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Indian NGO awarded for using Bollywood films to promote literacy

PTI Nov 8, 2013, 12:57PM IST

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Tags: PlanetRead | non-profit organisation | NGO | Library of Congress | Carlyle group | bollywood films | Bollywood | 2013 Library of Congress Literacy Awards

WASHINGTON: In recognition of its effort to promote literacy through use of **Bollywood films**, a Mumbai-based non-profit organisation has won the 2013 Library of Congress Literacy Awards.



Selected in the international category, carrying a cash award of \$50,000, PlanetRead in India is an innovative programme that reinforces literacy skills, primarily through subtitles for popular musical television programming, the Library of Congress said.

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SLS (Same Language Subtitling) v and easy to replicate, reaching 20

"SLS is notable as a highly motivated access to books is difficult," it said.

Among the other two awardees are the Boston-based Reach Out and Read, which received the David M Rubenstein Prize along with a cash award of USD 150,000 and the American Prize of \$50,000 went to San Francisco-based 826 National.

The Library of Congress Literacy Awards were announced in January 2013 to help support organisations working to alleviate the problems of illiteracy and aliteracy both in the United States and worldwide.

The awards seek to reward those organisations that have been doing exemplary, innovative and easily replicable work over a sustained period of time and to encourage new groups, organisations and individuals to become involved, it said.

"Literacy opens doors to life's great opportunities," said Rubenstein, a co-founder of The Carlyle Group and a major donor to the Library of Congress National Book Festival.

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