

Pushti Ambassador Partnership

E-learning Pilot Report



Funded by



Implemented by



Opening Remarks

This report is prepared to set forth the overall journey of 1st e-learning pilot and its results conducted under the Pushti Ambassador Partnership(PAP) project in 2022. In this report, you will find out background information on the pilot plans, pilot implementation details, pilot evaluation plan, main takeaways from the pilot and what are the next steps. You will also find links to detailed quantitative report of e-learning pilot's 1st and 2nd evaluation reports.

Happy Reading!

Content

**Goals of the
e-learning
Pilot**

**Pilot
Preparation**

**Pilot
Implementation**

**Pilot
Evaluation**

1. Goal of E-learning Pilot

Why did we conduct this e-learning pilot? What is the desired outcome?

To test the feasibility of shifting from:

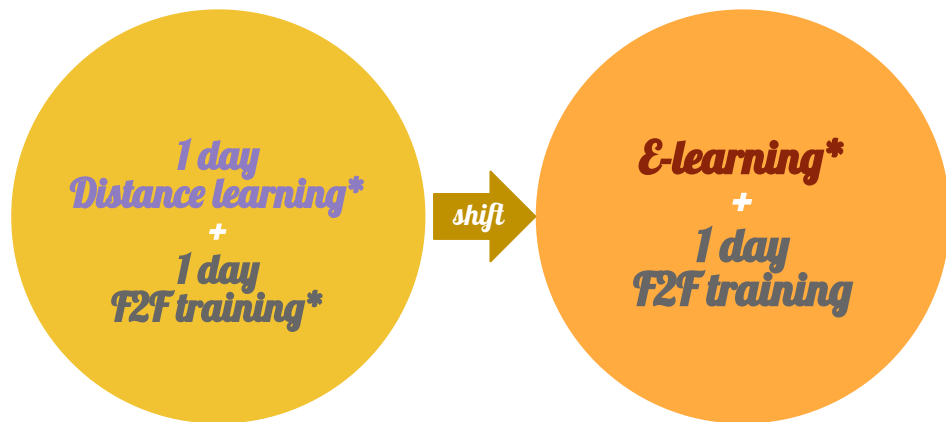
2-days face-to-face* + distance learning* methodology

to

1 day face-to-face + e-learning* methodology;

while trying to find out the desired outcomes:

1. Reduced effort and cost of overall recruitment & training process of Pushti Ambassadors (PAs)
2. Launch Shujog & iSkill as digital platform learning platform
3. E-learning contents' comprehensiveness (do the PAs understand the contents properly)
4. Measure the efficiency of e-learning training by comparing sales of PAs who got e-learning training vs sales of PAs who got distance learning.



* **F2F Training:** All new recruits (PAs) gather together in the regional hubs offices and a trainer from the HQ travel there to provide face to face training

* **Distance learning:** All new recruits (PAs) gather together in the regional hubs. A trainer joins the training session through online video call (shown through a projector). The field officer organizes this distance learning session.

* **E-learning training:** Video modules are stored in the iSkill platform which can be accessed by the recruits through web platform/android platform.

2. Pilot Preparation & Execution process

Who did what?

All partners (Bopinc, iSocial, Dnet and Arla) sat together to brainstorm on what can be done in the first pilot of e-learning. The initial planning started almost a year before the pilot finally took place in the fields. The execution took place in the following manner:

Activity	Responsible
E-learning courses/ modules ideation	Bopinc, iSocial, Dnet
E-learning modules production	Bopinc
E-learning platform readiness	iSocial
Pre and post evaluation design for online and offline training (Preparing the indicators)	Bopinc, iSocial, Dnet
Pilot with 120 agents: <ul style="list-style-type: none">• 60 agents who are supposed to receive e-learning & 1 day face-to-face training• 60 agents who are supposed to receive distance learning & face-to-face training	iSocial & Dnet
Pilot effectiveness evaluation (Report out)	Dnet, iSocial, Bopinc
Future Plan	Dnet, iSocial, Bopinc

Planned modules for E-learning

All partners together brainstormed and came to a conclusion that there should be at least 4 courses and 10 modules which are an absolute necessity for a Pushti Ambassador to get onboarded.

For the 1st pilot, only 3 courses/ 7 modules were chosen and rest of the modules were still to be delivered in face-to-face training.

