

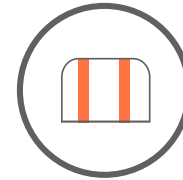


GENERATION ALPHA

OBJECTIVES



**IMPACT OF
TECHNOLOGY**



**PHYSICAL FITNESS
AND NUTRITION**



**EDUCATIONAL
SYSTEM**



EDUCATOR



Mark McCrindle Ideology of GEN-Alpha



IMPACT OF TECHNOLOGY ON GEN-ALPHA



INTELLECTUAL DECLINE

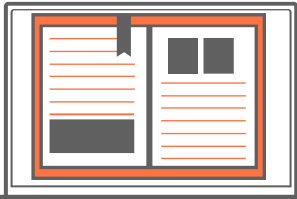
- **POOR** CRITICAL THINKING
- **HAMPERED** LOGICAL REASONING
- **POOR** PROBLEM SOLVING APPROACH
- **DEPENDENCY** ON TECHNOLOGY
- **WEAKENED** IDEAS AND **CRIPPLED** CREATIVITY

NUTRIENT DEFICIENCY

- **SUGAR** CRAVINGS
- CONSUMPTION OF **JUNK FOOD**
- EASE OF **HOME DELIVERY** AND **ONLINE SERVICES**

UNHEALTHY LIFESTYLE

- MORE FOCUS ON **VIDEO GAMES**
- **LESS** PHYSICAL ACTIVITY
- **ENTERTAINMENTS:** TV, MOBILE PHONES



OUR GOAL (GEN-ALPHA)



*TO IDENTIFY
MAJOR CONCERNS
OF GEN-ALPHA*



*TO FOCUS ON THE
POTENTIALITIES
OF GEN-ALPHA*



*TO STRATEGISE AN
EDUCATIONAL
PROGRAM FOR GEN-
ALPHA*



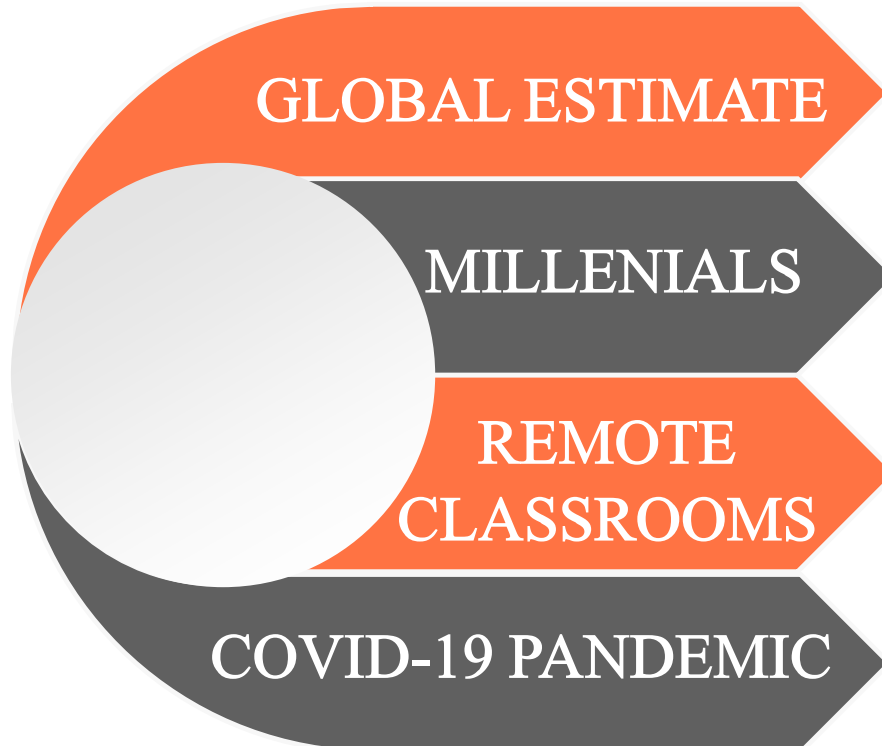
*TO ELIMINATE THE
MAJOR CONCERNS
OF GEN-ALPHA*



