STEM of Progress

A DIGITAL INITIATIVE IN ASSOCIATION WITH SHIV NADAR FOUNDATION
Campaign Objectives

Primary

To create awareness about STEM education and its applications in daily life, and encourage participation in this field of study

Secondary

Bring forth the initiatives being taken by Shiv Nadar Foundation to promote STEM education in India
Campaign Idea

Two fold approach:

Give a round up of the current situation of fewer students taking up STEM subjects and encourage a change by promoting its applications

Engage with parents and teachers and urge them to explore STEM and create a conducive environment for children to encourage the same
Campaign Launched
Campaign Execution

- Content hub created
- Content populated
- Content promoted
Content Focus Areas

- Current Scenario of low participation in STEM and its causes
- Applicability of STEM for innovation and daily life
- Encouraging parents to explore STEM with their children
- Highlighting the importance of teachers and practical learning for STEM education
Content Populated

Reasons for low participation and why there should be encouragement for the same

Shattering stereotypes: Why we should encourage our daughters to take up STEM in school

Infographic
Applicability of STEM for innovation and in daily life

Science beyond school: Relevance of STEM in your daily life

The practical applications of STEM are immense – which is the reason why everyone should strive to study the basics.

The whiz kids who grew plants without soil, made organic manure from human hair!

Childhood years are the most formative in a person’s life. Which is why great schools need to focus on hands-on and practical learning rather than rote learning.

#STEMeducation has the power to re-create the future. Watch how students at VidyaGyan used their knowledge in STEM to transform the environment and communities around them. #EducationTransforms
Encouraging parents to explore STEM with their children

Getting smarter with your smartphone: Apps that help you learn STEM

DIY Experiments

Why Don't Birds Get Electrocuted? Discover the magic of everyday science and find out what keeps birds from being electrocuted on their favourite spot – power lines.

What Are Clouds Made Of? Discover the magic of everyday science and find out what those fluffy white in the sky are made of!

Do Gases Flow Like Water? Explore the magic of everyday science and find out how gases behave differently than liquids!
Creating a conducive environment for STEM education in school

Video

Watch as the students of VidyaGyan prove that #STEM is not just another boring subject, but instead it is a fun and interactive way to learn about the practical world around us and find creative solutions for our everyday problems.

Article

A day in the life of a science teacher

“A good teacher can inspire hope, ignite the imagination, and instil a love of learning.” – Brad Henry
Content Hub Promoted On-Site

300x100 co-branded banner on desktop clicking out to the microsite
Content Hub Promoted On-Site

300x250 co-branded banner on mobile clicking out to the microsite
Content Promoted On Social Media

Indian Express
April 4
Sponsored | All these apps are free to download, but might have some in-app purchases.

Indian Express
April 13 at 4:30pm
Sponsored | #STEMEd has the power to re-create the future. Watch how students at Vidyajyot have their knowledge in STEM to transform the environment and communities around them. #EducationTransforms

Indian Express
February 9
A report by the World Economic Forum suggests that only 14.3 percent of science researchers in India are women.

Shattering stereotypes: Why we should encourage our daughters to take up STEM in school

INDIANEXPRESS.COM

Like
Comment
Share

550 Views

Like
Comment
Share

62 Shares
Campaign Evaluation

PERFORMANCE METRICS AND ANALYSIS

User visits and page views + Social media engagement = Measurable success metrics
Page views committed: **1,000,000**

Page views delivered: **1,074,625**

**UNIQUE VISITORS AND PAGE VIEWS**

The content was highly well received by the our users

*Source: Google Analytics*
### High Engagement on the Site

#### Top Active Pages:

<table>
<thead>
<tr>
<th>Active Page</th>
<th>Active Users</th>
<th>Active Users %</th>
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<tbody>
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#### Top Locations:
High Engagement on the Site

### Top Active Pages:

<table>
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<td>1.20%</td>
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</table>
Social Engagement

53k views

1.2k+ engagements

8.6k views
Initiated Conversations on Social Media

90+ Comments on the activity posts

Bitham Shanker: The problem is not lack of encouragement in such field. Its more into the social structure of the society. Ladies are usually expected to carry on with house work after marriage. Marriage is such a social business in India. Most girls succumb to the injuries of this institution. They give up studies and withdraw further hardwork in studies after graduation for the sake of social obligations.

Like · Reply · 11w

Durba Rama Narasu: Shiv who runs these schools, very nice concept on practical training with philanthropic aspect and helping rural and underprivileged children.

Like · Reply · 10w

Rohan Chaubal: While what you say is true for maybe societal pressures, the govt has enough fellowships to bring women who were on a break back to the fold. DST and DBT both have a fellowship in this regard.

Like · Reply · 11w

Ajeet Rana: Only 14.3%. It should increase so that science research's ranking of India will increase.

Like · Reply · 11w

Bhavik Bakshi: We need this type of analytical practical study

Like · Reply · 2w

Safitul Ahad: A good teacher doesn't merely impart knowledge and information to his students but knocks at the door of the minds of the students.

Like · Reply · 6w

Dr Santoshkumar Mohanty: Marvellous and Excellent!!
Campaign Engagement and Reach

**KEY STATISTICS**

<table>
<thead>
<tr>
<th>Total Unique Users on the Hub</th>
<th>Total Page Views on the Hub</th>
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<tbody>
<tr>
<td>0.32 M+</td>
<td>1.07 M+</td>
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</table>

<table>
<thead>
<tr>
<th>Total Social Engagements</th>
<th>Total Reach on Social Media</th>
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<tbody>
<tr>
<td>9.1 K+</td>
<td>2.19 M+</td>
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</table>
Thank You