

Light of Hope

ANNUAL REPORT 2021



Light of Hope

Who We Are?

Our mission is to prepare the future generation with 21st century skills like creativity, problem-solving, emotional intelligence and moral values. We believe our traditional education system doesn't prepare our children with these most important skills that will define how their lives will be once they become adult.

There are 1 billion children in primary level in the world and in Bangladesh, the number is 30 million. 70% of these children will enter into the jobs that doesn't exist today. It means we need to fundamentally shift our traditional education system.

However, learning happens everywhere - not just in schools.

We develop highly researched, engaging and affordable learning contents, products, courses and experiences for young children to prepare them with life-changing skills.

We established a number of brands that work in alignment to achieve our mission, to create a smarter, kinder future generation.

To know more, visit: www.lightofhopebd.com

Our Brand



We help children to become
Creative and Empathic



'Goofi' is the children content and product brand of Light of Hope Ltd. Through Goofi brand, we produce highly researched, affordable and engaging children books, learning toys, and audio-visual contents.

Our contents and products are used by children globally in more than 30 countries.



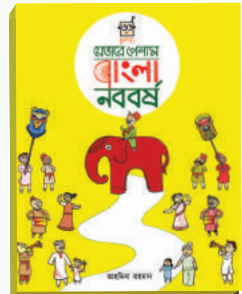


বাংলার
স্বর্ণালী যুগের
গল্প

New Title Produced

1. Banglar Guptodhon

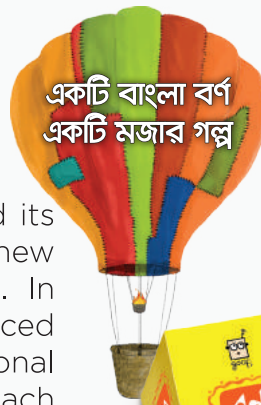
Most notable production in Book Category is Tresure of Bengal (Banglar Guptodhon) Series. It's a 5-book series targeting children above 8 years old focusing on educating about golden history and culture of Bengal. The objective of this series is to instill national pride about Bangladeshi culture and history in the future generation.



2. Borno Golpo-4

Goofi BornoGolpo series produced its 4th installment this year with a new theme - Building Self-confidence. In this 5-book series, Goofi produced stories based on real and fictional characters and stories to teach children about being self-confident.

একটি বাংলা বর্ণ
একটি মজার গল্প



Goofi Characters

To represent 4 core skills - Creativity, Problem-solving, Emotional Intelligence and Moral Values, we created 4 characters.

We create contents, storybooks, learning activities based on these fictional characters to teach children about the most important skills to be prepared for the future.

Addy is a 4-year old Bunny with physical disability and highly imaginative mind. He loves to draw, ask lots of questions and play with his imaginary carrot-friend Oswald.



Bluetooth is an adult monster. He loves to understand problem by asking important questions. He is an inventor and solve real-life problems with science and technology. Bluetooth belongs to a primitive society where technology is just developing.



Tiya is a 7-year old girl monster. She is confident about herself, very friendly and always smiling. She loves to help others and has a high level of Emotional Intelligence. She can control her self emotion and helps others to do the same.

Sofia is a 12-year old human girl. She is in her early teens. She helps others to solve various ethical dilemmas and value-based issues. She has a clear understanding about what is right and what is wrong. She is empathetic about others.

The character Sofia is a bridge for us to capture the audience between 10-16 years old.



All these characters live in a fictional island called 'Goofi Island' where each character lives with their own timeline and society. They often get together to solve problems, go on various adventures and in the process provide valuable lessons to children.



Puppet Character Production

Popular Goofi characters Bluetooth, Tiya, Addy and Sofia got their muppet version this year. Character designer Waliullah Bhuiyan and Puppeteer Shuvankar Shuvo teamed up with other puppeteers to develop these characters. The characters will use the power of media to teach children about empathy, values and other soft skills by producing TV program, Audio-visual contents, LIVE programs with children.



