Digital Catalyst Programme 2025

IMPACT REPORT

From Untapped Rural Potential to Measurable Capability

KALPAVRIKSHA
Sustainable Development Society

In Association With :
MAYA DEVI UNIVERSITY

Digital Catalyst Programme

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What DCP 2025 Proved?

DCP 2025 shows that a short, high-intensity, equity-targeted residential model can unlock measurable digital, cognitive, psychological, and opportunity outcomes for high-potential rural youth.

DCP 2025 combined inclusion, rigor, and measurable outcomes through a residential bootcamp designed for students with strong academic potential but limited digital access.

The programme reached underserved students across Uttarakhand and demonstrated that when access barriers are removed, rural youth can build advanced skills, create meaningful solutions, and compete for high-value opportunities.

> *The core constraint is not talent. It is access to the right opportunity, environment, and support.*

DCP 2025 At A Glance

67
Students completed the programme

55%
Girl participants

83.6%
From families below ₹3 lakh annual income

10
Districts represented

21
Administrative blocks covered

14
Student led innovation projects developed

4.78/5
Overall satisfaction rating

10
Students selected for fully sponsored NEET/ JEE coaching

> *DCP 2025 did not trade off excellence for inclusion. It achieved both.*

Who Was Reached

The programme successfully targeted high-potential, low-access students.

154
Applications received

55%
Students selected

68
Joined the bootcamp

67
Completed the Bootcamp

98.5%
Completion Rate

70%
had only smartphone access at home

83.6%
from families earning below ₹3 lakh annually

35.8%
first-generation digital learners

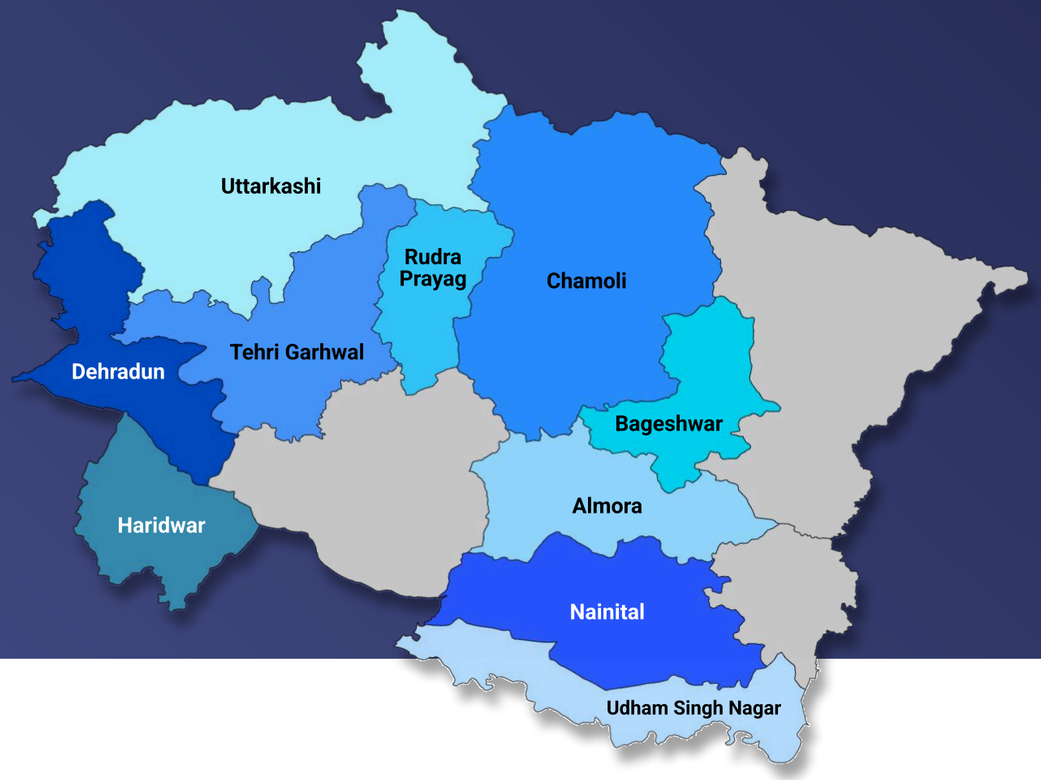
9%
had access to a personal computer with internet

23.9%
from socially disadvantaged communities

44.8%
from families earning below ₹1 lakh

Why The Cohort Matters

This was a statewide, not local, proof of concept.



10
Districts Represented

21
Blocks Covered

57%
From Garhwal

43%
From Kumaon

Underrepresented districts identified for future targeting:

Pithoragarh, Pauri, Champawat.

What The Model Actually Delivered

→ *DCP was built to develop both capability and aspiration.*

Four Programme Elements Worked Together:

- ***Technical capability*** through Python, Data Analysis, and MIT App Inventor
- ***Problem-solving and leadership*** through changemaker learning
- ***Mental discipline and resilience*** through reflection, yoga, and meditation
- ***Future readiness*** through expert-led seminars on emerging technologies

Was The Experience Strong Enough to Drive Results?