**highlighted courses are the ones which were developed and delivered for 1st pilot of e-learning.*

		COURSES	MODULES
In scope of Pilot	1	Basics of Entrepreneurship	What is Entrepreneurship?
			How is it different from a job (Risks and advantages of becoming an entrepreneur)
			What are skills of a good Entrepreneur
	2	How to Make a Convincing Sales pitch	What is a sales pitch?
			Things to remember while making a sales pitch
			How to design a sales pitch?
	3	Basics of Nutrition	Nutrition (portraying Dano Daily Pushti as an example)
For future consideration	4	Digital Literacy	Financial Literacy (Portfolio selection, Order management and payment, Register a client, Sales management and credit management, Profit/ loss calculation)

E-learning Modules created for Pilot



Course 1 Module 1: Basics of Entrepreneurship



Course 1 Module 2: Entrepreneurship vs. Job



Course 1 Module 3: What are skills of a good Entrepreneur



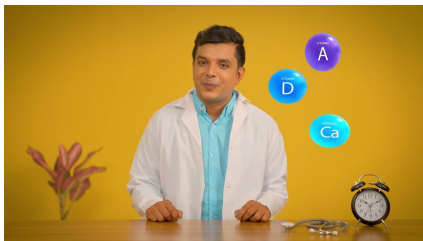
Course 2 Module 1: Sales Pitch



Course 2 Module 2: Things to remember while making a sales pitch



Course 2 Module 3: How to design a sales pitch

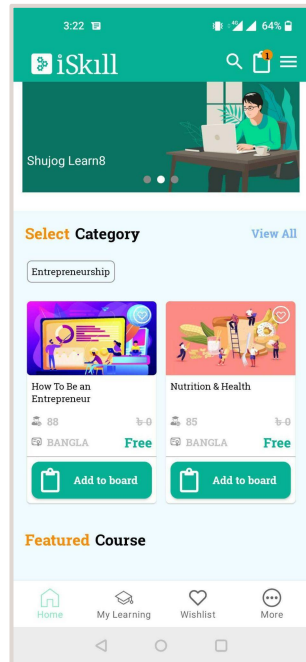


Course 3: Nutrition

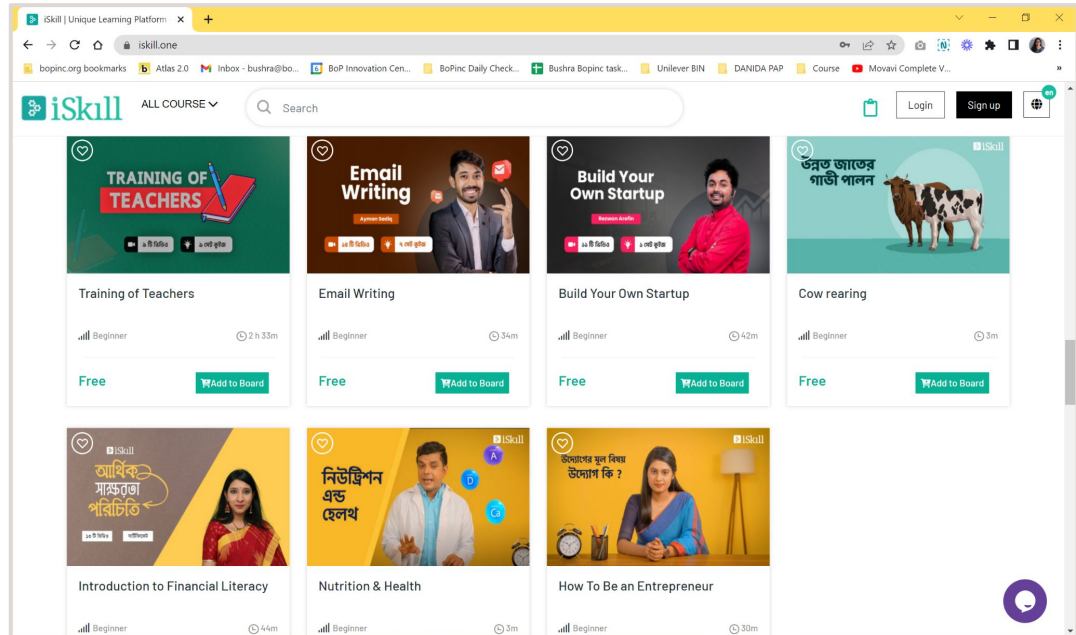
Which digital platform has been used for e-learning?

iSkill app and web platform has been used for the e-learning training portion. All PAs downloaded the app or browsed through the web platform to sign-in, walk through the modules and complete the training.

