

# STEM of Progress

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A DIGITAL INITIATIVE IN ASSOCIATION WITH  
SHIV NADAR FOUNDATION

# Campaign Objectives

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## 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

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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

Follow Us:





Friday, May 04, 2018



From driverless cars to smart speakers, ieDecode demystifies new technology

Home India World Cities Opinion Sports IPL 2018 Entertainment Lifestyle Technology Viral Photos Videos ePaper





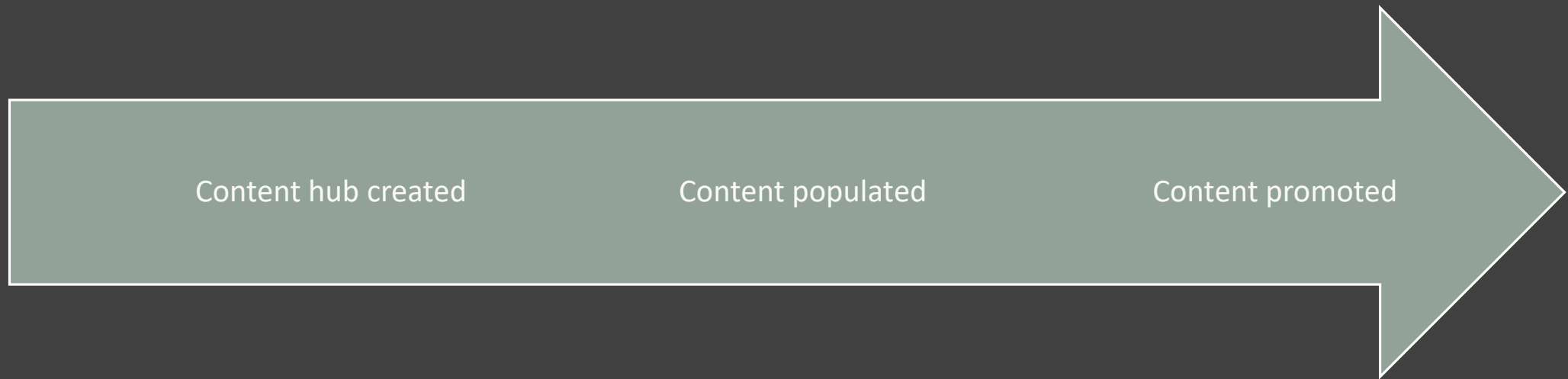
POWERED BY

**SHIV NADAR FOUNDATION**

**THE STEM OF PROGRESS**

# Campaign Execution

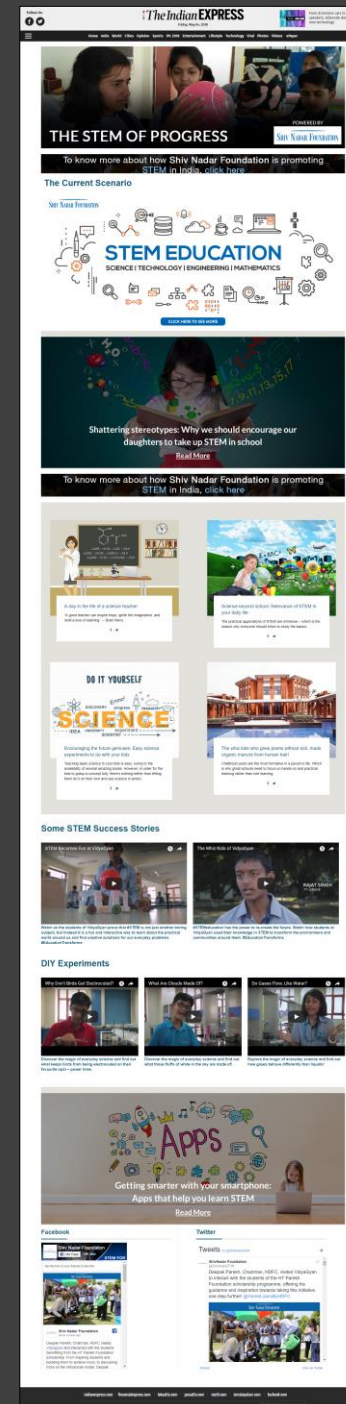
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# Custom Content Destination Created

