



Classes progress as a student moves from competency to competency, and gamified aspects of the platform keep the learning fun. | Photo source [Maqsad](#)

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## MOBILE-FIRST EDUCATION PLATFORM LAUNCHES IN PAKISTAN

### EDUCATION

### The gamified learning experience is personalised and covers material from K-12

**Spotted:** Pakistani-based edtech startup Maqsad is planning to launch its mobile-first education platform by the end of 2021. Designed for the full range of childhood education, content is available for children from kindergarten to 12th grade. Maqsad means “purpose” in Urdu, and the content is available in both Urdu and English.

Classes progress as a student moves from competency to competency, and gamified aspects of the platform keep the learning fun. With many residents of the country dependent on mobile data, the mobile-first model makes education accessible to millions of children, especially girls, who live too far away from a school to attend regularly. A waitlist is available for students interested in signing up to be among the first to access the platform.

The company recently completed several small pilot programmes and is now gearing up for its full launch. Recent seed funding has been allocated to continued research, development, and further work on the platform. The founders’ long-term plans are to serve as great an audience as possible, moving towards a hybrid learning model that includes offerings for adult education.

A renewed sense of community seems to have seeped into many different areas of life, with recent education innovations focused on supportive collaboration and diversity, like this project investing in [international coding talent](#) and a new [Braille e-book](#) concept.

Written by: Keely Khoury

**Explore more:** [Computing and Tech](#)

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Website: [maqsad.io](https://maqsad.io)

Contact: [linkedin.com/company/maqsadapp](https://www.linkedin.com/company/maqsadapp)

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## **Takeaway:**

UNESCO, the UN's education agency, [estimates](#) that 1.5 billion students worldwide experienced some sort of disruption to their education during 2020. Worryingly, the gaps between the highest attainers and those struggling are likely to have widened, with the agency describing the COVID-19 pandemic as a "risk-multiplier." Building back better, as many communities and nations are committing to doing, is a hugely complex undertaking. And maybe because of that complexity, the long-term benefits are likely to massively outweigh the costs. The challenge now is to maintain the momentum needed to campaign for and build completely new systems.