



Literacy for a Billion

PlanetRead Annual Report 2019 (April 2018 - March 2019)



Photo: Children watching animated story with SLS, Rajasthan, India

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Literacy for a Billion

1. AniBooks for reading supported by Oracle Giving ([back to contents](#))

AniBooks are animated stories for children, with the narration appearing on-screen as Same Language Subtitles (SLS).¹ Every word is highlighted in perfect timing with the audio narration, thus strengthening reading skills, automatically and subconsciously.

Oracle supported PlanetRead for the development of AniBooks with Same Language Subtitling (SLS) for the fourth consecutive year.

PlanetRead produced 5 AniBooks (animated stories) in English and Hindi. In the first phase of production, PlanetRead partnered with BookBox, which is a social enterprise born out of PlanetRead's SLS innovation.

Please find below YouTube video links to all 5 AniBooks :

Sl. No.	Story Name	Grade	YouTube Link
1	Rain Rain	2	https://youtu.be/E5-Zg1SrGII
2	A Cloud of Trash	2	https://youtu.be/zpB03QuGnqI
3	The Monk's New Shawl	2	https://youtu.be/-V7zw5IemhE
4	Pishi Caught in a Storm	3	https://youtu.be/wKFVLDi8RtU
5	Didi and the Colourful Treasure	2	https://youtu.be/ZBRd4ylaLNk

Total reach

We have partnered with BookBox, a social enterprise born out of PlanetRead's SLS innovation. BookBox has been creating AniBooks with SLS and is using its YouTube channel to promote reading. All AniBooks are available free on BookBox's YouTube channel, which has over 100 million views and more than 500K subscribers.

¹ SLS is a pedagogically sound and proven technique to reinforce reading skills and is the recipient of several international awards. SLS has been implemented widely on film song-based TV programs in India, in 10 languages (see www.planetread.org). This is the first study to explore the impact of regular AniBook exposure in schools, on the early reading skills of children from low-income backgrounds.



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2. EGRIC - AniBooks for Early Grade Reading

Goal: To Produce and Launch the AniBooks 6 to 10 in Hindi on YouTube

AniBooks for Early Grade Reading Part 2 is an extension of the two year project that we started in July 2016 and completed in June 2018.

The main goal of this project was to integrate AniBooks into the schools and lives of children from low-income backgrounds in Grades 1-4, or ages 6-10, to support the development of reading skills, and evaluate its impact.

We worked with a local NGO called Society for All Round Development (SARD) for the implementation of the 40 AniBooks in 6 Treatment Group (TG) schools in the outskirts of Delhi.

With the aim of purely scaling up distribution of AniBooks, we reached out to ed-tech organizations that can use AniBooks in their programs. We identified 5 organizations namely, Project DRUV, 4SL, DSH, Zaya and E Class Education and partnered with them to distribute all the AniBooks we produced in our project via their programs.

Please find below YouTube video links to all AniBooks in Hindi:

Sl. No.	Story Name	Grade	YouTube Link
1	Too Big! Too Small!	1	https://youtu.be/GwAt2IRf9CU
2	Satya, Watch Out!	2	https://youtu.be/rms4iyeXZXE
3	Timmy and Pepe	1	https://youtu.be/J9EBcD1b6WQ
4	Farida Plans a Feast	2	https://youtu.be/a0ZnN1zj7qw
5	Lara the Yellow Ladybird	2	https://youtu.be/UfDzPgyQbls
6	The Red Fairy	3	https://youtu.be/drGCNindQvs
7	A Book for Puchku	3	https://youtu.be/9zAQJ-jm-uk
8	Brushing is No Fun	2	https://youtu.be/J4-kyfD9yPQ
9	Cheenu's Gift	2	https://youtu.be/u4xBx-Yl1oU
10	The Seed Savers	3	https://youtu.be/Cdh0CJC4ATs



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Total reach: approximately 1000 children

We worked with a local NGO called Society for All Round Development (SARD) for the implementation of the 40 AniBooks in 6 Treatment Group (TG) schools in the outskirts of Delhi.