★ ★ ★ ★ ★

— *4.67* Average

Yes — the learning environment was high-rigor and high-trust.

- *4.78/5* overall programme rating
- *4.72/5* trainer expertise
- *4.70/5* peer collaboration
- *4.66/5* comfort in asking questions
- *4.65/5* content relevance
- *4.63/5* engagement
- *4.55/5* confidence in using digital tools

Did Learning Translate Into Application?

Yes — students converted local Uttarakhand challenges into practical solution concepts.

DCP 2025 resulted in ***14 student-led, SDG-aligned innovation projects*** shaped by the realities of Uttarakhand: difficult terrain, weak service access, fragmented local markets, under-monetized traditional livelihoods, and uneven digital awareness.

Healthcare access in remote and underserved areas is often slowed by distance, limited local information, and uncertainty about where to go.

Health Contact explored a hyperlocal health-access concept to help people find nearby clinics, doctors, services, and trusted health information more quickly.

Travel in hilly regions is often unreliable, with irregular transport, no real-time tracking, weak booking systems, and limited driver information.

Garur proposed a local mobility and travel-coordination app with booking, live tracking, bilingual access, and journey notifications for hill-region commuters and visitors.

Farmers in Uttarakhand's hill regions often grow high-value local produce, but weak market linkages reduce their ability to earn fair returns.

Bagwal Fresh explored a digital supply-chain concept connecting hill farmers to urban consumers while promoting products such as ragi, jhangora, kafal, and buransh.

Women in rural Uttarakhand often produce woollen and handmade goods, but have limited visibility and market access beyond local demand.

Knittify proposed an e-commerce concept to help women knitters reach wider customer markets and improve income opportunities.

Local Uttarakhand produce and food identity often remain under-promoted despite strong cultural and commercial value.

Pahadi Swaad explored a platform concept to connect consumers with fresh produce and local food products sourced from Uttarakhand's orchards and hills.

Many rural youth have smartphones, but limited awareness of how digital tools can be used for learning, skills, and future livelihoods.

Tech Yodha focused on building digital literacy and IT skills awareness among rural youth, aligning closely with DCP's wider mission of future readiness.

Did The Programme Produce Measurable Change?

— Yes, change was tracked across four evidence pillars.

DCP assessed pre–post change in:

- ***Computational Thinking***
- ***Cognitive Performance***
- ***Antifragility***
- ***Psychological Capital***

What The Evidence Shows

Four evidence pillars point in the same direction.

1

Core cognitive functions strengthened

– *Students showed statistically significant gains in capabilities that support learning and execution.*

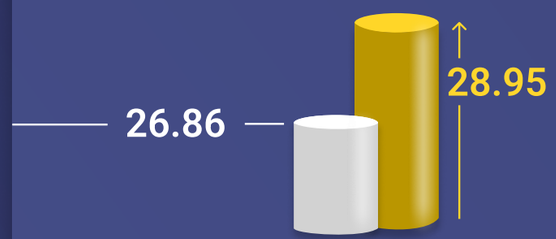
- ***Working memory:*** faster response, lower total task time
- ***Planning and problem-solving:*** faster completion, more successful trials
- ***Executive attention:*** better conflict control, faster response
- ***Motor speed:*** higher hits per trial

2

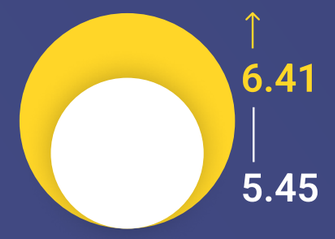
Structured thinking improved

– *Computational thinking scores increased meaningfully over the bootcamp.*

Overall CT score:



Cognitive CT score:



Improved overall CT score

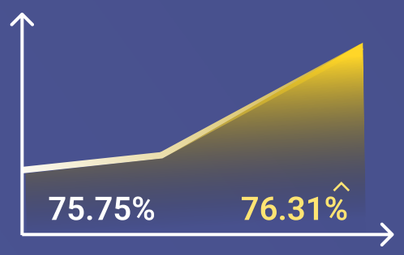
Improved cognitive CT score

3

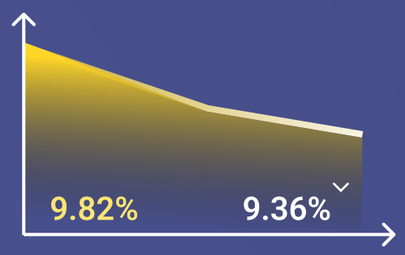
Psychological readiness remained strong and strengthened further

– *Students entered with a strong foundation of hope, efficacy, resilience, and optimism — and this profile improved further.*

Positive Responses
(Agree + Strongly Agree)



Negative Responses
(Disagree + Strongly Disagree)



4

Response to stress became more growth-oriented

– *Students became more likely to see pressure as something that can strengthen them.*

Benefit from Stress:

DCP strengthened structured thinking, sharpened core cognitive functions, improved students' relationship to stress, and reinforced the psychological readiness needed for sustained growth.

