



**Shule Direct
Annual Report 2020**

NOTE FROM THE CEO

Dear Friend of Shule Direct,

I love social media.

That is how I met Isack. e-meet that is.

Isack is a 25 years old young man based in Dar es salaam. He is working as a loan officer at a microfinance institution. Isack completed his Primary education at Unyanga Primary School but did not manage to proceed to Secondary School because of financial constraints. He did not do well to study in a Government school where the fees would have been affordable. The private school option was expensive for his family and they did not believe it was worth the investment. They had seen too many people taken to school but end up returning home to join those who did not go to school and suffer unemployment together. To his family, time and money spent on Secondary education was not worth it.

Last year, Isack decided to resume his Secondary School education through what is known as Qualifying Tests (QT) which allows people to resume or repeat and complete their Secondary education in 2 years instead of 4 years as independent scholars and later on as private candidates for the Certificate of Secondary Education Examination administered by the National Examinations Council of Tanzania.

This was not an easy decision on his part. He has always been determined to seek knowledge and opportunities to improve his life. He came to know, however hard he works and how much he knows, it came down to his education credentials. His lack thereof, was always a stumbling block.

He knew he had to go back to school. And he did.

Being a QT student is not an easy feat. There is no school to go to. You do not operate within a schedule, with teachers, regulations, learning resources and boundaries to create a conducive environment to learn.

Pretty much like what Elon Musk said in regard to starting up, if you need motivation to start up, then it is not for you. The motivation to embark on a QT journey, like Isack, has to come from within, because really there is no one to hold you accountable. It's all you.

On his mission to learn, he came across Shule Direct app through a Google search for educational platforms in Tanzania. He has been an avid user ever since. Leading him to send a gratitude note to me that I gladly shared with the team. Simply put, he thanked us on how he has been able to understand the subject matter and improve his learning outcomes. He went ahead, like a simple user testing, to suggest how to improve our revision content by having current national exams current past papers. He is a hero.

Isack's story in these COVID19 times, is a story of hope, opportunity and second chances. Hope is what keeps us going, especially now. When we believe things will get better, that we will be better, that others will be okay, in the long run, it is hope. I actually thought it is easy to give up to hope. I have failed miserably. Hope empowers the present. Then I chose to do what I can do NOW while hoping. Keep working and keep going.

2020 taught me a lot about PARTNERSHIPS. Two things; invest in them and understand what is in it for your partners. So what exactly are partnerships? Just like any other relationship, it is a give and take, but the underlying factor is always communication.

So questions to ponder, are we sharing our journey? Not just what matters to us, but also what matters to them?



The ups and downs?
Our context and welfare?
Partnerships are not necessarily all gloom, but also doom.

We lost a significant and heartfelt partner at the end of the year 2020 to different priorities and focus but we do understand.

2020, our EMPATHY was tested. I was disturbed by how things and people were faring beyond just our organization. In hindsight, we mapped out obstacles for users and sought to address them. One of them was connectivity costs. Just to paint a picture, imagine that you have a mobile device connected to the internet and what is keeping you from accessing the next web platform or app are the data bundles cost. I appreciate diverse interests of our users, but what if there is a primary need, more specifically the aspiration to LEARN.

Here is when I raise my literal glass and truly thank our access partners to ensure learning is happening in school and beyond school through online digital platforms.

I also wish to acknowledge the Shule Direct Team for rising over and beyond our objectives and keeping our eyes on the impact. This year, 2021, I promised myself I would be more personal with our team members and connect on more than a professional level. I truly observed TEAMWORK when the entire team had to be working from home when COVID19 broke out in Tanzania but still communicating with each other to bring about what had to be done. Then I received a text message from one of my colleagues, kindly asking me when he can go back to work. Then I received the next. Then it hit me. Work is home.

Our differences are our similarities even when they take a different shape and form. What this pandemic revealed is that we are all human with an assortment of human tendencies.

My note is my chance to speak to you; on the other hand I hope this report will swarm you with numbers and data that have been my obsession over the years. But that is not all that matters. If anything, the pandemic has taught us there is more to life than the next data set, the next number and the next proof.