Ctrl+Click the image to visit

<http://indianexpress.com/brand/shivnadarfoundation/>



# Content Focus Areas

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Current Scenario of low participation in STEM and its causes

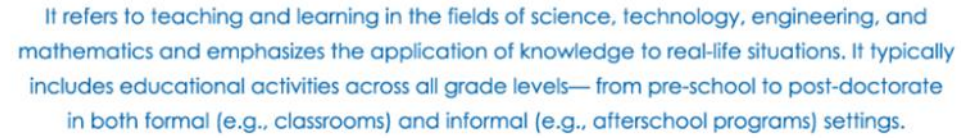
Applicability of STEM for innovation and daily life

Encouraging parents to explore STEM with their children

Highlighting the importance of teachers and practical learning for STEM education

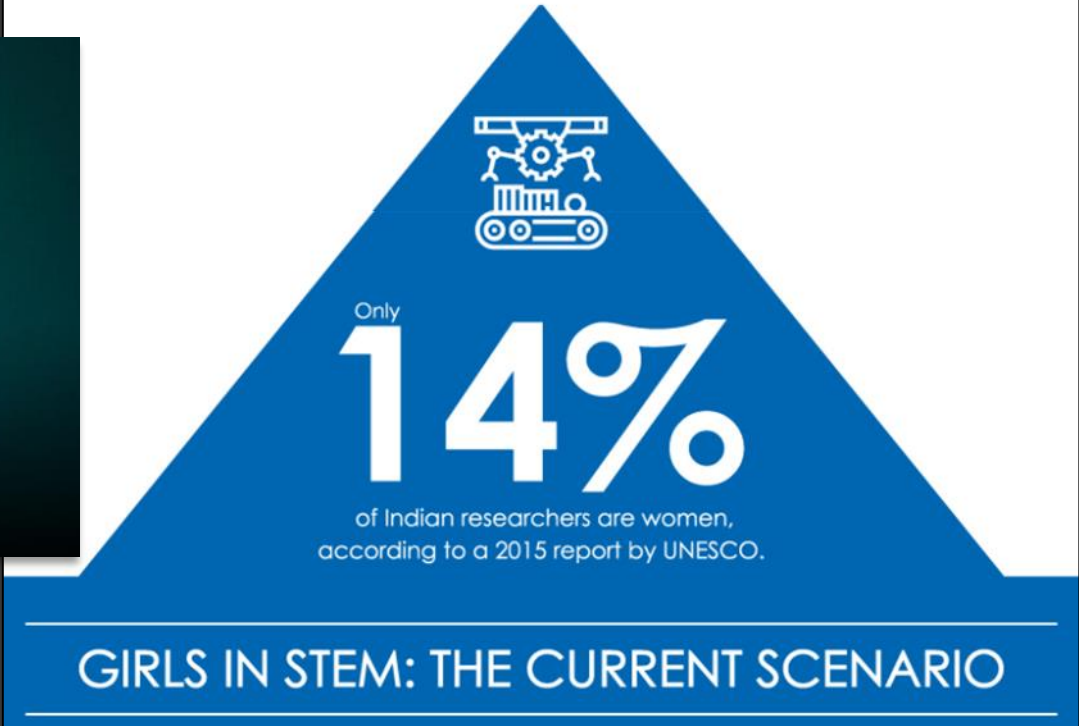
*Reasons for low participation and why there should be encouragement for the same*

## Infographic



article

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





# Content Populated

*Applicability of STEM for innovation and in daily life*



Article

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.



Article



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.