Was There External Validation?

Yes — DCP opened visible pathways to competitive opportunity.

10 DCP 2025 alumni were selected for ***fully sponsored 2 year NEET/JEE coaching at Aakash Institute***. Selection considered academic merit, family income below ₹3 lakh, geographic diversity, and motivation demonstrated during the bootcamp.


Jigyasu Tiwari


Aditi Chaudhary


Aman Raturi


Kuldeep Kumar


Aryan Negi


Akriti Arya


Jigyasha Adhikari


Deepika Tiruwa


Manan Kandpal


Himanshu Kumar

Supported by:

YUVA UNSTOPPABLE

Is The Model Economically Compelling?

Yes — the model delivers high-intensity outcomes at a manageable per-student cost.

Total Budget **₹6,70,000**	Cost Per Student **₹10,000**
Duration **14 Days**	Cost Per Day Per Student **₹714**
Cost To Families **₹0**	

What Does This Mean ?

DCP Delivered An Intensive Residential Learning Experience Combining Digital Capability, Leadership Development, Mentoring, And Psychological Strengthening At A Fully Subsidized Cost To Students And Families.

What Did The Programme Learn About Scale?

Key Constraints Identified:

- Regional school calendar gaps
- Transport barriers
- Government school outreach challenges
- Varied digital readiness levels

Planned responses:

- ***A shorter bootcamp timeline*** so students from districts with fewer summer vacation days can also participate
- ***Dedicated transport support and female escorts*** for remote participants
- ***Formalized partnerships with DIETs and education stakeholders***
- ***Pre-bootcamp readiness modules via WhatsApp***

Why Does This Matter To Institutions?

DCP is relevant to policy, partnership, and scale.

DCP aligns with

- ✔ UNESCO Digital Literacy Global Framework
- ✔ SDG 4.4
- ✔ National Education Policy 2020
- ✔ CBSE vocational pathways in AI and data science
- ✔ Uttarakhand priorities on rural digital literacy, youth empowerment, and gender equity

Relevance

- For universities: a pipeline for talent, innovation, and rural engagement
- For government: an evidence-backed model for equitable youth capability building
- For CSR and donors: measurable outcomes with clear social return

The core constraint is not talent. It is access to the right opportunity, environment, and support.

What DCP 2025 Validated

DCP 2025 validated a clear strategic idea.

When high-potential rural youth receive focused access, high expectations, structured mentorship, and a strong learning environment, they do not merely participate. They deliver measurable results.

DCP 2025 proved five things:

- *Demand is real;* 154 applications for 67 completions show strong unmet need.
- *Equity and excellence can coexist;* the cohort was highly underserved and still achieved strong outcomes.
- *Integrated design works;* technical, psychological, and changemaker elements reinforced one another.
- *Measurement matters;* pre–post evidence gives the model unusual credibility.
- *The model is partnership ready;* the key constraints for 2026 are now operationally clear.

The Team And Partnerships Behind DCP 2025

DCP 2025 was made possible through the combined efforts of Kalpavriksha Sustainable Development Society, institutional collaborators, trainers, mentors, and opportunity partners who helped translate the programme from a residential bootcamp into a meaningful learning and opportunity pathway for rural youth in Uttarakhand.

Core Implementation Team

KALPAVRIKSHA
SUSTAINABLE DEVELOPMENT SOCIETY

Kalpavriksha Sustainable Development Society Core Team

Led programme design, student outreach, cohort selection, partnerships, on-ground coordination, facilitation support, monitoring, and documentation.

Strategic And Delivery Partners

MAYA DEVI UNIVERSITY

Host Institution

Maya Devi University, Dehradun

Provided the residential learning environment, campus infrastructure, and institutional setting that enabled immersive programme delivery.

YUVA UNSTOPPABLE

Scholarship and Opportunity Partner

Yuva Unstoppable

Enabled access to fully sponsored Aakash NEET/JEE online coaching opportunities for selected high-performing students.

Training, Mentorship, and Knowledge Contributors

Experts from ***The University of Edinburgh, Queen Mary University of London, Anglia Ruskin University, IIT Kharagpur, NIELIT Dehradun, Rishihood University, and UPES*** led sessions on digital skills, leadership, changemaking, innovation, and project development.

School and Outreach Ecosystem

Participating government schools, Bhartiya Shiksha Samiti schools, and stakeholders from the State Education Department played an important role in student outreach, nomination, encouragement, and institutional support across Uttarakhand.

Why This Ecosystem Matters

DCP 2025 was not delivered by one institution alone. Its success depended on a collaborative ecosystem that contributed infrastructure, expertise, outreach support, student pathways, and implementation capacity. This partnership-based model is one of the reasons DCP has strong potential for future institutional, university, and CSR collaboration.

"DCP 2025 showed that when mission-driven implementation, institutional collaboration, and student opportunity pathways come together, high-potential rural youth can thrive."

KALPAVRIKSHA
SUSTAINABLE DEVELOPMENT SOCIETY

Digital Catalyst Programme

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