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Rocket Learning's Big Kids

Learn how Rocket Learning is building a national r
 education, using WhatsApp, YouTube, and smart d
 children.



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[Rocket Learning < https://rocketlearning.org/>](https://rocketlearning.org/), a winner of the [Indian Innovation Icons 2025 awards < https://www.maricoinnovationfoundation.org/award/indian-innovation-icons-2025-winners/>](https://www.maricoinnovationfoundation.org/award/indian-innovation-icons-2025-winners/), is proving that big change can start with small, joyful interactions. By bringing engaging early education content to parents and educators via WhatsApp and YouTube, the organisation has reached four million children across 11 states in just five years.

In the July edition of InnoWin, Rocket Learning's Co-founder Azeez Gupta shares how they're building a national movement for early learning powered by tech, community, and care.

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What does Rocket Learning do, and why is it important?

We make early education accessible for 3–6-year-olds by partnering with the government. We train Anganwadi workers, align curriculums, and deliver fun, age-appropriate content via WhatsApp and YouTube. Every child deserves a strong start and we're helping make that possible.

What inspired you to start?

Millions of children miss out on early learning at home. We knew the difference it makes, and when we saw families engaging with bite-sized videos, and reached four million children in five years, we knew this could scale.

What sets you apart?

We focus on joyful, interactive learning that reaches parents and educators where they are. By integrating tech, curriculum, and behavior design, we make early learning work at scale.

Marico Innovation Foundation's Indian Innovation Icons 2025:...



How do you use user feedback?

User behavior shaped our model. We saw parents annotating WhatsApp worksheets directly on their phones—so we added explainer videos, polls, and tap-based activities. We simplified language and made everything mobile-friendly. These changes came straight from the field.

What's the impact so far?

- 4 million parents and children reached
- 250K Anganwadi workers trained
- 70% of engaged children are school-ready
- Presence across 140 districts in 11 states

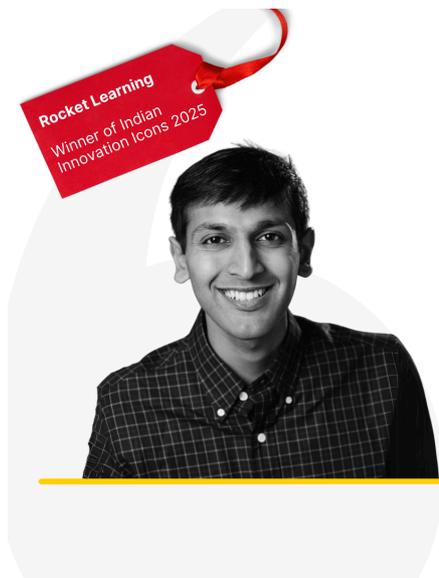
Milestones you're proud of?

- Collaborating with central and state governments on *Poshan Bhi Padhai Bhi*
- Co-developing early education frameworks like Adharshila and Navchetana
- Taking learning to India's aspirational districts with NITI Aayog

Has mentorship helped?

It's been game-changing. Our mentors helped us think big and stay resilient. I lean on them for advice and pay it forward by supporting the next wave of changemakers. Growth isn't solo, it's a relay.





A parent once told us, “I never knew I could be my child’s first teacher.” An Anganwadi worker told us she felt truly seen as an educator. That’s stuck with me.

Azeez Gupta
Co-founder
Rocket Learning

What’s next—and what’s in the way?

We want to reach 50M+ kids. We’re building Appu, an AI learning buddy supported by Google.org. The big challenges—awareness, infrastructure, and mindset shifts—take time. But we’re making progress.

Role of tech and data?

It’s crucial. We use big data to track outcomes, AI to nudge engagement, and gamified rewards to motivate parents and educators.

What does the Indian Innovation Icon award mean to you?

It’s an incredible honour. It validates our work and gives us energy to go further, faster. The real perk is connecting with leaders who can help us scale.

Most importantly, this helps bring early learning into the spotlight.



Rocket Learning (Winner - Social Category) | Indian Innovatio...



Favourite part of the work?

The small wins: a child learning, a parent engaging, a teacher feeling proud. A parent once said, “I never knew I could be my child’s first teacher.” An Anganwadi worker told us she felt truly seen as an educator—for the first time.

What keeps you going?

The kids! Their joy, curiosity, and infinite potential.

One big ask to the ecosystem?

Invest in early education at scale. It’s the foundation of a smarter, stronger India.

[Click here to see All Winners of Indian Innovation Icons 2025 < https://www.maricoinnovationfoundation.org/award/indian-innovation-icons-2025-winners/>](https://www.maricoinnovationfoundation.org/award/indian-innovation-icons-2025-winners/)

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