Video

#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

# Content Populated

*Encouraging parents to explore STEM with their children*

Article



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

[Read More](#)



## 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 fluffs of 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!

Video Series



# Content Populated

*Creating a conducive environment for STEM education in school*

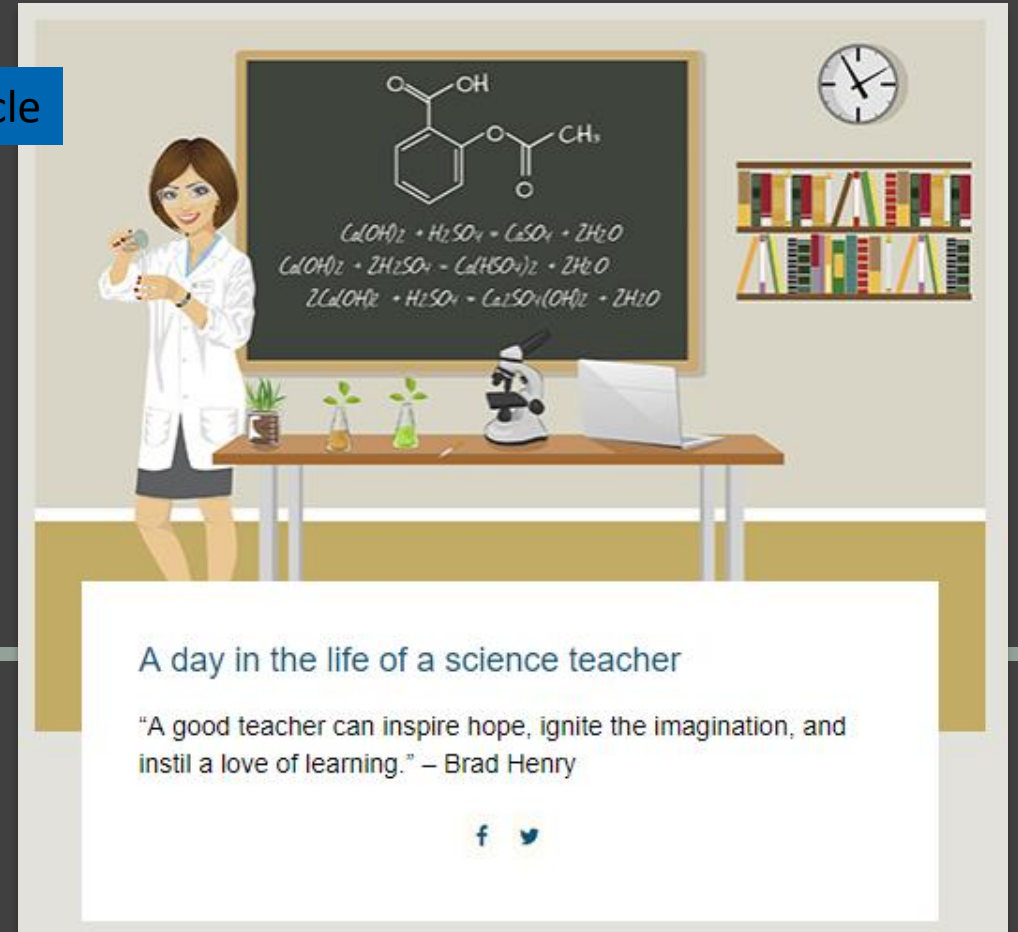


STEM Becomes Fun at VidyaGyan

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. #EducationTransforms

Article



## A day in the life of a science teacher

"A good teacher can inspire hope, ignite the imagination, and instill a love of learning." – Brad Henry