iSkill app



iSkill web version

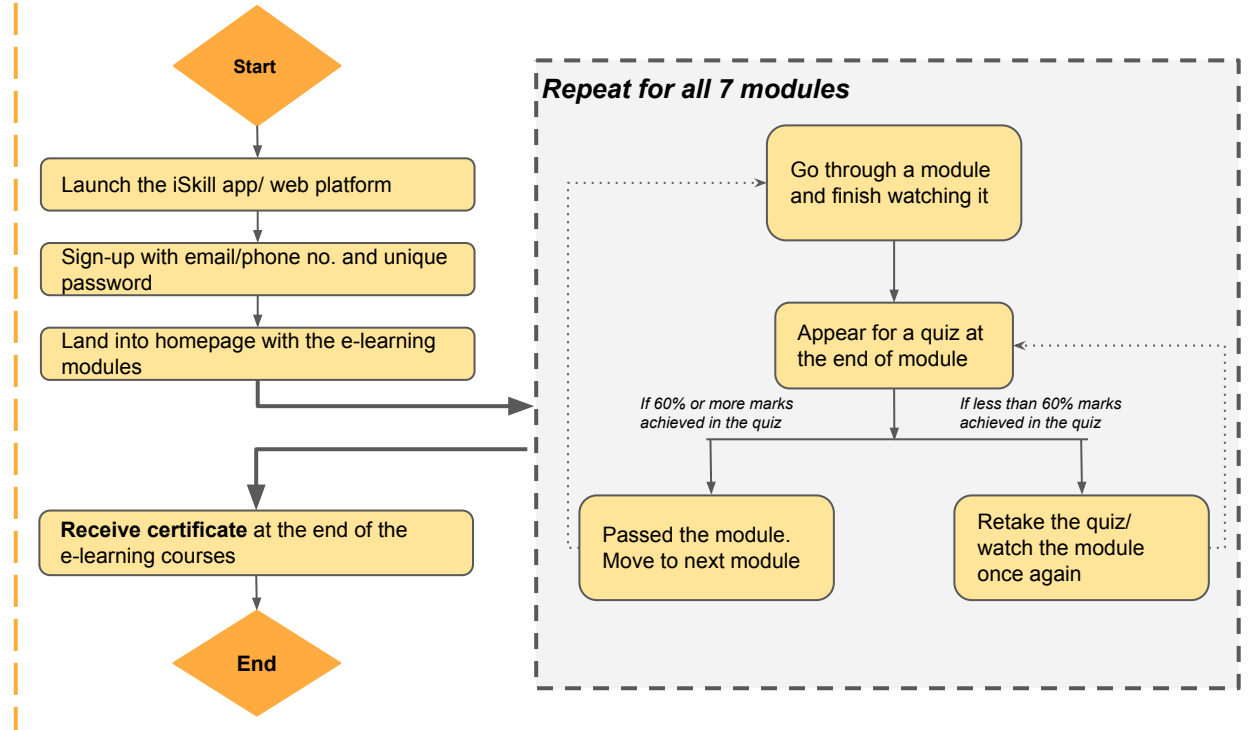


Platform for e-learning: How did it work?

All PAs had to individually sign-up into the *iSkill app* with their unique phone number/email address. Once a PA could log-in, she could start the e-learning training where she had to:

- mandatorily watch a module,
- attend a quiz at the end of the each module
- gain at least 60% marks to unlock the next module. If a PA gained less than 60% marks, she had to rewatch the module/ retake the quiz until she achieved 60% marks
- Move to the next module
- Finish watching all the 7 modules
- Receive certificate at the end of the e-learning training.

How the iSkill learning platform worked?