HUMANITY calls for so much more. When we had to close office, when we had to enforce safety and precautionary measures, when we have to discuss our wellbeing; it is about who we are as people.

ACTION calls for us to go back to the basics. 2020 and beyond has reinforced not what we cannot do but to focus on what we CAN do.

Like Isack, we are presented with an opportunity to have LASER focus to think of the present and not mistakes of the past, to think of others, to understand what it means to be here, to stand in the gap, to be there even when its painful, when it means nothing for us but everything for humanity.

This is our time, even when our fight is subtle.
It could be fierce, because lo! our pain.
But our arms are open. Here is an invitation to build.

In service,
Faraja

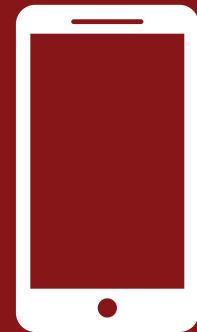


SHULE DIRECT DIGITAL LEARNING PLATFORMS



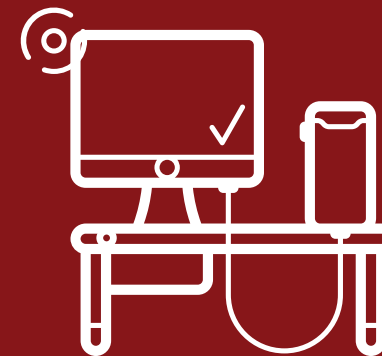
www.shuledirect.co.tz Website

Learning Note
Quizzes, Syllabus
Past Papers
Virtual Teacher
Teacher Resources Center
Extra Curricular Subjects
Practical Videos
Parents Corner
Discussions



Mobile App

Learning Notes
Makini Quizzes
Syllabus
Past Papers
Parents Corner
Practical Videos
Downloading Notes



Learning Management System

Learning Notes
Quizzes
Syllabus
Past Papers
Offline Version



SMS

Quizzes
Search (Wikipedia)
Reports





“
WHAT OUR
USERS SAY



Shule direct is the most powerful app to me I really enjoy to study through this app. thanks!!!

Rachel
Sep 08, 2020 14:25:27 – A Student

Shule direct it is good app for me as a student because it helps me to learn. Also this app have a favorable notes for students to study. As a form four I hope I will pass my exams by using notes and different questions from this app. Thanks.

Juma Mdemu
Jul 10, 2020 11:53:09 – A Student

This program will help the learners to learn well even in absence of a teacher in a class, therefore, its my hope that it will be advertised strongly because most of students they don't know this program.