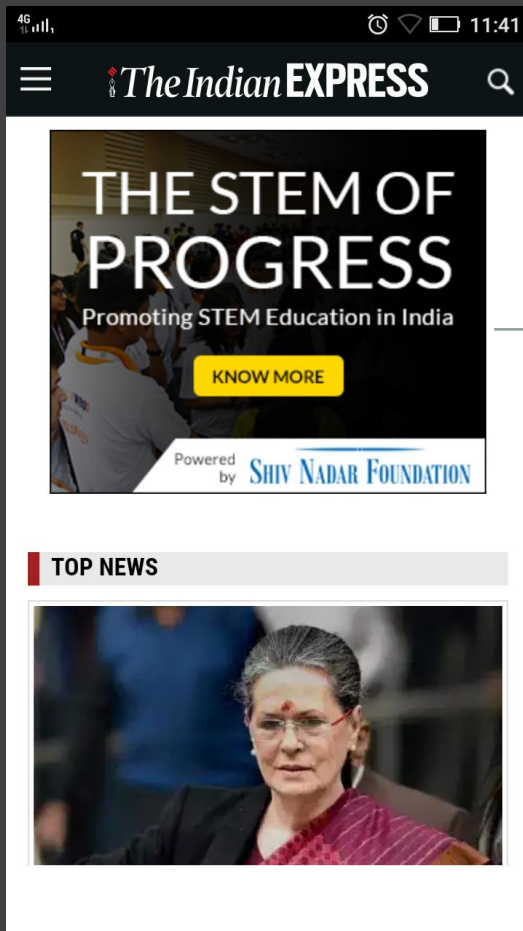


# Content Hub Promoted On-Site



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.



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

INDIANEXPRESS.COM

👍 Like    💬 Comment    ➦ Share    👤

**Indian Express**  
April 13 at 4:06pm · 🌐

Sponsored | #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



53K Views

👍 Like    💬 Comment    ➦ Share    👤

👍 🎉 🙌 550    Most Relevant ▾

**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    👤

👍 🎉 🙌 Siddharth Tyagi, Rythem Wahi and 1.2K others    Most Relevant ▾

52 Shares    10 Comments



# Campaign Evaluation

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PERFORMANCE METRICS AND ANALYSIS

Page views committed: **1,000,000**

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

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## UNIQUE VISITORS AND PAGE VIEWS

The content was highly well received by the our users



# High Engagement on the Site

## Top Active Pages:

Active Page		Active Users	
1.	/	1,893	14.15%
2.	/article/sports/cricket/i...t20-rain-live-tv-5072690/	715	5.34%
3.	/article/sports/cricket/i...ain-live-tv-5072690/lite/	474	3.54%
4.	/brand/shivnadarfoundation/	313	2.34%
5.	/article/education/icai-i...xamicmai-in-5072343/lite/	276	2.06%
6.	/article/india/kamal-haas...m-ramanathapuram-5072148/	231	1.73%
7.	/article/education/icai-i...and-examicmai-in-5072343/	199	1.49%
8.	/article/sports/cricket/i...n-ist-tv-channel-5070985/	199	1.49%
9.	/article/beyond-the-news/...reamy-and-simple-5072537/	186	1.39%
10.	/article/entertainment/bo...otos-videos-5071779/lite/	185	1.38%

## Top Locations:

# High Engagement on the Site

## Top Active Pages:

Active Page		Active Users		↓
1.	/	1,772	15.37%	
2.	/article/brand/shivnadarf...-from-human-hair-5053275/	234	2.03%	
3.	/article/business/banking...u-banks-hit-most-5072032/	232	2.01%	
4.	/article/india/maulana-ba...hief-bipin-rawat-5073523/	175	1.52%	
5.	/article/india/jay-shah-c...rder-on-the-wire-5072078/	165	1.43%	
6.	/article/technology/tech-...-from-march-5072746/lite/	145	1.26%	
7.	/article/sports/cricket/i...ive-weather-rain-5073127/	138	1.20%	

