

FOR SCHOOL OWNERS

"We don't promote phones or tablets in our school." Neither do we.

BrainyBee never enters your classroom. Your school stays 100% screen-free. This brief is about the other 18 hours — the ones at home, where the screen already won — and how your school can take control of them.

THE REALITY AFTER PICKUP

Your policy is right. It just ends at the school gate.

Keeping phones and tablets out of a preschool classroom is the correct call, and BrainyBee doesn't change that by a single minute. But at 3pm the child goes home, and a different policy takes over: the parent's. A 2025 meta-analysis pooling ten Indian studies found that children under five in India average **2.22 hours of screen time per day**^[1] — more than double the Indian Academy of Pediatrics' limit of under one hour for ages 2–5.^[2] Your school's values stop influencing the child exactly when the screen starts.

2.22 hrs/day

Average daily screen time of under-5 children in India (pooled, 10 studies)

57.7%

Children under 5 exceeding the IAP's recommended screen-time limit (Central India study)

89.4%

Preschoolers (2–5 yrs) with excess screen use in a Kerala kindergarten study

And it is not neutral screen time. It is autoplay video and algorithmic feeds built to maximise watch time — a pattern Indian studies link to higher risk of behavioural problems, attention issues and delayed development.^[3] So when a school owner says "we don't promote devices," we agree completely. The device was never the school's decision. It's already in the child's home.

Your school doesn't have to promote the screen. It only has to decide who programs it: YouTube's algorithm, or your teachers.

THE BRAINYBEE PROMISE TO SCHOOL OWNERS

Zero devices in school.

No tablets in class, ever. Teachers assign from a dashboard in under 2 minutes.

Screens only where they already exist.

Activities happen at home, on the parent's phone, replacing entertainment time.

Hard limits, by design.

10–15 minutes, then it stops. No feeds, no ads, nothing to keep scrolling.

THE EVIDENCE

Pediatric guidelines don't say "zero screens." They say "better screens."

The world's leading pediatric bodies are aligned: for ages 2–5, the issue is **quantity, quality and supervision** — not prohibition.

Body	Guideline for ages 2–5
Indian Academy of Pediatrics (2022)	Less than 1 hour/day for ages 2–5; content must be educational, age-appropriate and monitored, and must not displace play, sleep or family time. ^[2]
World Health Organization	No screen time under age 1; no more than 1 hour/day for ages 2–4, with "less is better." ^[4]
American Academy of Pediatrics	Up to 1 hour/day of high-quality programming for ages 2–5, ideally co-viewed with a caregiver who helps the child apply it to the real world. ^[5]

THREE FINDINGS EVERY PRESCHOOL SHOULD KNOW

1

Interactive beats passive — measurably.

A 2024 randomised study of 5–6 year olds found children using an interactive learning app made significantly more progress in learning, **working memory and inhibitory control** than children watching an equivalent video. ^[6] A 2020 systematic review in Pediatrics confirmed that children under 6 can genuinely learn from well-designed interactive apps. ^[7] The problem is that most "educational" apps on the market were built without curriculum experts — which is exactly why teacher curation matters.

2

The adult in the room changes everything.

Research on toddlers and touchscreens found children were dramatically more likely to learn — one study reports up to **19 times more likely** — when a parent was present, structuring the task and encouraging the child. ^[8] Screen learning works when it connects the child, the content and a caring adult. It fails when the screen becomes a babysitter.

3

The home learning environment is the multiplier.

The landmark UK EPPE longitudinal study found the quality of the home learning environment influenced children's development **more strongly than parental income or social class**. ^[9] A review of 22 studies found home-based learning engagement consistently linked to stronger literacy and numeracy across ages and income groups. ^[10] A great preschool that stops influencing the child at 3pm is leaving its biggest lever untouched.

The honest conclusion: screens are neither medicine nor poison. Unstructured, unlimited, algorithm-driven screen time harms young children. Short, structured, adult-connected, curriculum-linked screen time helps them. The variable is not the device. It is **who directs it**.

BUILT FROM THE RESEARCH UP

BrainyBee is what "digital done right" looks like.

BrainyBee was designed around every finding on the previous page — and around one rule school owners care about most: **the classroom stays exactly as it is**. No tablets in school, no change to your method. Teachers simply assign short, curriculum-aligned activities that children complete at home. Each activity is chosen by the teacher, matched to that day's classroom concept, capped in duration, and visible to parents. It closes the 3pm-to-9am gap without handing the child to an algorithm.

The research says...	Typical home screen time	A BrainyBee evening
Limit duration	Open-ended; autoplay keeps it going	10–15 min assigned activity, then a hard stop. Nothing else to scroll.
Curate quality	Algorithm picks the next video	The directress picks the activity, aligned to today's classroom concept
Make it interactive	Mostly passive watching	Every activity requires the child to think, choose and do
Involve the adult	Screen as babysitter	Parents see what was assigned and how their child progressed — a built-in conversation starter
Protect the child	Ads, feeds, stranger comments	No ads. No feeds. No open internet. A closed, school-controlled environment
Strengthen the home learning environment	Disconnected from school entirely	Home practice reinforces the classroom — the school's method now reaches the living room

For a school owner, this turns a defensive answer into a premium one. Instead of telling parents "we don't do digital," your admissions conversation becomes: **"Our classrooms are screen-free. And at home, our teachers direct your child's screen time so you don't have to fight about it."** No other preschool in your city can say both halves of that sentence.

See a 15-minute walkthroughVeer Sarvaiya · Founder, BrainyBee · veer@brainybee.funbrainybee.fun

SOURCES

[1] Cureus (2025), Screen Time Among Under-Five Children in India: Systematic Review & Meta-Analysis of 10 studies · [2] Indian Academy of Pediatrics, Guidelines on Screen Time and Digital Wellness, Indian Pediatrics (2022) · [3] Cureus (2024), Risk of Behavioral Problems in Children Below Five in Relation to Screen Time, Central India · [4] WHO (2019), Guidelines on Physical Activity, Sedentary Behaviour and Sleep for Children Under 5 · [5] American Academy of Pediatrics, Media and Young Minds policy statement · [6] Gao et al. (2024), Mind, Brain, and Education · [7] Griffith et al. (2020), Pediatrics, systematic review of interactive apps and early learning · [8] Research summarised in Psychology Today (2022), parent co-engagement and touchscreen learning in toddlers · [9] Sylva et al., The Effective Provision of Pre-School Education (EPPE) Project, UK · [10] Boonk et al. (2018), review of 22 studies on parent engagement and academic outcomes.