- What was Nahla wa Nahil's response to COVID-19? (how we responded to the COVID climate)

At the onset of the pandemic, the company immediately (within 1 week) closed all offices and provided all the necessary infrastructure and tools for all the120 employees to work safely from home. This included everything from secure Internet access, Cloud-based productivity tools to Corporate Social network to home office furniture to guarantee employee safety while ensuring best productivity and comfort.

The management quicky recognized that while there would be an increase in the need and demand for online (at home) learning solutions, there would also be a significant impact on school and individual budgets, especially in the developing world. As a result, they provided extended and free access of the Nahla wa Nahil platform to school communities throughout the Middle East. This included free access in Lebanon, Palestine and Jordan, and subsidized and extended access to Arab diaspora around the world.

The company also partnered with the UAE Ministry of Education to structure a National License for creating a curriculum-based levelled reading program and give unlimited access to all government schools and subsidized access to private schools across the country. All access supported blended/hybrid learning to accommodate at home and school learning.

- What makes NN unique/ sets it apart or how it excels above the competition?

Nahla wa Nahil is the only Arabic levelled reading platform that is integrated with the classroom curriculum and lesson plan. The following features lend it its uniqueness -
-Largest number of books, with over 1000 books that are all audio enabled
-Incorporates the 2 leading Arabic levelling systems: Arabi21 and Mubadarah
-Includes hundreds of educational games that are only accessible to the student after they unlock it by reading books

Teacher resources:
-Teachers can customize the system to activate automated or semi-automated (recommendation to teacher) levelling-up of the students
-Teacher can assign reading, homework, exercises, worksheets, and comprehension questions that are automatically graded by the system
-Teacher can upload/publish teacher resources for their own use or shared use by the local or global community of teachers
-Students can read, record, and send their recording the teacher as a part of the reading and pronunciation assessments
-Readers have the option to click on any word and have the word read out loud

Teacher and School Administrator features include:

-Customization in accordance with the school curriculum
-Integration with the LMS
-Student rostering, creating reading lists, assignments, and competitions
-Tracking reading and usage statistics, learning outcomes and student progression
-Dashboards and leader boards at the student level, and up to the group, class, school, district, and Ministry levels.

Nahla wa Nahil is the only K-8 Arabic levelled reading platform that is approved and endorsed by the United Arab Emirates Ministry of Education.