Create opportunities for children marginalised by inaccessibility to traditional educational systems

The findings presented here are more than numbers—partly because they represent real cases of strengthening children’s potential for expanded learning, increased self-efficacy, and enhanced future academic and educational opportunities. The results indicate an enhanced learning trajectory, for each cohort, demonstrating the transformation in awareness, attitude, knowledge, confidence, ability, and skills.

While we celebrate the hard work, dedication, milestones, and promising outcomes, we acknowledge the complexities of empowering young people and women in resource-constrained terrains through digital technologies, which by themselves add an additional layer of complexity. Technology is never a panacea, but a tool and its effectiveness depends on thoughtful intentional human-centered design, that acknowledge cultural nuances, and ongoing implementation adaptation. This report thus offers not just conclusions of TeeSquare’s impact, but also insights and recommendations for continued refinement and strategic implementation of the programme.

To the educators, technologists, funders, sponsors, policymakers, and community leaders who made this intervention possible: your vision and commitment are the true catalysts of change. To the children of Pakistan: your resilience, curiosity, and potential inspire our work.

Sincerely,

Dr Koge Henry

Head of Operations

Innovations and Evaluation Center

Teach Connect,

December, 2024

Introduction

An Overview

Since 2017, TeeSquare has dedicated efforts to addressing disparities in education accessibility and challenges, particularly in the learning and development of underserved and vulnerable communities. As a social enterprise, TeeSquare operates as a tech-based literacy solution organization working relentlessly to promote skills acquisition and development among groups in Pakistan that are academically deficient, underserved, and hard to reach.

Skills acquisition and development are critical to every society, especially resources, yet these opportunities are not always equitably available to children (boys and girls) and adults in resource-constrained environments. In most of the world, many children are below the expected literacy standards for their chronological and biological ages.

Generally, it is suggested that the literacy rate of girls and women in many parts of the world is low, leaving them vulnerable to other social ills and poverty. Studies on such issues show that mothers with some level of education exert some positive influence on their child's education and future, which provides an anchor for the *raison d'être* of TeeSquare's work.

In summary, the issues attempted here through the programme include;

- Millions of uneducated children and adults
- Inaccessibility to quality of teachers
- Low levels of literacy

- Inaccessibility to schools and other learning resources
- Low transition rates of boys and girls from elementary school to high school

The Team Taleem (TT) programme's targeted population is women and children at risk in areas with a high percentage of low literacy and educational participation across Pakistan. In the regions where the programme is implemented, these neighborhoods are usually characterized by low socio-economic, limited educational opportunities, and high rates of unemployment. The target age group for the programme range from young boys and girls between the ages of 7-18 as well as women between the ages of 18 and above. The programme encourages the development of skills in numeracy, digital capabilities, and literacy in English and Urdu.

Overall, the insights which will be gained from this evaluation are essential for informing and optimising the programme's delivery strategy to ensure that the Team Taleem programme is well-positioned to provide the best intervention to sustainably address current and future education and learning challenges.

We also expect that the findings from this evaluation will provide valuable insights into the potential role of technology as a tool for widening participation and access to educational opportunities in hard-to-reach communities which can be deployed as a strategic vehicle for national development in a growing digital society.

The Purpose of the Report

The primary purpose of this evaluation is to assess the impact of the Team Taleem programme on learners' academic and digital competencies using data from 74 learners of the **2023-2024 cohorts**. In addition, the evaluation seeks to identify the effects of the programme on the participants (**boys, girls, and women**), and its **overall contribution to their literacy levels and opportunities for further education**. Concerning **implementation fidelity**, the report also identifies areas for improvement in the programme's design, monitoring systems, and innovation capacity.

Insights from this report are designed to inform stakeholders of the relevance, merit, and impact of the programme, with data points to justify its business case, continuity, and value for money using input and output analysis. The outcome would also be relevant in strengthening the knowledge bases of the teams designing and coordinating TeeSquare's Edtech intervention, to maximize its effectiveness and scalability. To achieve this, the evaluation team was guided by the following objectives;



1

To assess the programme's merits and effectiveness (EdTech Intervention) in achieving its intended objectives

2

Measure users' levels of engagement, satisfaction, and transformation (proficiency in the specific skill domain)

3

Identify strengths and areas for improvement in the programme

4

Evaluate the programme's scalability and potential for wider implementation

Background & Context

Important Milestone and Impact as of December 2024

2 AWARDS

AND RECOGNITIONS



TeeSquare has been recognised as reliable provider of educational programme by MIT SOLVE and PASHA