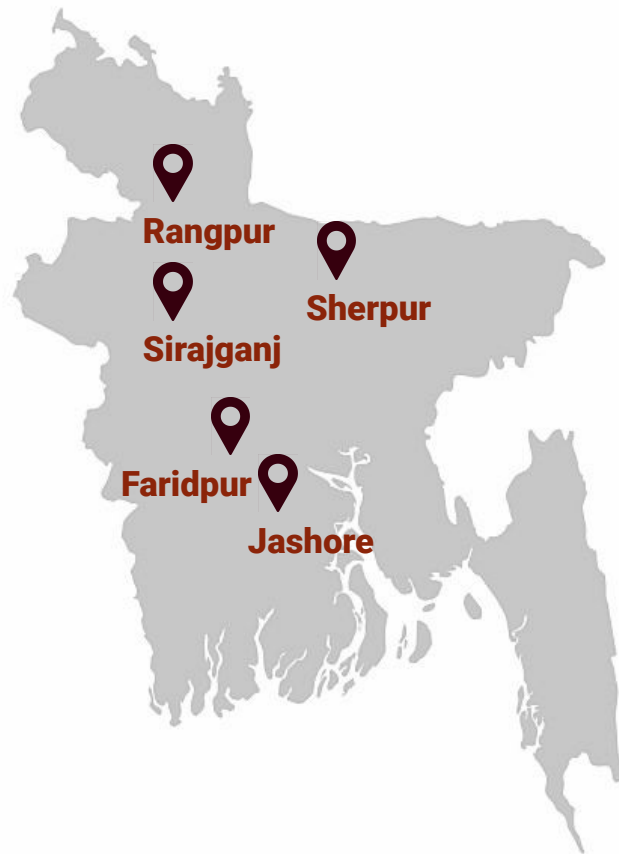
Pilot Details

When, Where, Who?



Pilot Timeline

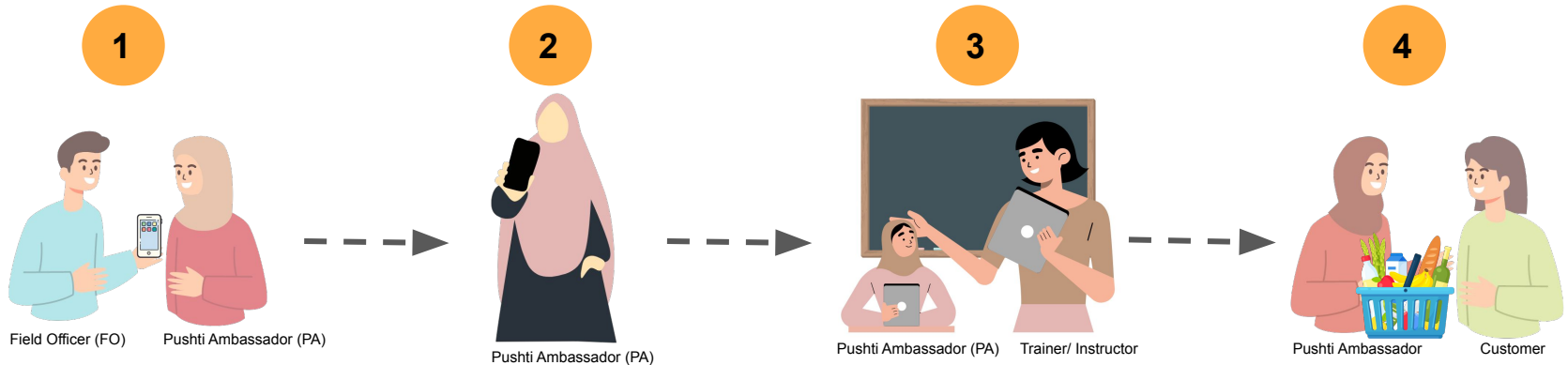
Pilot Conduction	Self-Learning (iSkill)	19th - 28th Feb 2022
	F2f learning (one day)	28th Feb 2022- 3rd March 2022
1st Pilot Evaluation * Immediate evaluation after the training took place. * To understand the instant reaction and acceptability of the PAs of e-learning modules		6th-9th March 2022
2nd Pilot Evaluation * Evaluation after 2.5 months * To measure the growth of the PAs in the network in terms of sales, confidence etc.		End of May 2022



59 Pushti Ambassador were trained who applied through Shujog app:

Rangpur (Shadar): 9 PAs
Sherpur (Sreebordi): 10 PAs
Sherpur (Shadar): 10 PAs
Sirajganj (Ullahpara): 10 PAs
Sirajganj (Belchuchi): 11 PAs
Faridpur (Shadar): 4 PAs
Jessore (Shadar): 5 PAs

How was 'e-learning training' conducted



The newly joined Pushti Ambassadors were onboarded to the network by introducing them to the iSkill App and its e-learning modules. The field officers of each area visited each new PA individually at their home/neighbourhood and guided them on how to use the app and complete the e-learning training all by themselves.

All new PAs watched all the e-learning modules from their home within 7 days timeline and completed watching all 7 modules by their own at their own time.