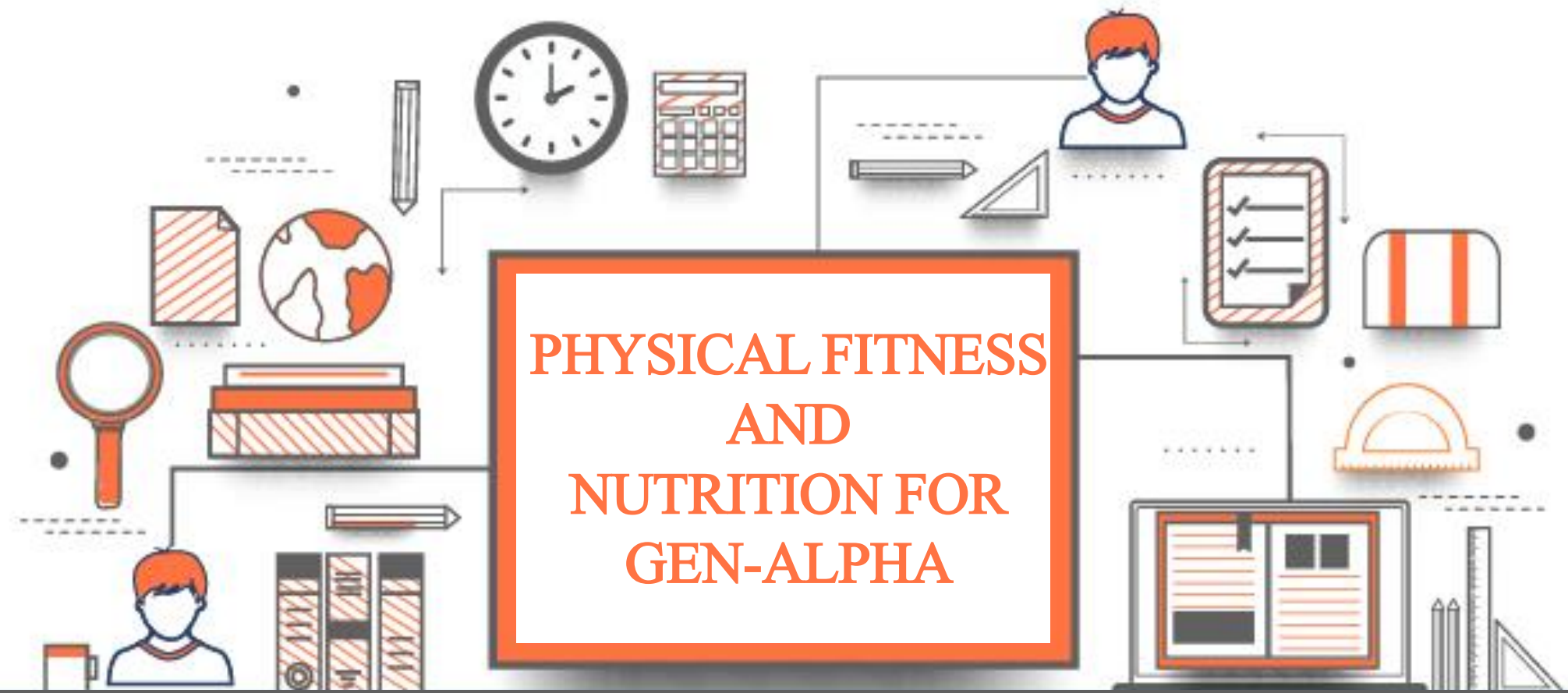
WHAT MAKES OUR APPROACH TOWARDS GEN-ALPHA DIFFERENT FROM OTHER GENERATIONS?



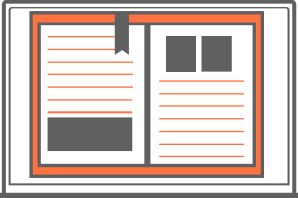
VARIOUS IMPACTS



- 01** • *2.8 MILION* MEMEBRS OF GEN-ALPHA ARE BEING BORN EACH WEEK
• EXPECTED TO REACH TO *2 BILLION* BY 2023
- 02** • PARENTS: *MILLENNIAL HABITS* SUCH AS SHARING PHOTOGRAPHS, VIDEOS OR STORIES OF THEIR CHILDREN
- 03** • EXPEREINCE OF REMOTE CLASSROOMS: *TABLETS, COMPUTERS*
• ARTIFICIAL INTELLIGENCE (AI): *SIRI, ALEXA*
• LANGUAGE PROCESSING TOOLS LIKE *ChatGPT*.
- 04** • LEAD TO *DIGITAL COMMUNICATION*: ONLINE CLASSROOMS, VIRTUAL MEETINGS AND WEBINARS



