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Zee Learn ties-up with Japan's Gakken for innovative education

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Mumbai, Oct 20 (PTI) Zee Learn, a part of the Subhash Chandra-led Essel Group, today signed a strategic partnership agreement with Japan's Gakken J Holdings to launch 'Zee Learn Gakken Science Academy' that aims to introduce innovative learning method for schools. "Under this partnership, Gakken will provide the research and development, while Zee Learn will be involved with running and managing the programme," the company's Chief Executive Officer, Sumeet Mehta, told reporters here. This academy aims to improve conceptual understanding and develop scientific aptitude amongst students by providing hands-on learning experiment tools. The programme, will cover students from class 3-6, is a three step systematic methodology of 'Observe, Explore and Reflect' to help a child nurture his scientific aptitude. Zee Learn will initially introduce this module in Maharashtra and Andhra Pradesh and then expand to other states covering 3,000-5,000 schools in 2-3-years, he said. "We have successfully piloted this programme in six schools in Mumbai and hope to spread this programme to maximum children through the existing schools," he said. This programme will be introduced in schools as part of the curriculum or as a part of the existing module, where Zee Learn trainers trained at Gakken J Holdings will hold the classes, he said. Mehta said around 800-900 people will be required for this venture. This programme will cost around Rs 2,000-3,000 per year depending on the type of school, he said. More PTI SM JJ AT