# Social Engagement

**Indian Express**  
April 13 at 4:06pm · 🌐

Sponsored | #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



53K Views

Like Comment Share

53k views

**Indian Express**  
February 9 · 🌐

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

INDIANEXPRESS.COM

Like Comment


Siddharth Tyagi, Rythem Wahi and 1.2K others

52 Shares 10 Comments

1.2k+ engagements

**Indian Express**  
April 13 at 4:02pm · 🌐

Sponsored | 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. #EducationTransforms



8.6K Views

Like Comment Share


935 Most Relevant

8.6k views

# Initiated Conversations on Social Media


90+ Comments on the activity posts

2 Replies

 **Bidhan Shanker** The problem is not lack of encouragement in such field. It's 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

3


 **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


1

 **Saiful 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

 **Durbha 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

 **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

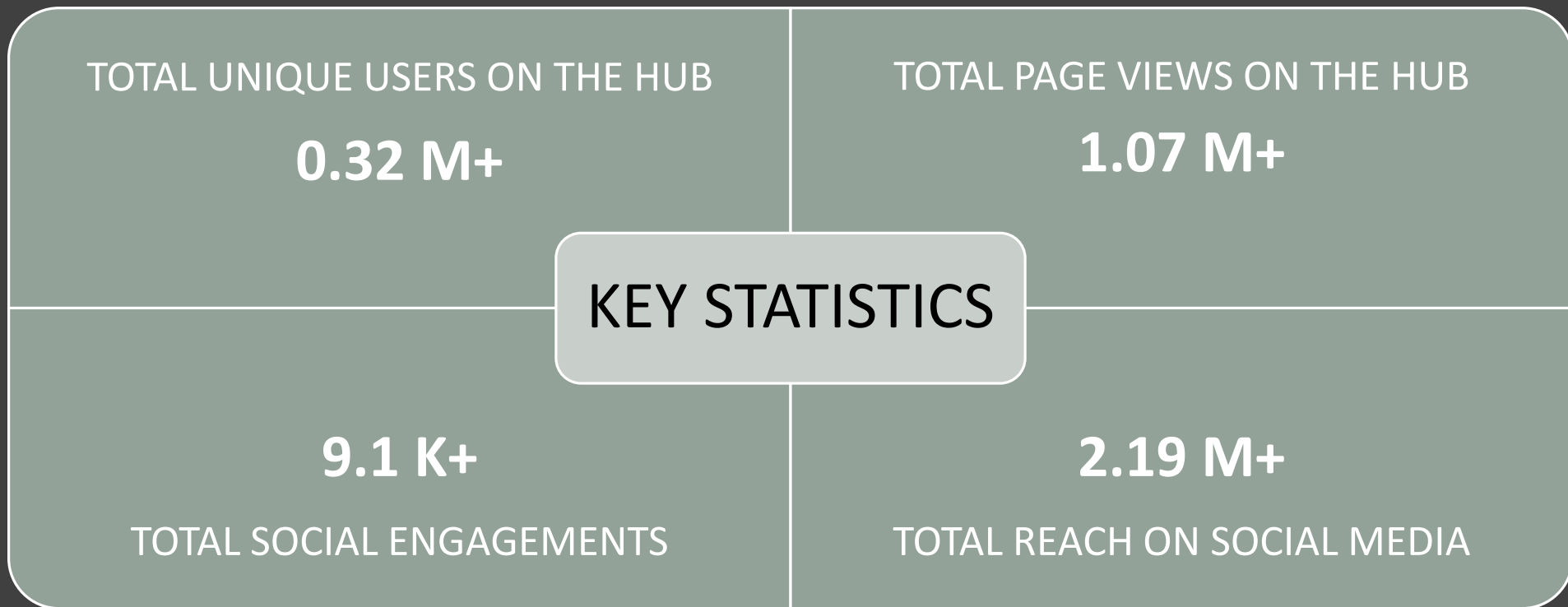
 **DrSantoshkumar Mohanty** Marvellous and Excellent !!

Like · Reply · 2w

1

# Campaign Engagement and Reach

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# Thank You

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