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Same Language Subtitling

Same Language Subtitling (SLS) is the idea of subtitling the lyrics of television and video in the same language, providing viewers with both auditory and visual recognition of words to increase reading comprehension. SLS has been implemented on several popular Bollywood films' songs on Indian television in 10 languages: Hindi, Bengali, Gujarati, Marathi, Telugu, Tamil, Kannada, Malayalam, Oriya, and Punjabi. The subtitles are designed to change the color of every word in perfect timing with the song to provide automatic and subconscious reading practice to weak readers.

Photo: PlanetRead and SLS Centre at IIM-Ahmedabad

आँखों में हैं बहारे दिल में फ़िज़ा

"Same Language Subtitling doubles the number of functional readers among primary school children. A small thing that has a staggering impact on people's lives."

President Bill Clinton
September 2009

- **Cost and time effective means** to improve literacy that fits into people's preexisting routines.
- **Large market potential** demonstrated by the more than 300 million weak readers in India alone.
- **Government and private sector support** due to increased television ratings and levels of literacy, resulting in India's Ministry of Information and Broadcasting calling for SLS as a national policy.

Same Language Subtitling in Action

SLS was first implemented on Indian national television in 1999 and currently is used for 10 national languages: Hindi, Telugu, Bengali, Kannada, Tamil, Malayalam, Gujarati, Marathi, Punjabi, and Oriya. SLS reaches more than 200 million weak readers every week in a country with 300 million weak readers and an additional 300 million illiterates. SLS has enormous potential in India, where a booming film industry produces more than 1,000 movies and more than 5,000 music videos every year.

Supported by All Children Reading
Grand Challenge for Development



Photo: PlanetRead and SLS Centre at IIM-Ahmedabad

Annex - Specifications

Agriculture

The Dutyion Root Hydration System

Target Market

Countries with limited supplies of fresh water.

Current Market

Middle East

Development Stage

Pilot testing has been completed and the product will enter the market within the next two years.

Specifications

- Length: 100 meters
- Production Site: Spain

Developer Contact

Design Technology & Innovation
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www.launch.org/innovators

MoneyMaker Pumps

Target Market

Subsistence farming families living in rural areas across Sub-Saharan Africa.

Current Market

Kenya, Tanzania, Mali, Burkina Faso, Zambia, and an additional 15 African countries through its Global Institutional Partnerships program.

Development Stage

MoneyMaker Pumps are currently on the market and new financing mechanisms to increase pump affordability are in the "Proof of Concept" stage.

Specifications

- Products: MoneyMaker Hip Pump / MoneyMaker Max
- Unit Price: \$60 / \$130
- Materials: Plastic and steel
- Weight: 4.5 kilograms / 17 kilograms
- Output: 1.25 acres in 6 hours / 2 acres in 6 hours
- Suction Depth: 8 meters / 8 meters
- Pressure Head: 8 meters / 16 meters
- Production Site: China

Developer Contact

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Development Innovation Ventures
www.usaid.gov/div/portfolio

Rapid Milk Chiller

Target Market

Rural farmers living in areas with high sun exposure.

Current Market

Rural India

Development Stage

Entering the market for the first time.

Specifications

- Unit Price: \$9,000
- Capacity: 1,000 liters per day
- Production Site: Mumbai, India

Developer Contact

Promethean Spenta Technologies
info@promethean-power.com
617-512-8811

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Education

Same Language Subtitling

Target Market

Countries with poor literacy and a strong film industry.

Current Market

India

Development Stage

In use since 1999 and expanding within Indian market.

Specifications

- Unit Price: \$1 USD per year per 1,000 viewers
- Platform: Television or film
- Production Site: Mumbai, India

Developer Contact

PlanetRead and SLS Centre
at IIM-Ahmedabad

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