3. Do children read SLS? An eyetracking study

An eye-tracking study in government schools, Abu Road, Rajasthan supported by Centre for Micro Finance.

AniBooks were shown to children in three sessions

- Session 1: 3 familiar AniBooks in Hindi shown, with and without Same Language Subtitles (SLS).
- Session 2: Same AniBooks, as in Session 1 shown, with SLS & background music, but no narration
- Session 3: 4 unfamiliar AniBooks in Hindi shown, with and without SLS

Correlation of SLS reading with reading skill

No surprise: Reading along with SLS is strongly correlated to all reading scores in Amthala and Mordu; strongest with the story and paragraph reading scores. Correlations much weaker in Ganka.

Students who read along with regular AniBooks are also more likely to read along with no-narration AniBooks.

Students who read along with SLS when watching familiar stories are more likely to also read along with unfamiliar stories.

Conclusion

AniBooks drive automatic & inescapable reading engagement, even among the weakest of readers

AniBooks at low and medium level of reading difficulty work better in government primary schools

Better readers (or higher grades) read along more with AniBooks

AniBook exposure contributes to read-along habit formation

AniBooks without narration are a good alternative to drive more read-along behavior, in individuals, groups and classroom

Familiar and unfamiliar AniBooks, both cause comparable amount of reading; familiar ones work slightly better



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Photo: Government Primary School, Amthala, Rajasthan, Indian

Total reach 308 children across 7 schools in 2 to 5

Session 1: Eye-tracked: 3 schools (Amthala, Mordu, Ganka), 211 students, Grades 2-5

Session 2: Eye-tracked: 2 schools, 72 students, Grades 2-3

Session 3: Eye-tracked: 2 schools, 25 students in Grades 4



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MEDIA ([back to contents](#))

- Boosting Literacy One TV Set at a Time - If Only the State Spares the Funds - [The Wire](#) - 13th July 2018
- Boosting Literacy One TV Set at a Time - If Only the State Spares the Funds - [Harvard Economics Review](#) - 29th July 2018
- How watching TV can help boost your child's reading skills - [Manchester Evening News](#) - 13th Aug 2018



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AWARDS ([back to contents](#))

- Awarded, GuideStarIndia Transparency Key for 2018
- Winner, Facebook Global Literacy and Accessibility Challenge research awards
Facebook supports PlanetRead's Eye Tracking Research of Same Language Subtitling (SLS)



Photo: Eyetracking for Woman watching Bollywood songs with SLS



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FINANCIALS ([back to contents](#))

Balance Sheet as on 31st March

ASSETS	2019(USD)	2018(USD)
I. FIXED ASSETS	13,245	16,109
II. CURRENT ASSETS		
Loans and advances	5,501	7,124
Deposits	0	0
Cash in hand & at bank	7,244	1,350
Total Assets	25,990	24,584
LIABILITIES		
I. Capital fund	24,228	17,895
II. Loan	0	36
III. Current Liabilities	1,761	6652
Total Liabilities	25,990	24,584



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Income and Expenditure Account

INCOME	2019(USD)	2018(USD)
I. Grants & Donations	70,961	91,530
II. Earned Income	20,501	7,437
III. Bank Interest	349	1,414
IV Excess of expenses over income.	0	56,196
Total Income	91,810	1,56,577
EXPENSES		
I. Operational Costs ***	69,799	1,39,697
II. Administrative Costs	15,489	16,786
III. Bank Costs	48	93
IV. Excess of income over expenses	6474	0
Total Expenses	91,810	1,56,577
Conversion rate in INR to USD	69.55	69

*** Salary totally included in the Operational Costs



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TEAM ([back to contents](#))



Arun



[Arvind](#)



[Brij](#)



Francis



[Nirav](#)



[Parthibhan](#)



[Rajeshwar](#)



Regis



Santholaya



[Sweta](#)



[Sylvia](#)



[Victor](#)