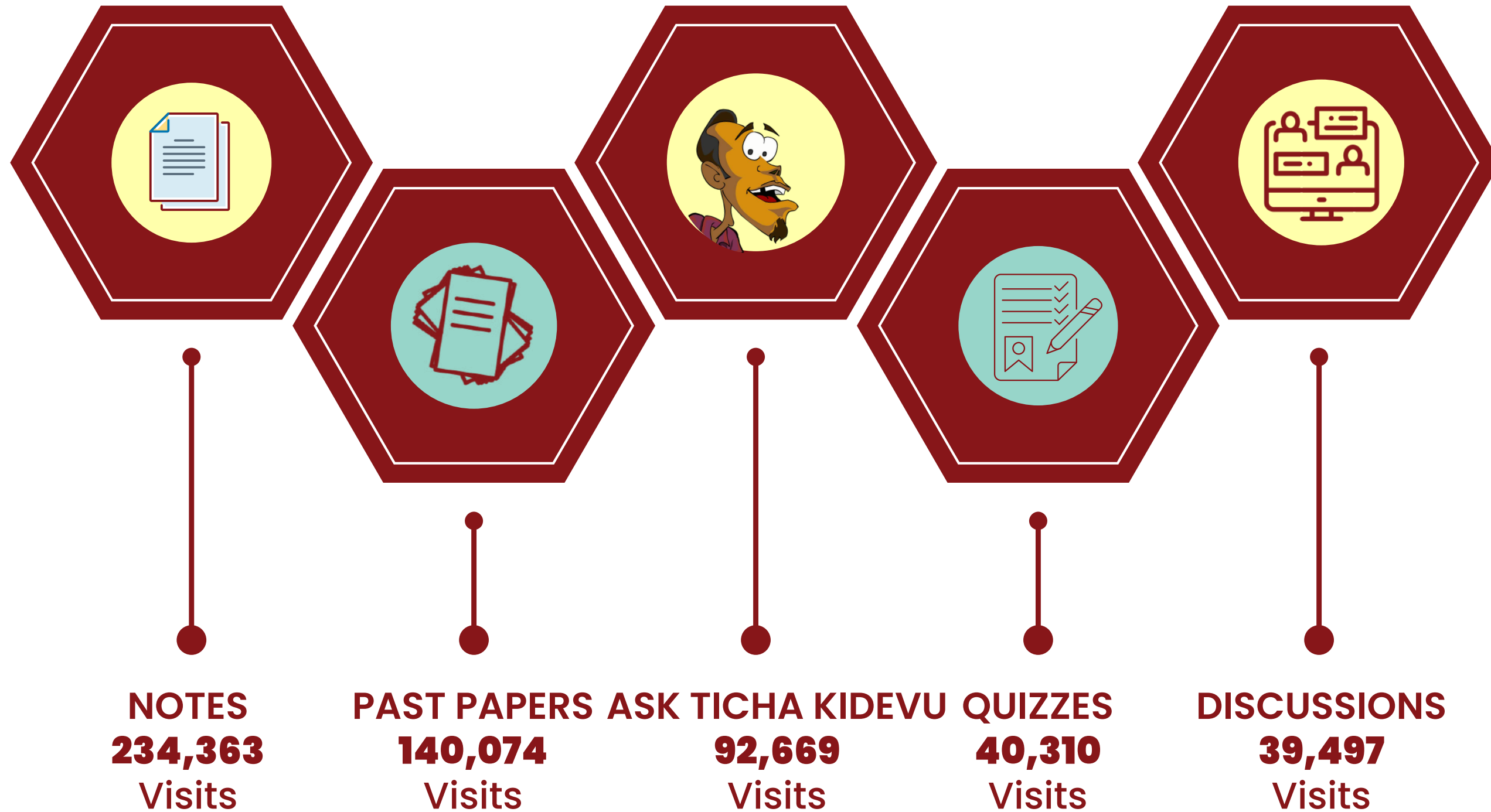
Malulu Joseph
Mar 27, 2020 04:42:32 – A Teacher

I have never seen the best and organised site in Tanzania for students like this one (Shule Direct). This one means more in the world of science and technology. Thumb up.

