

iDiscoveri joins race to end rote learning

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TRADITIONAL teaching methodologies that have encouraged learning by rote and favouring the top bracket of students in each class may be in for a change, with individual schools across the country branding themselves with special curriculum and teaching inputs.

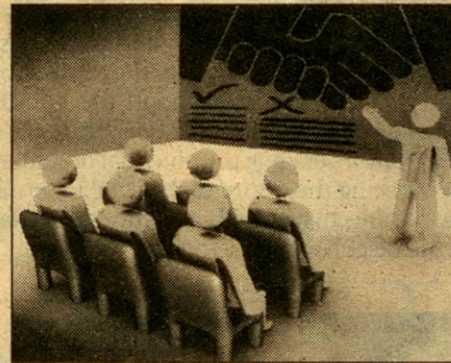
Those efforts are now taking on a larger dimension with Gurgaon-based iDiscoveri introducing what it claims is a comprehensive teaching technique that not only helps every student in the class participate in the learning process as against only a few bright students getting the benefit of academics, but also replaces rote learning with experiential learning.

iDiscoveri has introduced the programme in 130 schools across the country, a majority of them in south India, and now has 80,000 kids following the special system of learning that is branded Xseed.

"Our aim is to have 1 million students in the country following the system by June 2010," iDiscoveri managing director Ashish Rajpal told ET.

He said the participatory method ensures that every child has an opportunity to speak and express herself. In a regular class room, the teacher talks 90% of the time while the children listen, but under this concept about 50% of the time has been kept for the children to speak.

He said the firm is comprised of alumni



of Harvard, Cambridge, IIMs and IITs, bringing together a multidisciplinary group of educators, management professionals and psychologists.

The revenue model of the firm revolves around a fixed sum of roughly Rs 1,000 per student that each school pays per student as a one-time payment to iDiscoveri, which enables them to benefit from the firm's teacher training, leader training and other inputs, with the parents picking up the cost of books as in regular schools. Mr Rajpal said unlike the general perception that only rich, urban schools were open to new concepts in education, schools from all demographic categories were willingly adopting such concepts. "Therefore, we not only have schools in Mumbai and Bangalore, but also those in tier-III towns like Khammam and Kovilpatti implementing our system", he said.

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