iDream Education

What a Two-Week Rollout Across 559 PM SHRI Schools Taught Us About Executing Education Programmes at Scale

Rohit Prakash · 30 June 2026

Recounts how iDream Education compressed a month-long plan into a fourteen-day sprint to train teachers across 559 PM SHRI schools in all 75 districts of Uttar Pradesh, scaling trainers from five to eight and navigating monsoon disruptions to hit the deadline. The author concludes that execution capability — not just technology or content quality — is what determines whether large-scale digital education programmes actually reach classrooms.

Hi,

Two weeks. That was suddenly all the time we had.

Our implementation team had planned about a month to train teachers across 559 PM SHRI schools across all 75 districts of Uttar Pradesh. Then the update came: "The training had to begin in two days and be completed within two weeks, before July 25". Our month-long plan was now a fourteen-day sprint.

Anyone who has run a large education programme knows timelines rarely hold once implementation starts. But this one demanded a rebuild from the ground up, and fast.

Within a day, we scaled from five trainers to eight. Before a single session ran, the team locked venues, attendance, and school readiness with District Coordinators, Basic Shiksha Adhikaris, and Headmasters across all 75 districts. Then the monsoon arrived — flooded roads, disrupted transport — and we re-planned trainer movement district by district while holding the deadline.

For fourteen days, trainers ran full-day sessions and travelled straight to the next district that night. Our central team tracked progress in real time, coordinated with government officials, kept documentation current, and cleared operational blockers as they appeared — so the rollout never stalled.

We finished on time. All 559 schools.

What did the two weeks teach us?

Large-scale transformation isn't driven by a perfect plan. It's driven by the ability to make hundreds of practical decisions in real time — accepting deviations from the plan without losing momentum or compromising quality.

Discussions about digital education usually center on technology and content. Both matter. But whether a programme actually reaches classrooms depends on execution: coordinating with government, preparing schools, supporting trainers, and adapting when conditions change. As digital education scales across India, the organisations that can execute consistently — even when conditions don't cooperate — are the ones that will create lasting impact. It's becoming convincingly clear that implementation is becoming a competitive capability in education.

Sharing a glimpse of the regional and district media coverage below.

If your organisation is planning a large-scale education initiative, I'd be happy to exchange ideas on what it takes to turn ambitious plans into lasting impact.

Thanks and Regards,

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