

## eJaadui Pitara: Empowering Early Childhood Education

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eJaadui Pitara is an educational treasure trove developed by the National Council of Educational Research and Training (NCERT) in India. Designed specifically for parents and teachers, it empowers them to create engaging, enjoyable, and interactive learning experiences for children aged 3-8 years. This initiative aims to realise the National Curriculum Framework for Foundational Stage (NCF-FS) 2022 goals at the grassroots level, providing valuable support for both adults and children. Through eJaadui Pitara, parents and teachers can learn engaging methods and access a wealth of resources to help children learn and thrive.

### Features and Processes:

- **Playful Learning:** Emphasises “Learning through Play,” allowing children to learn through interactive activities, games, stories, and songs.
- **Multiple Access Points:**
  - **Mobile App:** Download the free app for a wide variety of educational content, including stories, rhymes, puzzles, and activities. [Download link](#)
  - **Dial-Up Service (IVRS):** For those without internet access, listen to daily stories, songs, riddles, and questions by dialling a toll-free number.
- **AI-powered Assistance:** Get help from AI-powered bots on WhatsApp and Telegram, providing age-appropriate activity suggestions and answering questions on early childhood development.

- **Story Bot (Katha Sakhi):** Suggests stories in different languages.
- **Parent Bot (Parent Tara) & Teacher Bot (Teacher Tara):** Offers expert knowledge on NEP 2020, NCFs, kids’ activities, psychology, pedagogy, etc.
- **Focus on Foundational Skills:** Resources build essential skills such as language development, maths concepts, critical thinking, and social-emotional skills.
- **Multilingual Support:** Offers content in 10 Indian languages (Assamese, Bengali, Gujarati, Hindi, Odiya, Punjabi, Tamil, Telugu, Kannada, Malayalam) and English.

### Impact:

- **Strong Audience Reach:** eJaadui Pitara has over 45,641 downloads, indicating a growing interest in early childhood education.
- **Active Engagement:** With over 205,563 total plays, users are actively engaging with the content, suggesting it provides valuable learning experiences.
- **Diverse Access Points:** Utilisation of IVRS calls (1,385) and AI-powered chatbots (Story bot messages - 4,488, Teacher bot messages - 6,097, Parent bot messages - 4,402) showcases the app’s accessibility.

By offering a variety of engaging and accessible resources, eJaadui Pitara empowers parents and educators to create a fun and enriching learning

environment for young children. However, to better serve India's diverse conditions—including resources, languages, skilled human resources, technology, and internet connectivity—the app needs to support more Indian

languages, be available offline and on other platforms like iOS and Windows, and regularly digitise and upload more resources to ensure wider access and better impact on users.

