



Literacy for a Billion

PlanetRead Annual Report 2018 (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/zpB03QuGnql
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 6 to 10 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



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9	Cheenu's Gift	2	https://youtu.be/u4xBx-Y11oU
10	The Seed Savers	3	https://youtu.be/Cdh0CJC4ATs

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



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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



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	2018(USD)	2017(USD)
I. FIXED ASSETS	16109	20904
II. CURRENT ASSETS		
Loans and advances	7124	8266
Deposits	0	1538
Cash in hand & at bank	1350	58431
Total Assets	24584	89139
LIABILITIES		
I. Capital fund	17895	78651
II. Loan	36	6570
III. Current Liabilities	6652	3918
Total Liabilities	24584	89139



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Income and Expenditure Account

INCOME	2018(USD)	2017(USD)
I. Grants & Donations	91530	189761
II. Earned Income	7437	86
III. Bank Interest	1414	1371
IV Excess of expenses over income.	56196	0
Total Income	156577	191218
EXPENSES		
I. Operational Costs ***	139697	139885
II. Administrative Costs	16786	15928
III. Bank Costs	93	17
IV. Excess of income over expenses	0	35338
Total Expenses	156577	191218
Conversion rate in INR to USD	69	65

*** 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](#)