Making Goofi Products Accessible to Children and Parents

Through extensive retail expansion Goofi products are made continuously accessible and available to children and parents across Bangladesh. Moreover, they are also available for online purchase through partnership with Daraz, ToguMogu, Rokomari.



ToguMogu
Parenting App

রকমারি.com



Our Brand



Kids Time is the after-school program run by us with a focus to develop creativity, imagination and life skills for early grade children. Since 2017, a total of 5000+ Students graduated from our different creative programs based on our highly researched curriculum.



Children Joining from Everywhere

- Bangladesh
- Australia
- Germany
- UK
- Hongkong



Students joining from
15 districts in Bangladesh
and
6 different countries



New Online Course Launch

Due to COVID-19, while all of our branches were closed, we started our online program. Our highly trained teachers use our curriculum, contents and various engaging activities to help children think creatively, learn to solve problems and develop various life skills.

1. Spoken English

To develop early English language skills among school-going children, we partnered with Alegria Learning Inc. and introduced Joy School English program in Bangladesh. Through Joy School English app and LIVE virtual teacher, children from across Bangladesh are taking this course.



2. Singapore Math

Students from Singapore has been consistently ranked as the top performers in Mathematical and Analytical skills for last 20 years. We brought the Singapore National Curriculum for Math and contextualize it for Bangladesh. Kids Time is now offering Online course on Singapore Math for Bangladeshi children, ensuring our children can compete globally in Mathematics and Analytical Skills.

Graduation Programme



In 2021, a total of 450 students Graduated from our Drawing and Crafting Online courses.

Center Re-Opening



Due to COVID-19, we closed down our 8 branches in Dhaka on March 2020. This year, from November we have gradually re-opened our **3 branches** in Dhanmodi, Mirpur 10 and Khilgaon maintaining health safety measures. Now, every Friday-Saturday our students can enjoy the courses in-person like before.



Teacher Wellbeing

Due to nation-wide lockdown, the teachers from Private schools faced severe consequences like job loss. In Kids Time, we trained and then hired them to take online classes from their homes. They are earning BDT 25,000 month, substantially higher than their previous jobs by giving less time.

Kids Time is Hiring



Take online class from your home.

Earn **4 Times** higher than your school.

Apply Now

www.kidstimebd.com

“ Kids Time gave earning opportunity to **84 teachers** during COVID-19 ”

Kids Time story programme at Duronto TV



To inspire future leaders and innovators, Duronto TV and Kids Time partnered to create a TV Show based on the stories written and illustrated by the children from ‘**Storymaking Course**’. So far, **48 episodes** are aired from Duronto TV where **120 stories** are animated.

kids
time

Our Brand



The Largest
Teacher Development
& Parenting Platform
in Bangla



Teachers Time is a platform to support new parents and school teachers so that they can unleash the potential of the children. We aware, educate and help new parents on Early Childhood Development and develop professional skills of teachers.

40+ Reputed Bangladeshi and Global Experts on our platform.



Mahmuda Akhter
Executive Director, ICHD



Rafiath Rashid Mithila
Head of ECD, BRAC International



Md. Moazzem Hossain
Senior Manager, Save the Children



M. Nazmul Haq
Professor, IER, DU



Sudeb Biswas
Children's Book Author



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Sharmin Easha
Sr. Manager, Light of Hope



Tanni Wadud
Teacher, DPS STS School



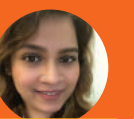
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Dr. Nazmul Arefin
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Sabrina Mahmood
Educational Psychologist



Waliullah Bhuiyan
CEO, Light of Hope



Nurun Nahar
Toy Maker & Consultant



Kizzy Tahnin
Programme Officer, UNESCO



Tripti Podder
Children's Rights Expert



Farin Daulah
Founder & President, One Circle



Taposhi Sarker
Teachers Trainer, Light of Hope

We believe both parents and teachers have distinct and vital roles and responsibilities to the overall development of children and make sure of their academic and mental advancement. Parenting and teaching are the 'most difficult and creative jobs' in the world. Teachers solve problems in the classroom on a daily basis, manage student expectation and prepare them for the unseen future.