Nizar Hamisi
Feb 11, 2020 18:40:40 – A Teacher



OUR USERS FAVOURITE FEATURES



OUR TOP USERS

Most frequent users of the platform

BEST TEACHER IN 2020

Julius Mambe

Mzumbe Motto
Open School

Dar es Salaam

51,121 Registered Teachers
In the platforms

BEST PARENT IN 2020

Johnson Jonas

Dar es Salaam

2,705 Registered Parents
In the platforms

BEST STUDENT IN 2020

Jack Juma

Mangu High

Kiambu County,
Kenya

221,982 Registered Students
In the platforms



ADOPTION

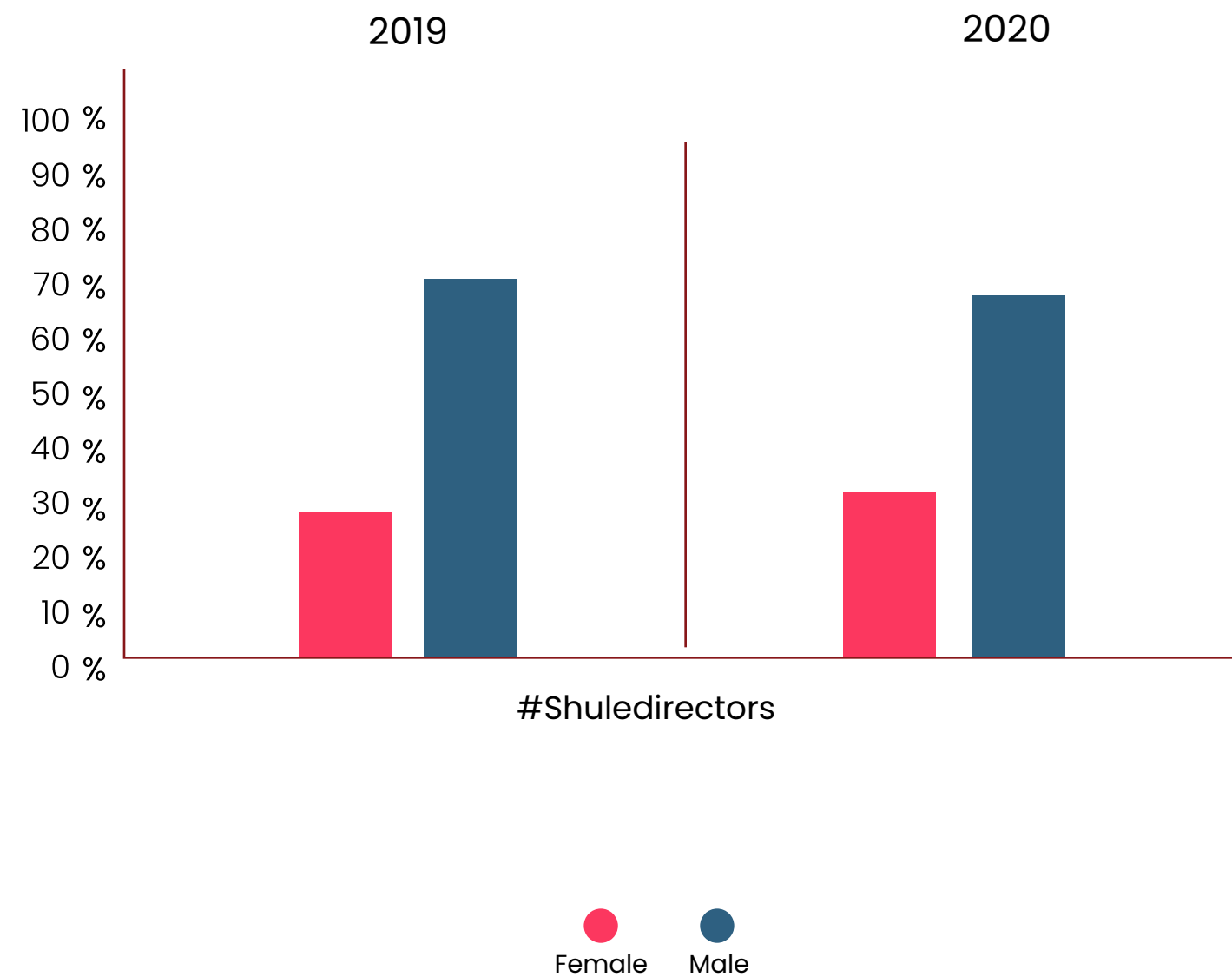
New mobile installs increased by **109.70%** (from **36,255** in 2019 to **76,025** in 2020).

New web users increased by **127.41%** from **202,850** in 2019 to **461,303** in 2020).



DIVERSITY AND INCLUSION

There is increase in the number of female #ShuleDirectors, a comparison between 2019 and 2020

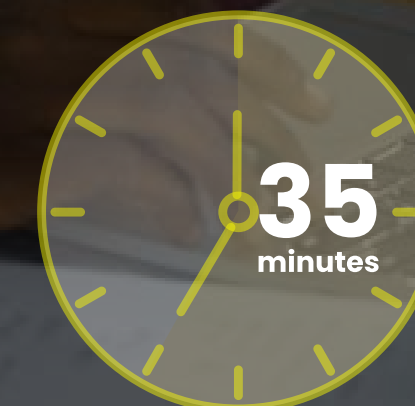


THE AVERAGE LEARNING TIME



2019

9.37%



2020

Global Average Learning Time 15 minutes.



