



Literacy for a Billion

PlanetRead Annual Report 2021 (April 2020 - March 2021)



Photo: Screenshot from the story "Kanchha The Rhino" with Hindi subtitles

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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 sixth consecutive year. From April to September 2020, we produced 5 AniBooks in 2 languages, namely English and Hindi and another set of 5 AniBooks from January to March 2021 in 3 languages, namely English, Hindi and Tamil. After extensive ground work, we decided and produced stories on environmental themes.

Please find below YouTube video links to 5 AniBooks produced from April to September 2020:

Story title	English YouTube link	Hindi YouTube link
Anand	https://youtu.be/-Zle-MzZsMs	https://youtu.be/wxeRMtNRrDM
Cicada's Song	https://youtu.be/Y2xYWTfzgVQ	https://youtu.be/EyGL4VCj1jA
Gadbad Das in 'No water for you!'	https://youtu.be/XLDqwKcK1pU	https://youtu.be/lu7t2Hpwn6A
Let's have an inside day!	https://youtu.be/3QTc0bV2-4M	https://youtu.be/HL5ZpYM9FI8
The Bee and the Elephant	https://youtu.be/LkMcB_dreRc	https://youtu.be/AnX-VVzWpaE

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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Links to 5 AniBooks produced from January to March 2021:

Story title	English YouTube link	Hindi YouTube link	Tamil YouTube Link
Sam's Christmas Present	https://youtu.be/mWCUFPbxvKI	https://youtu.be/kUre8MwwfFE	https://youtu.be/jFybCSSPu68
Kanchha, The Rhino	https://youtu.be/Z7RbFbQfvD8	https://youtu.be/O4xqd8OT0mw	https://youtu.be/I5S0ZN0HOXY
The Village of Five Poles	https://youtu.be/DvFnEdhV0po	https://youtu.be/KrOV0A ndk3E	https://youtu.be/Jp4HJmsHVMg
Just the Way I Am	https://youtu.be/m5luVJwF7qQ	https://youtu.be/qGopEj2cSv0	https://youtu.be/8EU7M_vb4EY
Who is our friend?	https://youtu.be/eVFaeMtThql	https://youtu.be/sgKte1ZEzHI	https://youtu.be/FDYq4d1GF34

One major challenge we faced is in the distribution of our content via our partners to school children. Due to Covid 19, all schools were under lock down from March 2020 till August 2021. Hence, we have not been able to reach the children directly.

However, views for AniBooks on our YouTube channel have almost doubled this year, we had got 11 million views and for the previous 12 months period, we got 7 million views.



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2. UK Prime Minister Endorses SLS

UK's Prime Minister Boris Johnson endorsed for Same Language Subtitling (SLS) in their parliament. Please click on the following link to watch the endorsement on video: <https://youtu.be/F5FuWIP0G88> .

Thanks to Ms. Marson MP and Mr. Warren of <https://turnonthesubtitles.org/> for their question in the UK parliament.

Two passionate supporters of SLS, Mr. Warren and Mr. Barrett MBE have been working closely with Dr. Kothari (Founder, PlanetRead). They started a campaign called “Turn On The Subtitles (TOTS)” with the aim of making policy makers, broadcasters and parents to turn on the subtitles for children’s programs, by default. To know more, visit: www.turnonthesubtitles.org/research/ . This recognition for SLS in the UK parliament would not have happened without their support.



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MEDIA ([back to contents](#))

- [Mention] How lockdown TV could boost children's literacy - [The Guardian](#) - 12th Apr 2020
- [Mention] Broadcasters children's television urged turn subtitles bid raise literacy levels - [DailyMailUK](#) - 12th Apr 2020
- [Mention] Coronavirus: 'Add TV subtitles to boost literacy' - [Tes](#) - 12th Apr 2020
- [Mention] An Easy Way To Help Kids Learn At Home - Forbes - 18th Apr 2020
- PlanetRead chosen for a Wiki: 6 Organizations Working To Improve Literacy In Children & Adults - [Wiki.ezvid.com](#) - 20th Apr 2020
- [Mention] Boost your child's reading skills by turning on the subtitles - [The National UAE](#) - 21st Apr 2020
- [Mention] Call for TVNZ To Add Subtitles To Home School Programmes - [Scoop](#) - 06th May 2020
- [Mention] Coronavirus: Home education channels should be automatically subtitled - expert - [Radio New Zealand \(RNZ\)](#) - 07th May 2020
- [Mention] India's coronavirus lockdown has put the spotlight back on television as an ed-tech tool - [Quartz India](#) - 14th May 2020
- Lifelong Reading for a Billion People - [Stanford Social Innovation Review](#) - Summer 2020
- Streaming for reading - [The Hindu](#) - 02nd Jul 2020
- [Mention] 7 Ways to Help Your Child to Love Reading - [Twinkl](#) - 03rd Sep 2020
- PlanetRead and the Indian Institute of Management, Ahmedabad (IIM-A) has been featured on our new COVID-19 Innovation Hub - COVID-19 Innovation Hub - Sep 2020
- [Mention] Celebrities including Stephen Fry and Sandi Toksvig join call for subtitles to be turned on for children's TV - [ITV](#) - 01st Mar 2021



Photo: Screenshot from the story "The Village of the Five Poles" with Tamil subtitles



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FINANCIALS ([back to contents](#))

Balance Sheet as on 31st March

ASSETS	2021(USD)	2020(USD)
I. FIXED ASSETS	9,509	10,230
II. CURRENT ASSETS		
Loans and advances	3,133	3,753
Deposits	0	0
Cash in hand & at bank	90,696	20,218
Total Assets	1,03,338	34,201
LIABILITIES		
I. Capital fund	1,01,340	33,837
II. Loan	1,250	150
III. Current Liabilities	748	213
Total Liabilities	1,03,338	34,201



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Income and Expenditure Account

INCOME	2021(USD)	2020(USD)
I. Grants & Donations	1,22,456	57,833
II. Earned Income	216	0
III. Bank Interest	993	296
IV Excess of expenses over income.	0	0
Total Income	1,23,665	58,129
EXPENSES		
I. Operational Costs ***	52,264	39,424
II. Administrative Costs	3,761	7,197
III. Bank Costs	29	28
IV. Excess of income over expenses	67,611	11,480
Total Expenses	1,23,665	58,129
Conversion rate in INR to USD		75.37

*** Salary totally included in the Operational Costs



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TEAM ([back to contents](#))



Arun



[Arvind](#)



[Brij](#)



Francis



[Nirav](#)



[Parthibhan](#)



[Rajeshwar](#)



Regis



[Sweta](#)



[Sylvia](#)



[Victor](#)