24



Learning Centres

Karachi, Lahore, Islamabad, Multan and Hafizabad

42

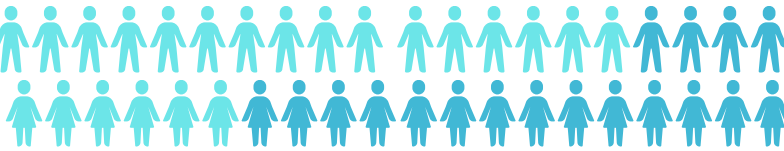


Facilitators

Trained over +42 facilitators across the national territory



1000 +



Learners

The Target Audience are boys, girls and women

42



Facilitators

Trained over +42 facilitators across the national territory

TeeSquare operates with over 42 learning centres across 9 regions in Pakistan since its inception in 2017 and has reached over 1000 boys, girls, and women, empowering and equipping them with skills in literacy, numeracy, and Urdu through their digital learning device and aspire to continue to expand its reach across the country.

Programme Overview

TeeSquare’s educational programme is a technology-enabled (EdTech) literacy and skills-based initiative that utilises digital workbooks embedded within a tablet. The programme’s curriculum aligns with the Single National Curriculum (SNC) and provides cognitive tasks comparable to key stages in English language, numeracy, and Urdu. A full description of the programme is seen in the table below;



MODULE (CODE)	DESCRIPTION
Pedagogical Focus	<ul style="list-style-type: none"> • Education is a right, not a privilege • Handing over the reins of learning in the learner’s hand • Technology is the modern-day magic
National Equivalent	KG – Grade 2
Audience	<ul style="list-style-type: none"> • School-going children who need learning support as: quality of instruction, Out-of-school children without access to school and those who have missed the school-going age. • Adult women who are unschooled, are not literate, for self-paced learning in personal learning space
Learning Activities	Digitised Urdu, English, and Mathematics courses aligned with the national curriculum, predesigned quality content in lesson plans with flexibility for contextualisation of language, lesson plans, and graphics
Targets	The average learner will complete the curriculum in 36 working weeks
Educational Value	<p>Our digital platform has a standard and structured curriculum, and it eliminates the difficulty of finding qualified teachers. Engagement of learners and their learning outcomes are better than traditional means.</p> <p>Accelerated Programme</p> <p>Team Taleem offers Fast-tracked learning, enabling learners to acquire functional literacy in English and Urdu and numeracy skills and complete the curriculum Kindergarten through grade two in 36 learning Weeks.</p> <p>Technology Enabled and Affordable</p> <p>Team Taleem offers quality education at almost HALF the cost of three years of primary education. without compromising on learning outcomes.</p>

Table 1: Programme Overview

As of December 2024, the learners have clocked 205,000+ hours across different geographical regions. Centers are established on a rolling basis as per demand with a flexible operating model. The three academic terms are typically 12 weeks each, and represent the curriculum of 3 grades (KG, Grade 1, and Grade 2) in English, Urdu, and Maths that are delivered in conjunction with an ongoing enrollment. The distribution of participation reveals that the highest enrollment (83.4%) occurs in Term 1, while a smaller percentage of participants enrolled in Term 2 (10.4%) and Term 3 (6.2%). The enrollment percentages are as a result of changing demand and location.

About the Programme



Team Taleem is a customised tech-based literacy solution designed for teaching literacy and numeracy skills. The programme and tablet are the exclusive proprietary platform of TeeSquare to provide access to alternative learning and skills development to children and adults who do not have access to conventional educational programmes and schools. The programme's merit, viability, and impact have surged since the 2019 COVID-19 pandemic offering an affordable and alternative solution to children and adults in resource-constrained environment.

The programme caters to out-of-school children, adults, especially women with limited access to educational opportunities, and school-going children who need additional learning support and other vital literacies and skills. Thus far, over 1000 + learners have benefited from the programmes given its standardised structure and close adherence to the Single National Curriculum and off-internet operating capacity. This affordable and self-paced programme also compensates for diversity in learner's capacity and the shortage of teachers which remains a global concern and threat to quality education.

The learning platform offers a range of short, animated lessons with worksheets and quizzes to facilitate the acquisition, assimilation, and comprehension of core concepts through an experiential learning approach, using gamification, assessment, and feedback loops. Starting a center requires minimal upfront investment. Team Taleem operates independently of traditional brick-and-mortar infrastructure, with the primary setup expense being the purchase of learning kits—an investment that is spread across four batches of learners, making the device serve a great value for its money.

At its core, each learner is enrolled to follow a 36-stage learning pathway with a total of more than 6700 lessons (600-900 per subject) in English, Urdu, and Mathematics, which are structured to run over three terms, with a minimum engagement period of 2.5 hours per day for 5 days per week. These sessions are also accompanied by periodic assessments in the middle of the term and one at the end of the term. The programme is coordinated and supervised by a community center manager who ensures the smooth implementation, monitoring, maintenance, and support for the programme.