



Literacy for a Billion

PlanetRead Annual Report 2018 (April 2017 - March 2018)



Photo: Woman and children watching Bollywood songs with SLS and singing along.

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Literacy for a Billion

1. SLS of Hindi songs supported by Oracle Giving ([back to contents](#))

Oracle will continue supporting PlanetRead's work to continue SLS of the Hindi songs for another year.



Photo: A snapshot of a Bollywood song that we have subtitled.

What you hear is what you read. Several research studies have found that SLS causes automatic and inescapable reading engagement among the spectrum of early, weak and functional readers. Especially on song-based content, film, folk and music videos, we now have strong evidence that SLS contributes to improved reading and language skills and even higher program ratings.

For instance, five years of regular primary schooling in rural India, with no exposure to SLS, resulted in 34% functional readers, but with SLS exposure, resulted in 70% functional readers. See: SLS in action in Indian villages:

<https://www.youtube.com/watch?v=tOsWTol2Plw>



Literacy for a Billion



Photo: Woman and children watching Bollywood songs with SLS and singing along.

Zee Entertainment has been extremely supportive of PlanetRead's SLS for literacy. There was a press release where Mr Punit Goenka, MD and CEO, Zee Entertainment Enterprises Limited (ZEEL) spoke about the success of the SLS program and how Zee plans to extend this program to other channels as well. Click [here](#) to read the article. We are in the process of identifying the most suitable programs for the second year and will be starting SLS work soon.

Checkout this photo stream on our [Facebook page](#), which has snapshots of the songs we have subtitled.



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2. “AniBooks for Early Grade Reading” - a project supported by USAID and READAlliance.



Photo: Schoolchildren and teacher watching AniBook story

We created animated stories (AniBooks) with same-language subtitles that can help children in grades 1-4 get a jump-start on reading. The ultimate goal was to reach the rural interior of India where there is a dearth of quality reading material for children.

We produced a total of 30 stories (including "Aaloo Maaloo Kaaloo" seen below), and we created educational activities for the first 20 AniBooks. We conducted pilot projects testing the stories and activities with schoolchildren. And, finally, we visited outreach partners who are helping to make our content more widely available.

In order to make each AniBook as helpful as possible for children learning to read, we added activities that grow out of the research we did on this project. Kids in grades 1-4 need most help with vocabulary, comprehension, grammar, problem solving, and letters and sounds, so those are the areas we concentrated on for the activities.



Photo: A screenshot from the AniBook "Aaloo Maaloo Kaaloo"

To see how the stories and activities work PlanetRead team members went to schools in Pondicherry and Ahmedabad to test the content with kids. At one school, children in grade 4 struggled to do the activities, so we created simpler ones. At other schools, kids had no trouble with the activities, and we may even want to create more challenging ones.

3. AniBooks for Early Grade Reading - Field updates

We produced 40 AniBooks (animated stories powered by SLS) in English and Hindi and distributed them on all "screens" that children have access to. We partnered with organizations that work at the grassroots level to distribute our the AniBooks. Before we distribute the AniBooks to the children, we need to do a baseline study to understand their current reading levels so that we can do another study at the end of our program (i.e. after 9 months) to see if AniBooks have helped in improving their reading skills.

As part of our direct intervention, we reached out to Society for All Round Development (SARD), an NGO based out of New Delhi.



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AWARDS ([back to contents](#))



DESIGN EXCELLENCE

COLLECTIONS

CREATIVES

COMPANIES

OUR AWARDS

SOCIAL PRIZE

PRESS & ABOUT

iF SOCIAL IMPACT PRIZE 2017 - supported projects

Congratulations: iF team members from Taiwan, China, Korea and Germany have decided to support the following six outstanding projects with prize money to help to continue the good work!!

Filter (6)

sort by most recent ▼



Share a Pot

Share a Pot is a feel-good frailty prevention programme that weaves science into tradition. It is designed to leverage Asian cultural norms of communal eating...



Ecofábrica Criativa Santos

The Creative EcoFactory was established through a partnership between the Municipality of Santos City and Club Design of Santos, a civil society organization, ...



Rahat

India has been facing frequent disasters over last two decades & working on varied disasters from earthquakes to Tsunami, cyclones, floods etc. Goonj has built...



Literacy for Billion

There are an estimated 650 million literate people in India. In reality, half the so-called 'literate,' more than 300 million people, can best be called...



Photo: Winners of the 2017 iF Social Impact Prize

PlanetRead honored with iF Social Impact Prize

PlanetRead's work with same-language subtitles for literacy has been honored with a 2017 iF Social Impact Prize!

The iF Social Impact Prize honors PlanetRead for "effect[ing] social change through design." "What does design have to do with literacy?" you may be wondering. As the iF website points out, "Often, innovation is the key to making an unique social impact, and since 'design is how it works' (Steve Jobs), design-minded people are in a unique position to make a difference in the way a service or product functions."



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MEDIA ([back to contents](#))

- "Successful Ed-Tech solutions deliver big at scale, cost and effectiveness"- Dr. Brij Kothari - [Medium](#) - 04th Sep 2017
- The unexpected way that Bollywood could help millions - [BBC Future](#) - 20th Sept 2017
- Voice Technologies Not Yet Ready to Push Literacy - [Voice of America](#) - 27th Oct 2017
- Subtitles on English content are a low hanging fruit for India's development. Seize it - [Hindustan Times](#) - 25th Dec 2017
- Noteworthy Social Entrepreneurs Year Ender 2017 - [The Daily Eye](#) - Dec 2017
- ASER 2017 Shows India's Secondary Education Sector Is Failing to Impart Basic Skills - [The Wire](#) - 20th Jan 2018



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FINANCIALS ([back to contents](#))

Balance Sheet as on 31st March

ASSETS	2018(USD)	202017(USD)
I. FIXED ASSETS	11,11,550	13,58,771
II. CURRENT ASSETS		
Loans and advances	4,91,570	5,37,237
Deposits	0	1,00,000
Cash in hand & at bank	93,149	37,98,029
Total Assets	16,96,269	57,94,037
LIABILITIES		
I. Capital fund	12,34,789	51,12,316
II. Loan	2,496	4,27,060
III. Current Liabilities	4,58,984	2,54,661
Total Liabilities	6,96,269	57,94,037



Literacy for a Billion

Income and Expenditure Account

INCOME	2018(USD)	202017(USD)
I. Grants & Donations	63,15,581	1,23,34,490
II. Earned Income	5,13,130	5,615
III. Bank Interest	97,554	89,127
IV Excess of expenses over income.	38,77,526	0
Total Income	1,08,03,791	1,24,29,232
EXPENSES		
I. Operational Costs ***	96,39,115	90,92,548
II. Administrative Costs	11,58,250	10,35,320
III. Bank Costs	6,426	1,119
IV. Excess of income over expenses	0	23,00,245
Total Expenses	1,08,03,791	1,24,29,232
Conversion rate in INR to USD		

*** Salary totally included in the Operational Costs



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TEAM ([back to contents](#))



[Arun](#)



[Arvind](#)



[Brij](#)



Francis



Hema



[Nirav](#)



Pakhyalakshmi



[Parthibhan](#)



[Rajeshwar](#)



Regis



[Santosh](#)



[Sweta](#)



[Sylvia](#)



[Victor](#)



[Vijay](#)



[Vivek](#)