*For this pilot, a few PAs faced problems while accessing the e-learning modules, for example- smartphone not compatible to run the iSkill app, the app crashed etc. In such cases, the FOs visited those PAs individually and logged in from their(FO) smartphones, and then made sure that the PAs completed the modules.

On the second week, all PAs joined a regional **1 day Face to face training** at iSocial hub where a trainer trained them. Qualitative feedback were taken by the instructor on the e-learning modules which has been incorporated into the 1st-evaluation.

After the face to face training, all the newly trained Pushti Ambassadors are now ready to operate in the field.

3. Pilot Evaluation

Evaluation criteria of the E-learning Pilot

Outputs

E-learning Pilot

1. Testing the inclusion of online training modules for PAs through Shujog App/ Any other online platform
2. Testing the most popular type of e-learning content among 3 types



narrative presenter talking about training contents



Listening from/ viewing examples of PA



Video with animated representation of narration

Outcomes

Evidence of desired behaviour

Understanding & Acceptance

Testing PAs' understanding of self-led learning modules' importance

Testing PAs' capability to properly use smart devices & access e-learning modules

PAs response rate

How many participants sincerely watches the training contents

How much time consuming is the training modules

Can PAs afford to spend money on data packages for self-led training/ are they willing to?

Improved Skills of PA

Business results from the E-learning modules

1. PA are more confident
2. **PA sales increases**
3. PA selling area/ zone increases
4. More PA joining in the network

Impact

Easier training & learning methodology

Impact

1. Decrease cost of Training process
2. Impact Innovation on recruitment process
3. Expand knowledge of PAs and availability of training lessons whenever needed
4. Level of digitization of women increases

Summary: 1st Evaluation

The first evaluation was done immediately after the e-learning training took place. The objective of this evaluation-phase was to understand if the PAs could understand the messages of the modules and respond the quiz/questions properly, if the app & web platform were working properly and figuring out the challenges PAs faced during the e-learning training.



100%

PAs who participated in the e-learning training received certificate by securing 60% marks



66.67%

PAs got marks above 80. Almost all other PAs got around 56-60% marks. If compared to baseline, all PAs performed better in their endline.



63.33%

PAs have enjoyed learning from the iSkill platform and given positive feedback on the e-learning courses.



46%

PAs faced problems for completing the courses.



55%

PAs could understand the overall content and answer properly both in face to face and online based learning.



71%

PAs can afford to pay for mobile data and have that willingness to pay.

“ I found the e-learning modules interesting, despite internet connectivity and app shutdown issues. I will want to continue learning through e-learning, but I will still prefer face-to-face training at least once”- Pushti Ambassador

[To read detailed 1st-evaluation report, please click here. \(Prepared by iSocial\)](#)

Summary: 2nd Evaluation

The second evaluation took place after 3 months of the e-learning training. The purpose of this evaluation was to understand if the newly trained PAs could perform equally well as the PAs who received regular training. The performance indicators included sales, basket, gradual improvement, more PAs joining through the recommendation of new PAs etc.



69%

PAs could generate income through this e-learning training.



15

new PA joined network through iSkill sign-up/ Shujog signup/ new PA referral option.



Dano Daily Pushti

is one of the core best selling product for these PAs. Other products mostly sold are- sanitary napkin, saline, washing powder, soap, sugar and Nagad customer acquisition



36%

PAs could increase sales volume gradually.

"I feel happy working as a Pushti Ambassador who got smart training through e-modules. I think if I could get some investment support to get a smartphone with latest features, I could watch the training videos more often. I would like to receive a printed certificate which I can display as an achievement of success."- Pushti Ambassador

[To read detailed 2nd-evaluation report, please click here. \(Prepared by iSocial\)](#)

4. Key Learnings, Recommendations, Next Steps

Key Learnings

Observations from the e-learning pilot

Preparation and launching of the pilot:

- **Allow sufficient time to make realistic plans for pilot preparation:** The planning for the e-learning training started back in 2021. Multiple plans have been made on which modules should be included in the e-learning pilot. A few modules were also prepared by Bopinc, Dnet & iSocial; which were later discarded and then new plans took place. Overall, there was a lot of back and forth on choosing the platform and e-learning modules which increased resource allocation beyond original expectation. So for upcoming pilot/scale-up, a realistic plan should be made which doesn't exceed costs, resources allocation and expectations.
- **Allow sufficient time to select and develop the correct platform:** The e-learning platform went through a vigorous selection process. At the beginning, it was proposed by iSocial/Dnet that the platform should be *moodle*. Later, iSocial decided to implement the e-learning training through their own digital platform '*Shujog*'. But just before the starting the training, iSocial shifted the plan to launch a new platform '*iSkill*' for learning and kick-off the e-learning training .
- **Accurate selection of modules:** In terms of understanding the modules, majority of the PAs have understood the e-learning modules and learnt from it. So, the selection of modules were accurate.

