



Room to Read®

#IndiaGetsReading

A flagship Annual Reading Campaign



IMAGINATION



LEARNING

CLIMATE JUSTICE

SOCIAL EQUALITY

LIFE SKILLS



READING EQUALS



KNOWLEDGE

CAPACITY BUILDING



GENDER EQUALITY

DIGITAL LITERACY

पढ़ना जहाँ समानता वहाँ

AUGUST 15 - SEPTEMBER 8, 2022

COUNTRY DIRECTOR'S MESSAGE

Dear Friends,

We are excited to present insights into our fourth year of the India Gets Reading campaign. An idea that simply started with motivating children to read and learn has now transformed into a nationwide movement. Amidst this, at Room to Read India, we have continued to stay true to our vision to actively contribute to developing lifelong learners.

Moving ahead from the compounded learning loss created by the pre-existing learning crisis and effects of the pandemic, Room to Read India has emphasized upon how reading can bring more equity and inclusion to society. The campaign established Reading as an 'equalizer' eliminating inequities and providing better life opportunities for children.

As the campaign continued, we noticed how children whose parents invested in their education showed much better learning continuance than the others. We registered the critical catalytic role parents, caregivers, and the community played to overcome the current learning crisis.

The campaign saw engaging community activities and events such as mobile libraries in communities, reading melas, and to boost children's holistic development, pledge reading time, and Read-a-thon – to solidify the role of reading as an equalizer to boost a child's holistic development.

We are proud to share that we reached more than 6 Lakh parents, children, and teachers through offline activities across ten different states in India – Chhattisgarh, Delhi, Jharkhand, Karnataka, Madhya Pradesh, Maharashtra, Rajasthan, Telangana, Uttar Pradesh, and Uttarakhand and gathered nearly 3 Lakh impressions online from across the country and worldwide. We are confident that with this coming together of key stakeholders, we will turn the belief #PadhnaJahanSamaantaWahan, into reality.



Sourav Banerjee
Country Director, Room to Read India

CAMPAIGN OVERVIEW

COVID-19 learning crisis has compounded inequalities and magnified some of the pre-existing setbacks of the Indian education system. Room to Read India understands the dire situation of the Indian education system and aim to aid the situation through equitable and innovative initiatives. The core idea of these initiatives is to emphasize and spread the magic of reading.

Room to Read India asserts that an engagement with the text for extraction and construction of meaning is also an engagement with the contours of the society at large. It is a negotiation between the life experiences, attitude, and personal history of the reader with the thought, history, and milieu of the text. Room to Read India has recognized the impact of reading in resolving this situation.

On 15th August, Room to Read India launched the fourth edition of its flagship annual reading campaign- #IndiaGetsReading. This year, the campaign was themed on 'Reading Equals'. Through the campaign, Room to Read India intended to create an opportunity to spread the magic of reading, eliminate inequities, enhance world views, and make the world a better space.

The campaign aimed to promote the importance of reading and to support the development of children's foundational literacy skills. As part of the campaign, a series of initiatives were introduced in the schools, communities, and shared spaces to promote reading and strengthen family and public participation in creating an awareness about reading and its impact in bridging the inequities.



ONLINE INITIATIVES & REACH

Room to Read India started the digital activation of the campaign one week before the campaign launch on 15th August. The digital activation allowed Room to Read India to successfully spread awareness and bring visibility to early grade interventions with an emphasis on foundational literacy and children's literature. The campaign also allowed to improve the brand's online reputation, brand perception, and brand visibility in a short period.

Key offline and online campaign activities:

- Pledge reading time
- Read-a-thon
- Government and community activations
- Reading campaign wall
- Wall mural and paintings
- Community meetings
- Street play
- Tweet-a-thon
- Mobile libraries
- Webinars
- Reading Equals- National Seminar



The campaign highlighted the effects of improving the learning levels of children through inculcating the habit of reading with comprehension, which in turn develops foundational skills, including creativity, critical thinking, vocabulary, and expression. This year's campaign furthered the cause by creating a mass movement of reading - driving action and investment in children's reading and learning habits and skills.

Reading Equals (=) zeroed down on reading as one of the highest priorities of the Indian Education System, marked by India's New Education Policy 2020. Thus, the three-week-long Reading Equals (=) campaign was an emphatic statement about the power and potential of reading. When children get equal opportunities and equal chances in life, they can transform their lives and their communities. By empowering themselves to read and learn, children will demand action to find solutions to ensure that all of them read, learn, and thrive.