TWO MAJOR CONCERNS EMERGING AMONG GEN-ALPHA

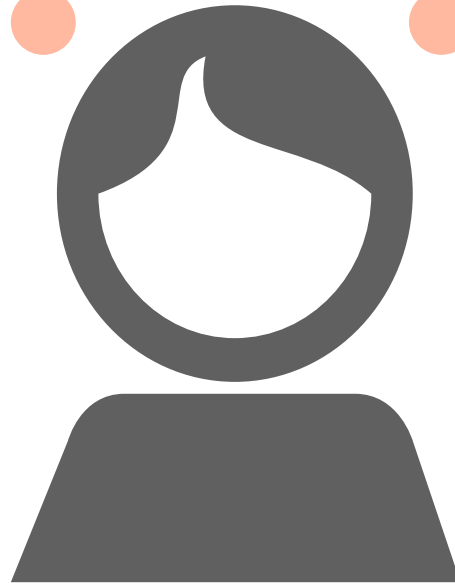


WHAT ARE WE AIMING AT?



NUTRITION

TO ACHIEVE
OPTIMAL
GROWTH AND
DEVELOPMENT



PHYSICAL FITNESS

TO INCULCATE
A HEALTHY
LIFE-STYLE



NUTRITION



ACCORDING TO
CHARTWELLS' REPORT
SPICY CUISINES AND
BOLD-FLAVORS
CAPTIVATE GEN-ALPHA

2023 REPORT



ABOUT **37%** OF GEN-ALPHA
PARENTS SAID THAT THEIR
KIDS ' FAVOURITE
RESTAURANT IS **Mc
DONALD'S**

- **43%** SAID THAT THEIR
CHILDREN EAT FAST FOOD
AT LEAST ONCE PER WEEK

IGNORANCE



CHARACTERISTICS



01

UNBALANCED NUTRITION

- **GEN-ALPHA** NOT CONSUMING A BALANCED NUTRITIONAL DIET
- **CARBOHYDRATES, PROTEINS, ESSENTIAL FAT.**

02

SKIPPING BREAKFAST

- **NO** PROPER SCHEDULE
- **NO** PROPER PLANNING
- ENGROSSED IN **TECH-ACTIVITIES**

03

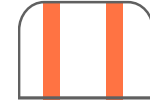
SUGAR CONSUMPTION

- **EXCESS** CONSUMPTION OF SUGARSUCH AS **SYRUP, SWEETSJELLIES, CHOCOLOATES**





CASE STUDY

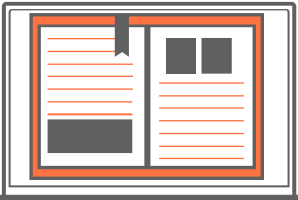


RESEARCH STUDY

LABORATORY TEST

AMERICAN HEALTH
ASSOCIATION (AHA)

- INSTITUTE IN **EAST JAKARTA** REVEALED THAT **FRIED TOFU**, **NOODLES**, **SYRUP ICE** ARE MOSTLY CONSUMED BY CHILDREN.
- FOUND **RODHAMIN B** AND **BORAX** (ILLEGAL FOOD ADDITIVES).
- **CARCINOGENIC** COMPOUNDS.
- **ACCORDING TO NUTRITIONAL ADEQUACY**: CHILDREN AGED BETWEEN **4-8 YEARS** SHOULD CONSUME 38.75 g = 7.7 tsp WHEREAS THEY CONSUME 21 tsp PER DAY.
- FOR CHILDREN AGED **7-9 YEARS**: 45 g = 9 tsp
- **90%** OF ELEMENTARY SCHOOL AGE CHILDREN WORLDWIDE HAVE **DENTAL CARIES**.