DEVICE SESSIONS

Majority of users in 2020 accessed Shule Direct website using mobile devices (**74%**) followed by desktop. This goes in the same pace as the global data of 2020 which shows the majority of internet traffic comes from mobile sources (**50.88%**) as indicated below;



74%



3.13%



22.17%

Global Data



50.88%



2.74%

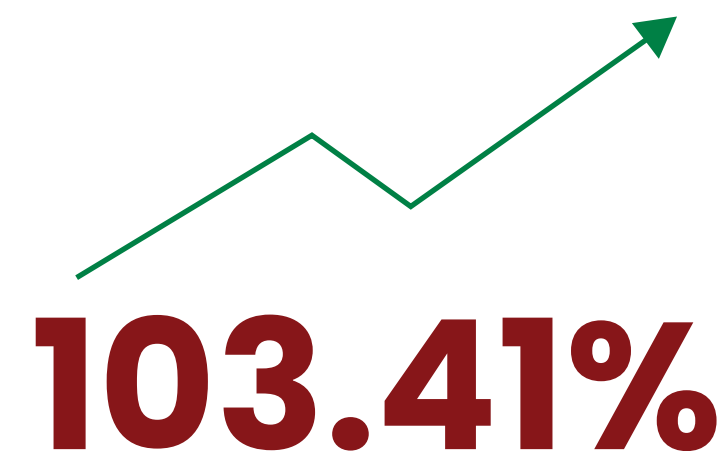


46.39%



ENGAGEMENT SESSIONS

In **2019** the total sessions were **438,154** and in **2020** the total sessions were **891,266**