Thus, the campaign's objective centered around spreading awareness about the equalizing potential of reading. This is coupled with the fact that a well-read and well-learned child can become a responsible and productive citizen of the country.

The campaign reached out to children of 3 to 8 years of age (early education) and their parents/guardians and caregivers directly across 10 states- Chhattisgarh, Delhi, Jharkhand, Karnataka, Maharashtra, Madhya Pradesh, Rajasthan, Telangana, Uttar Pradesh, and Uttarakhand. The resources developed for the campaign were disseminated in four different languages- Hindi, Marathi, Telegu, and Kannada.



Reading Equals

Online Brand Visibility



Engagements



Engagement Rate



Enhance Brand Perception

Total Net Audience Growth across platforms 2,051 (113.4%)	Twitter Net Follower Growth 85 (226.9%)	Facebook Net Page Likes 103 (102%)	LinkedIn Net Follower Growth 686 (21.1%)	YouTube Net Subscriber Growth (Room to Read India) 1,177 (8,307.1%)	Instagram 57 (113.4%)	YouTube New Subscriber Growth (Room to Learn) 47
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Here are a few milestones of the digital activation of the campaign

Campaign Launch



Message by **Sourav Banerjee**
 Country Director, Room to Read India

Pledge Reading Time Launch



Message by **Poornima Garg**
 Deputy Country Director, Room to Read India



Digital Pledge
 We initiated the online digital pledge from 15th August to 8th September.

*As of 15th September 2022 | *Minimum video viewed for 3 seconds by a single unique user on Facebook

Message by government officials & thought leaders

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| <ul style="list-style-type: none"> Education Director of MCD Mr. Vikas Tripathi, message on the India Gets Reading campaign in Delhi 434 Views* | <ul style="list-style-type: none"> B.B.Cauvery, IAS, SPD, Samagra Shikshana, Karnataka message for India Gets Reading Campaign 163 Views* |
| <ul style="list-style-type: none"> Manisha Chaudhry, Publishing Professional, Editor, Writer, and Translator speaks on how Reading Equals Gender Equality 310 Views* | <ul style="list-style-type: none"> B.C.Nagesh Hon'ble primary and secondary education minister of Karnataka shares his viewpoint on India Gets Reading campaign 107 Views* |
| <ul style="list-style-type: none"> Uma Mahadevan, IAS ACS, RDPR, Government of Karnataka message on India Gets Reading campaign 1783 Views* | <ul style="list-style-type: none"> DG Education of Uttarakhand talks about the India Gets Reading Campaign 73 Views* |

Webinars

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| <ul style="list-style-type: none"> Role of School libraries in strengthening foundational literacy skills as part of Tholimettu (FLN) 6th September 2022 2106 Views* | <ul style="list-style-type: none"> 'पढ़ना जहाँ समानता वहाँ' राज्य व्यापी पठन अभियान 2022 के संदर्भ में DEOs, DMCs और DIET Principal ke saath August 24th, 2022 2200 Views* |
| <ul style="list-style-type: none"> Importance of early grade readings/literature in developing equality in Society 6th September 2022 1101 Views* | |

Social Media Live by Program Operation Director (Sajit Menon)

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| <ul style="list-style-type: none"> Facebook 450 Views* | <ul style="list-style-type: none"> Instagram 192 Views* |
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Invitations to Read-a-thon & Seminar

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| <ul style="list-style-type: none"> Simmi Sikka, Associate Director, Quality Reading Materials invites for Read-a-thon and speaks on children's literature and reading 322 Views* | <ul style="list-style-type: none"> Saktibrata Sen, Program Director invites for the national seminar- Reading Equals 266 Views* |
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Seminar Live