We support schools, organizations and aspiring individual teachers to inspire teacher-led innovations.

Parent Show

Parent SHOW

Throughout COVID-19 pandemic, Teachers Time continued to produce 'Goofi Parent Show' and completed its **3rd Season**. In total **68 episodes** with **68 different topics** related to early childhood development, children behavior management and soft skills were aired with **42 top experts** in Bangladesh.

A staggering 1.5 Million Viewers enjoyed the show in both Youtube and Facebook – making it the Top Viewed Parenting Show in Bangladesh.



Online Workshops

Teachers Time organized a total of **25 Workshops** this year on **20 topics** for Teachers, Parents and Education Professionals. A total of **540 Participants** successfully completed these 3-hour workshops conducted by the top experts in Bangladesh.



Certificate Courses

Teachers Time partnered with ICHD, TDI and TESOL to provide 1-month and 2-month Certificate Courses online. Education professionals, teachers and parents from different districts in Bangladesh joined these Online LIVE Courses.

SN	Course Name	Duration (Months)	Batches Completed	No. of Participants
1.	Early Childhood Care and Development	2	11	268
2.	Effective Teaching	2	1	33
3.	Effective English Teaching Techniques	2	2	33
4.	Special Education	2	1	23
5.	Behavior Management for Children	1	2	47



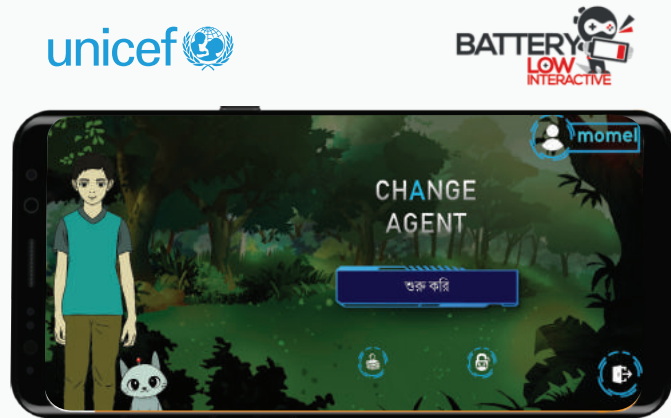
Our Projects

In 2021, we have completed few exciting projects with our partners focusing on children wellbeing and development.

Game development for adolescent children

With collaboration with Ministry of Education, NCTB, and support from UNICEF, we have developed a personalized mobile game to teach sexual and reproductive health targeting 10 million adolescent children in Bangladesh.

This is the first attempt to gamify entire learning experience on this particular topic with a series of internally connected game with a great storyline.



Teaching behavior change to children

We partnered with BRAC with support from UNILEVER to develop an online course for teachers and parents on changing behavior among school-going children.

The online course was then distributed through our platform and Government platform Muktopaath. Teachers from across the country have taken the course to ensure safe opening of their schools and respective classrooms.

২৯ দিনে নতুন অভ্যাস গড়ি
শিক্ষার্থীর অভ্যাস পরিবর্তনে কার্যকর

কোর্সে যা যা থাকছে
৩৯ টি সেক্ষর ভিডিও
৩০ টি কুইজ টেস্ট
৩ টি পাসপোর্ট ভিডিও
৩০ ই-বই এবং সরকারি মিনেটনে
৩০ সাফটিকয়েট
অন্যান্য অনেকসিদ্ধি...

ফ্রী কোর্সটিতে Enroll করুন এখনই

www.teacherstimebd.com 01968774018



Acknowledgement

We are thankful to the following people from Light of Hope who gave their support to prepare the report:

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- Farzana Ferdous Tamanna