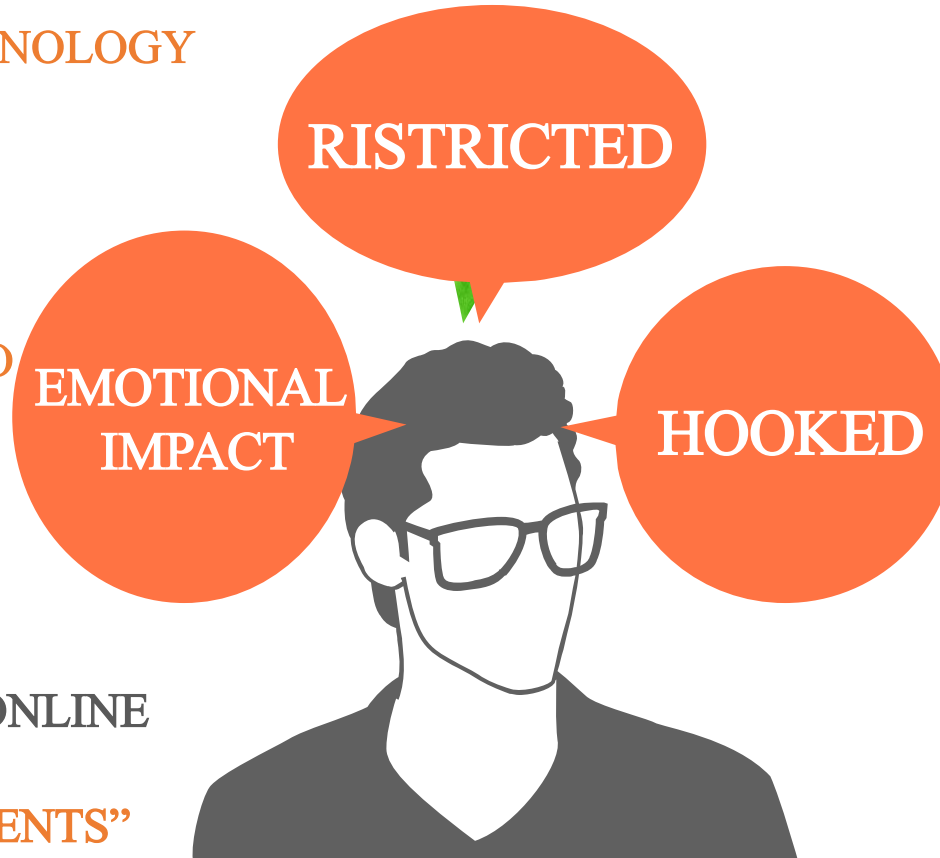
PHYSICAL FITNESS



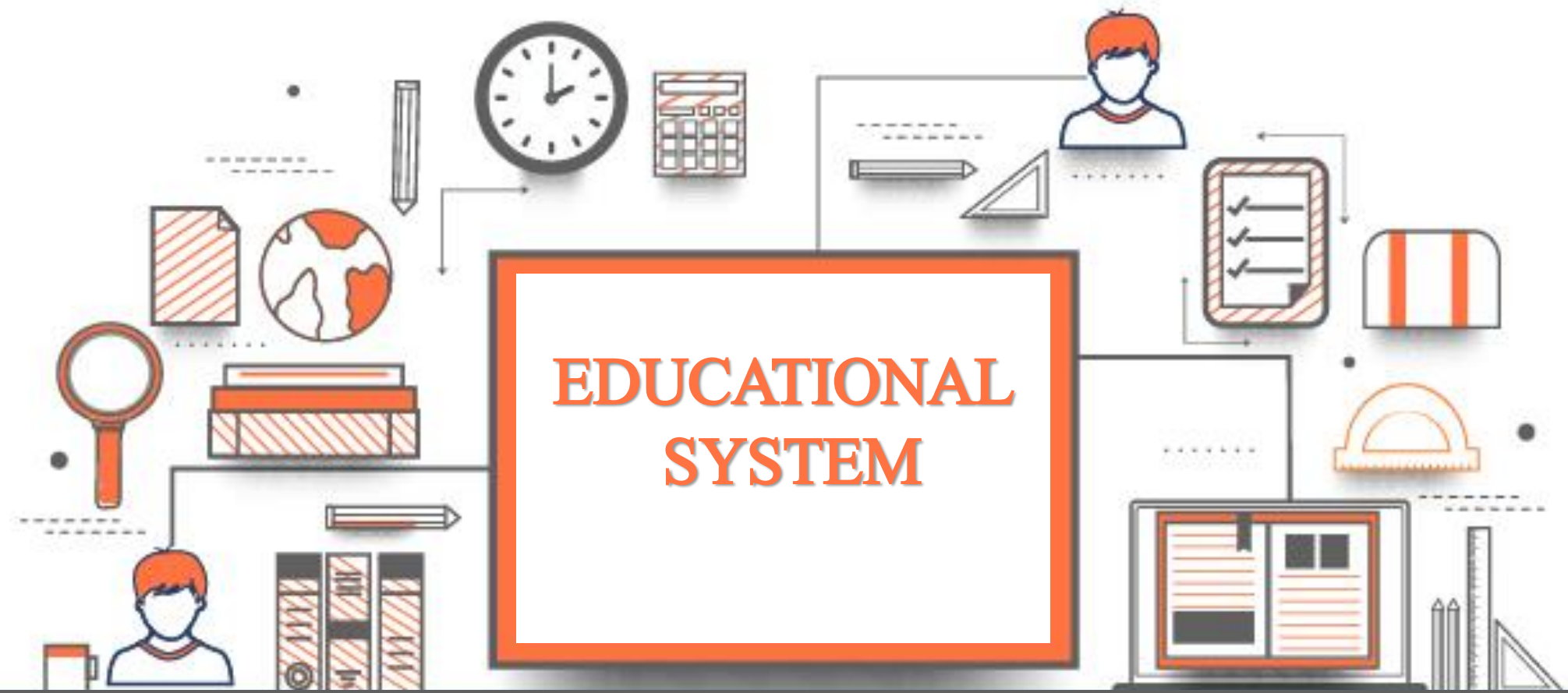
- GEN-ALPHA ARE ALSO TERMED AS **SCREENAGERS** POSSESING **RESTRICTED MOBILITY** DUE TO ADVENT OF **TECHNOLOGY**