Pilot Phase:

- **Clearer communication needed on pilot planning and commencement:** The e-learning pilot started without properly communicating with all project partners. The plans on how the e-learning pilot will be conducted (video modules to be seen 1 week earlier than face to face training) were not informed with partners. So, it came as a surprise to all partners when iSocial & Dnet informed in-between of the pilot that e-learning pilot has already been started.
- **Ensure platform readiness before the start of pilot:** There were multiple issues reported on the '*iSkill*' platform. Some PAs reported app crash, incompatibility with the phone etc. which hampered the smooth training process. During the training, in case a PA could not access the e-learning videos through their phones, the field officers had to carry their smartphones to those PAs and show them videos individually while sitting by their side which is not a sustainable way.

Evaluation Phase:

- **Cost Benefits:** The overall cost of e-learning training was less in comparison to distance learning training. This needs further digging down, but on a primary evaluation, it can be concluded that e-learning training can be cost effective in the long run.
- **Planning of pilot evaluation:** The pilot evaluation planning started long back before the pilot took place, which is a smart task done by the all partners because it really helped focusing on the outcomes of the pilot.
- **Pilot Evaluation needs to be done as per initial plan:** While planning the pilot, it was agreed that that the pilot will be conducted with 120 PAs so that a comparative analysis can be done among 60 PAs (trained through the e-learning process) vs 60 PAs (trained through the normal training process). But later during the 2nd evaluation, the comparative analysis was made among 60 PAs who got e-learning training with another randomly selected 60 PAs data who had received training earlier than this period.

Recommendations

Suggesting way forwards for the e-learning training

- **Realistic Timeline:** For the next phase of e-learning training, a realistic timeline should be made based on practicalities and potential hampers in mind, so that the delays don't come as a surprise.
- **iSkill Platform's readiness:** Since iSkill is a new platform, it needs a lot of improvements to minimize the issues/bugs for smooth functioning of e-learning training.
- **Contents:** For the next phase, some additional contents can be added with the current model to see if PAs can adapt with greater number of digital contents.
- **Trying out new approaches in training:** E-learning and F2F approaches have been tried together. For next phase, e-learning training can also be placed as refresher training and try out other approaches like- does eliminating F2F training puts a huge impact or not?
- **PAs technical readiness in terms of digital device:** Some PAs did not own smartphones which were compatible with the e-learning modules. In such cases, iSocial team has already offered EMI based upgraded smartphones purchase to those PAs. For future e-learning based training, the PAs recruited should be prepared and well aware of their involvement in digital platforms.
- **PA's technical readiness on adapting a digital training tool:** The pushti ambassadors who participated in the pilot suggested that it is important to prepare the PAs on digital tool adaption and making them more accustomed to technical training.
- **Communication among partners:** Each step of the e-learning training should be well communicated among partners.
- **Evaluation planning:** The evaluation was well planned in terms of end-data points, but the evaluation timeline can be revised since the sales data comparison needs more than 1 month time.

Next Steps

Detailing out what will be the next activities for e-learning training from now till the end of project. See below:

Activity	Participants	Tentative Timeline
Brainstorming on the next steps(pilot/scale-up) of e-learning training	iSocial, Arla, Bopinc	1-10 Aug 2022
Plan finalization for next steps(pilot/scale-up) of e-learning training/ contents	iSocial, Arla, Bopinc	10-30 Aug 2022
Platform readiness (iSkill) testing/finalization	iSocial (testing supported by Bopinc)	Aug-Oct 2022
Additional modules/contents development/ testing/ finalization	iSocial / Bopinc	Sept-Nov 2022
Recruitment of new PAs	iSocial	October 2022
e-learning training (pilot/scale-up) conduction	iSocial	November 2022
Preliminary evaluation of training	iSocial	Nov-Dec 2022
Long-term evaluation of training	iSocial	Feb-March 2023
Scaleup & sustainable planning for e-learning/ Handing over e-learning to iSocial	iSocial, Arla, Bopinc	April-June 2023

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