

# MeerKats Program Launch - Plan and Details

## Purpose

The purpose of this document is to provide the details of various tasks that need to be done both by Creya and the Learning Partner to ensure that MeerKats program is successfully launched.

## Key Milestones

For the successful start of the MeerKats program, the following 4 major milestones need to be achieved:

1. **Scheduling:** Deciding on when to hold the classes (weekdays, after-school, or weekends, or both) is an important first step. The learning partner’s local knowledge of how free the children are will be of use during scheduling. It is only after the schedule is fixed that the marketing can begin. The following need to be considered when it comes to scheduling:
  - a. Scheduling needs to be done for every level and the module within that level. The ideal schedule will be 2 batches per level. This means that each module will process a minimum of 6 batches.
  - b. Each module is composed of 8 1-hour sessions
  - c. Scheduling can be done such that a child has 1 hour (session) twice a week, 2 hours a week, or 3 to 4 hours in the weekend. We recommend 2 hours/week on the weekdays, 2 hours/weekend or 4 hours/weekend.
  - d. Depending on the schedule, the module for a batch can get done within a week, across two weeks, across a weekend or a month
  - e. A sample schedule is provided below. It represents the maximum utilization of after-school time.

Sample Schedule							
	10:00 to 11:00	11:00 to 12:00	12:00 to 1:00	3:00 to 4:00	4:30 to 5:30	5:30 to 6:30	6:30 to 7:30
MON					Level 1 Session 1	Level 1 Session 2	Level 3 Session 1
TUE		Note: Each colour is a different batch			Level 2 Session 1	Level 2 Session 2	Level 3 Session 2
WED		Total batches in this model: 11			Level 1 Session 1	Level 1 Session 2	Level 3 Session 1
THU		Can process: 110 to 220 students			Level 2 Session 1	Level 2 Session 2	Level 3 Session 2
FRI					Level 1 Session 1	Level 1 Session 2	
SAT	Level 2 Session 1	Level 2 Session 2	Level 3 Session 1	Level 3 Session 2			
SUN	Level 1 Session 1	Level 1 Session 2	Level 2 Session 1	Level 2 Session 2			

2. **Marketing, Inquiries & Registrations:** Once the scheduling is done, the marketing for the program can begin. The Learning partner can choose various ways to market the program. Creya will provide national marketing support for the program. Please refer to [Annexure 5, Marketing Support](#), for more details.

3. **Training:** As the registrations take place, the Learning partner or their resource will be trained for the program. The training will consist of two parts: Part 1 – Orientation (8 hours), and Part 2 – Theme based training (3 days per theme). The training can take place at the Learning Center or at Creya. We recommend Creya, since there will be access to the rest of the team at Creya. Refer to [Annexure 4, Training & Support](#), for more details.
4. **Handover of Materials:** The Creya team will check for readiness of all the material, and hand it over (along with the necessary documentation) to the Learning Partner.
5. **Launch of Classes:** Once the materials are handed over, the Learning Partner can launch the first class of the program as per the schedule. The Creya team will be present on one of these first classes for support.

## Detailed Milestones of the Implementation Plan

To achieve the above-mentioned milestones, both Creya and the Learning Partner will have to complete a series of tasks. The table below details all the tasks to completed by Creya and the Learning Centre for each milestone.

S.no	Task	Responsible	Comments
1.	<b>Go ahead from Creya and Learning Partner</b>	Creya & Learning Partner	<ol style="list-style-type: none"> <li>1. Explanation of the program</li> <li>2. Sharing of concerns and reaching consensus</li> <li>3. Agreement signed</li> <li>4. Payment made by Learning Partner</li> </ol>
2.	<b>Implementation Kickoff: Scheduling, Marketing</b>	Creya & Learning Partner	<ol style="list-style-type: none"> <li>1. Review and freeze Scheduling</li> <li>2. Review and freeze Marketing Plan</li> <li>3. Review and freeze Inquiry/Registration process</li> <li>4. Freeze the Training dates</li> </ol>
3.	<b>Identify and finalize MeerKats classroom</b>	Creya & Learning Partner	<ol style="list-style-type: none"> <li>1. Room should be able to hold 20 children (in groups of 10)</li> <li>2. Room should be in good repair</li> <li>3. Room should have minimum 2 plug points</li> <li>4. Room should have fan/AC</li> </ol>
4.	<b>Take Inquiries and Registrations</b>	Learning Partner [Creya will support]	<ol style="list-style-type: none"> <li>1. Explain program to inquiring parents</li> <li>2. Maintain inquiry database</li> <li>3. Convert inquiries to registrations</li> </ol>
5.	<b>Training</b>	Creya	<ol style="list-style-type: none"> <li>1. Learning partner/delivery resource will undergo training for the program</li> <li>2. Refer to Annexure 4, Training &amp; Support for more details</li> </ol>
6.	<b>Handover of Materials</b>	Creya	<ol style="list-style-type: none"> <li>1. Creya will hand over the kit to the learning partner</li> <li>2. Creya will hand over the log books to the learning partner</li> </ol>
7.	<b>First MeerKats class takes place</b>	Learning Partner	<ol style="list-style-type: none"> <li>1. The first MeerKats class will be delivered as per the schedule. The Creya team will be present to support this.</li> </ol>