- **2023** SURVEY REPORTED THAT **76%** OF **MILLENIALS** AND **GEN Zers** STATED “**VIDEO GAMES ALLOW ME TO FEEL LIKE I AM PART OF THE STORY, RATHER THAN JUST WATCHING IT**”

- ANOTHER **50%** BELIEVED ONLINE EXPERIENCES WERE “**MEANINGFUL REPLACEMENTS**” FOR **IN-PERSON EXPERIENCES**.



- GEN-ALPHA IS HOOKED ON DIGITALISED WORLD EVEN IN **SPORTS AND FITNESS** e.g., **PUBG**
- BETWEEN **2023-2029**, THE SOCIAL GAMING MARKET’S REVENUE IS ANTICIPATED TO GROW AT CAGR OF **16.01%** TO REACH ALMOST **US\$ 76.8 BILION**.



NEED FOR STRATEGIC SYSTEM TO DEAL WITH GEN-ALPHA



EDUCATIONAL IMPACT



DEVELOPMENT OF SOCIAL SKILLS

- Gen-Alpha become socially viable and interactive.
- Develop social skills via interaction, debates, seminars, etc.,



LEADERSHIP QUALITIES AND SOCIAL RELATIONS

- Educational intervention leads to development of leadership qualities in Gen-Alpha.



RESILIENCE, PERSONALITY AND SELF – CONFIDENCE



HEALTHY LIFE-STYLE AND NUTRITIONAL EDUCATION



CRITICAL THINKING AND PROBLEM SOLVING APPROACH

- Education helps to unlock the hidden potentials of Gen-Alpha.



- Education imparts nutritional knowledge and imperative measures to be physically fit.



STRATEGIES



HEALTH AND NUTRITIONAL EDUCATION



USING VISUAL CARDS

- NUTRITIONAL COUNSELLING
- *PRIWANTIPUTRI'S STUDY- POSITIVE.*



INTERVENTION

*NURIL ALIFA'S -
SIGNIFICANT
DIFFERENCE IN
CHILDREN'S
KNOWLEDGE
BEFORE AND
AFTER.*



ANDROID-BASED

- *FACHRUDDIN'S RESEARCH-
SHOWED A POSITIVE INFLUENCE
ON A SUBJECT'S ATTITUDE.*
- *LIEFFERS HANNING'S ANDROID
BASED EDUCATIONAL
RESEARCH SHOWED A POSITIVE
EFFECT.*



EDUCATOR



01



PEDAGOGICAL COMPETENCE

- Effective planning
- Effective interaction
- In-depth knowledge

02



PROFESSIONAL COMPETENCE

- Maintenance of student records
- Instilling the idea of team efforts

03



PERSONALITY COMPETENCE

- Make wise-decisions
- Leadership qualities
- Stable mind set

04



SOCIAL COMPETENCE

- Proper social behaviour
- To recognize the feelings and intentions of others



THANK YOU