



Literacy for a Billion

PlanetRead Annual Report 2022 (April 2021 - March 2022)



Photo: Woman watching Bollywood songs with SLS while being eye-tracked

Contents:

[Major Projects & Activities](#)

[Media Coverage](#)

[Financial Statement](#)

[Team](#)



Literacy for a Billion

1. Impact of SLS on out of schools girls ([back to contents](#))

Echidna Giving is supporting us on a research project to study the impact of Same Language Subtitling (SLS) on reading engagement and reading skills in out-of-school girls. The main goal of our project is to study the impact of SLS on girls and women.

The goal of the project is to find out how SLS can be leveraged to improve reading literacy among girls who are no longer in school, from low-income families.

Specifically, we will examine: 1) Is the extent and nature of reading engagement enhanced by watching entertainment content with SLS? 2) Does regular and long-term SLS exposure contribute to the strengthening of weak reading skills?

The eye tracking study will be conducted on 300 girls and/or women. We will divide them into 2 groups of 150 each and both will be given audio/visual content. As eye tracking is an intensive time consuming activity, we will carry out the implementation in 3 phases spread across the 2 years of our project and in each of the phases we plan to conduct eye tracking studies of 100 girls/women.

Eye tracking is the process of measuring either the point of gaze (where one is looking) or the motion of an eye relative to the head. An eye tracker is a device for measuring eye positions and eye movement.

While the content will be the same, one group will view it with SLS (treatment group, TG) and the other without SLS (control group, CG). Both groups will watch 30 mins of content 3 times per week for 3 months. We will have a strong monitoring mechanism in place with an attendance register to make sure every session is tracked.

At baseline and endline we will eye-track viewing of the same content, with and without SLS. Analysis of fixation count and duration, saccade length and direction will provide an accurate assessment of reading engagement and improvement from sustained SLS exposure.

The eye tracker precisely pinpoints, 60 times/sec, where a person is looking. We already have one eye tracking device. Considering the volume of eye tracking we have to conduct, we decided to purchase another device, Gazepoint GP3 HD eye tracker, 150Hz system, API/SDK included, recommended for eye tracking software developers.



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Our outreach partners will play an important role in working closely with the girls and women for our project. While looking for outreach partners, our most important criteria was that they have a strong background in working with girls and women and preferably have run educational projects.



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



Photo: Gazepoint GP3 HD eye tracker



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2. BIRD

Billion Readers (BIRD), an initiative of The Indian Institute of Management Ahmedabad (IIM-A), aims to ensure daily and lifelong reading practice for a billion people in India. This seemingly impossible goal is made possible by adding Same Language Subtitling (SLS) to existing entertainment content on TV and streaming, in all Indian languages - word for word viewers read what they hear. Through guaranteed and constant reading practice a nation of weak readers can be transformed into a nation of fluent readers.

Our Same Language Subtitling project led by IIM-A and supported by MIT Open Learning and J-PAL South Asia recently won a Design Grant (606 global teams competed, 10 won) to come up with a proper strategy and coalition of partners to scale up SLS on TV in interested states/languages.

This Design Grant allows BIRD to not only strategize and form a winning coalition of partners across the government, private TV networks, and DCPs, it offers the possibility of long term support to firmly establish SLS in India's entertainment ecosystem. Turning on reading for a billion people, if done well, can be as simple as turning on the TV.

For more information please click on the following link: <https://billionreaders.org>



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MEDIA ([back to contents](#))

- Same Language Subtitling For A Billion Readers - [BW Education](#) - 17th May 2021

FINANCIALS ([back to contents](#))

Balance Sheet as on 31st March

ASSETS	2022(USD)	2021(USD)
I. FIXED ASSETS	7,967	9,509
II. CURRENT ASSETS		
Loans and advances	4,586	3,133
Deposits	0	0
Cash in hand & at bank	68,423	90,696
Total Assets	80,976	1,03,338
LIABILITIES		
I. Capital fund	77,315	1,01,340
II. Loan	739	1,250
III. Current Liabilities	2,922	748
Total Liabilities	80,976	1,03,338



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Income and Expenditure Account

INCOME	2022(USD)	2021(USD)
I. Grants & Donations	19,781	1,22,456
II. Earned Income	66	216
III. Bank Interest	2,425	993
IV Excess of expenses over income.	20,524	0
Total Income	42,796	1,23,665
EXPENSES		
I. Operational Costs ***	33,460	52,264
II. Administrative Costs	9,337	3,761
III. Bank Costs	0	29
IV. Excess of income over expenses	0	67,611
Total Expenses	42,796	1,23,665
Conversion rate in INR to USD	75.83	73.21

*** Salary totally included in the Operational Costs



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TEAM ([back to contents](#))



[Arvind](#)



[Brij](#)



Francis



[Nirav](#)



[Parthibhan](#)



[Rajeshwar](#)



Regis



[Sylvia](#)



[Victor](#)