Increment in percentage for the engagement sessions from 2019 - 2020

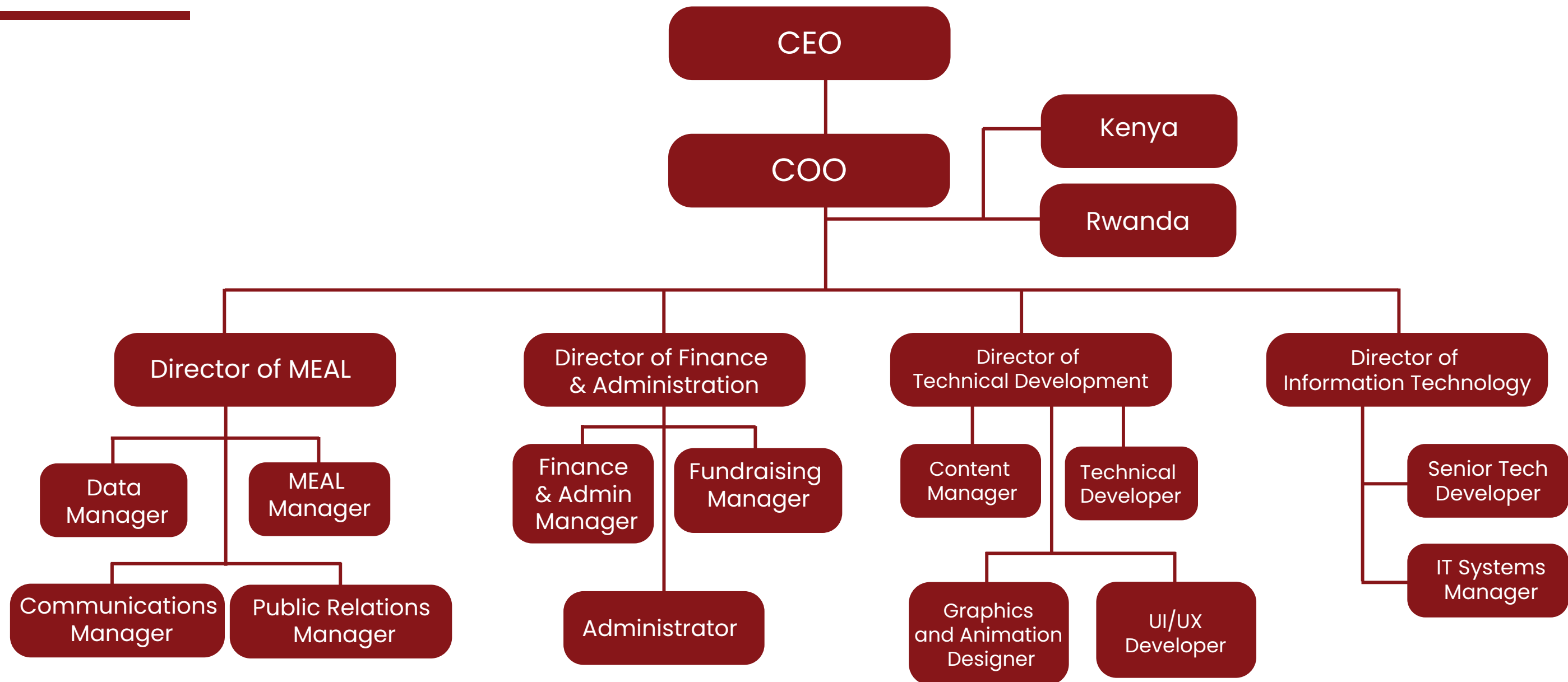


**“If you want to go fast, go alone.
If you want to go far, go together.”**

African Proverb



ORGANIZATION STRUCTURE



Board Members:

- | | |
|-------------------|-------------------|
| 1. DOREEN KESSY | 4. SALUM AWADH |
| 2. SARAH KOOLA | 5. LYRIC DOSHI |
| 3. CRISTIN MARONA | 6. AASHIQ SHARIFF |



Thank you for your support



Global Affairs
Canada



Tanzania Commission
for Science and
Technology (COSTECH)



Content Partners:

1. Mwalimu Hub
2. British Council
3. Aisha and Friends
4. FREEED
5. Tanzania Institute of Education (TIE)
6. Archbishop Mihayo University
College of Tabora (AMUCTA)

Education Networks:

1. Regional Education Learning Initiative (RELI)
2. Tanzania Education Network (TENMET)
3. Policy Forum
4. Tanzania Community Initiative
5. Education Sector Development Committee -
Technical Working Group
6. Schools 2030
7. Million Lives Club

Access Partners:

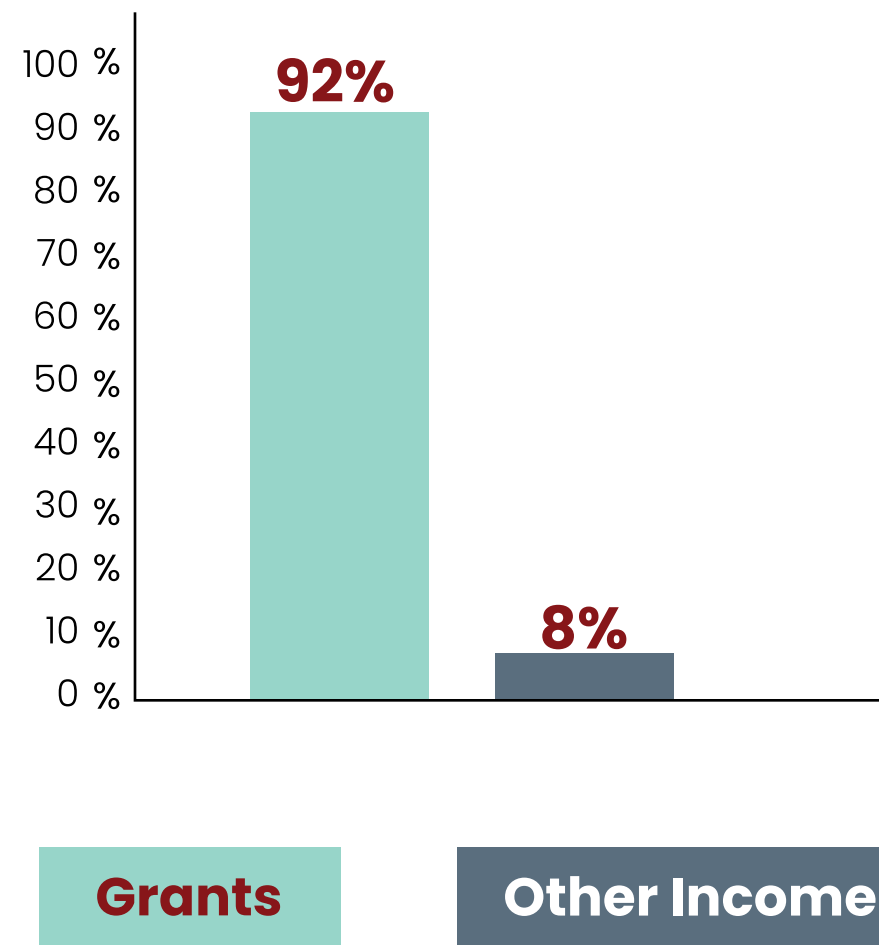
1. Vodacom Foundation
2. Tigo Tanzania
3. Freebasics
4. African Child Project:
Basic Connectivity Pilot
for Secondary Schools
5. Unite The World With Africa
Foundation



OUR FINANCIALS

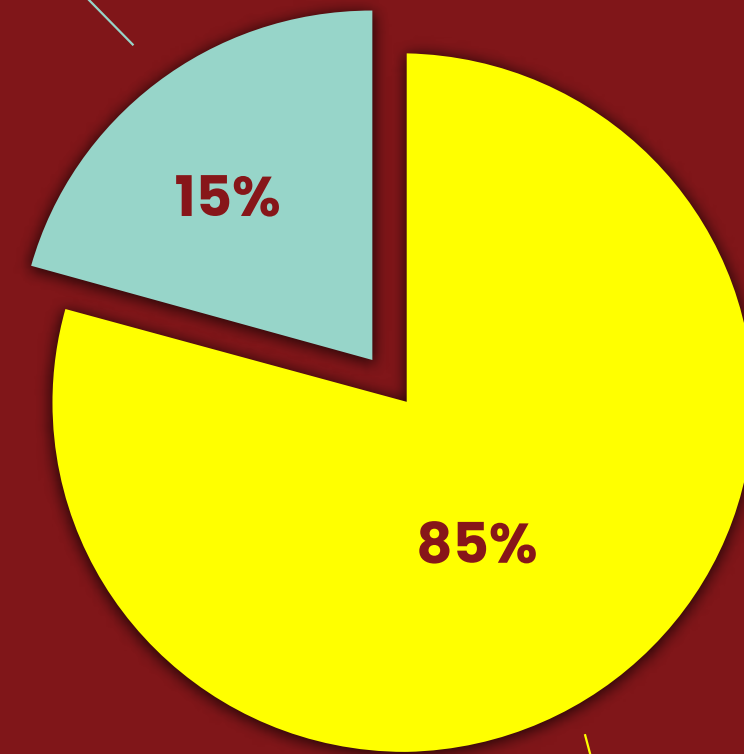
Our financial statements are prepared in compliance with the International Financial Reporting Standards (IFRS) and comply with the requirements of the Tanzanian Non-Government Organization Act 2002.

Income



Expenses

Capital Expenditure



Operating Expenditure

Key:

Operating Expenditure

Personnel - **56.2%**

Programs - **6.3%**

General Administrative - **22.28%**

Capital Expenditure

Property

Plant

Equipment



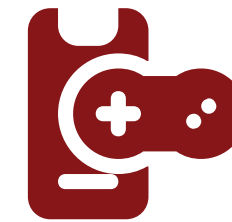
2021: YEAR IN FOCUS



New Digital Learning Platform for Primary School Students



Launch Kenya Web platform for Secondary School



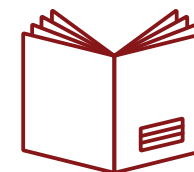
Premium Interactive Features on all Digital Learning Platforms



Installing our offline Learning Management System in 15% of Public Secondary Schools in Tanzania



Tech for Education: Behavior Change Communication Advocacy Campaign **2021 - 2022**



Ticha Kidevu Merchandise: QR Code supported range of stationeries and learning tools



Qualitative Study: Evaluating the Impact of the Shule Direct Programs on Student Achievement and Teacher Effectiveness



HOW TO GET INVOLVED



Volunteers



Join Our Team



Fund the Impact



Share your Content



Enable Access to Learn



@shuledirect

Get in touch
info@shuledirect.org
(+255) (0) 22 266 4167
📞 0675 904 152





**THANK
YOU!**

**shule
direct**

www.shuledirect.co.tz
Be Free to Learn, Anytime, Anywhere



GET IT ON
Google Play



GET IT ON
App Store

MakiniSMS
15070