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| <ul style="list-style-type: none"> Literacy and Literature together: Opportunities and Challenges 836 Views* | <ul style="list-style-type: none"> Our Gaze: The texts and the world 721 Views* |
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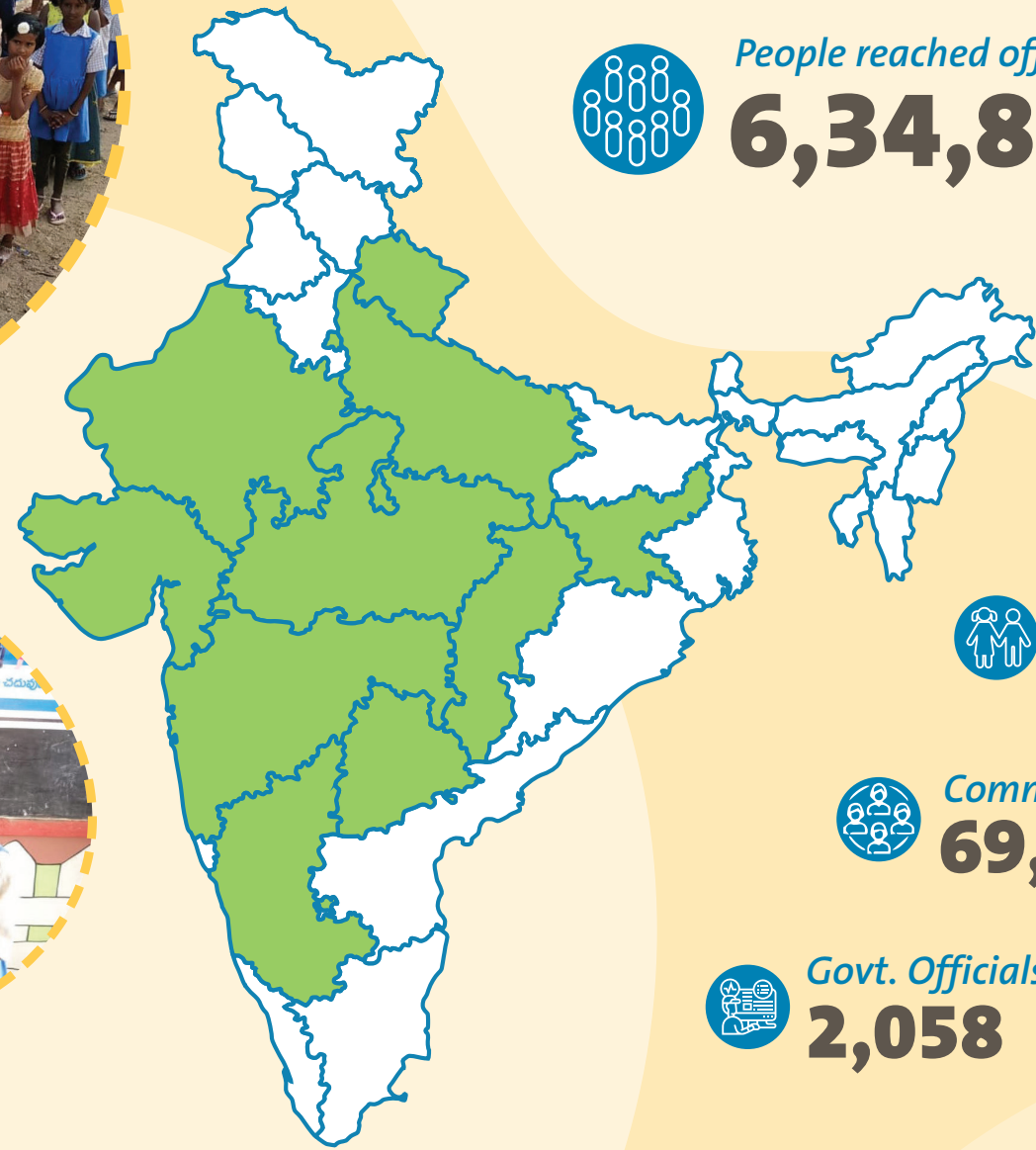
*As of 15th September 2022 | *Minimum video viewed for 3 seconds by a single unique user on Facebook

OFFLINE INITIATIVES & REACH

Room to Read India disseminated unique and creative solutions across ten direct intervention states through the campaign under Literacy Program. The campaign utilized the following creative solutions:

- Community Libraries
- Reading Campaign Wall
- Drop everything and read
- Pledge Reading Time
- Reading Mela
- Street play and rallies
- Read aloud session
- Reading sensitization session
- Activity Calendar for Parents and Children
- Parents Calendar
- Book Reading and Storytelling
- Story writing by Parents and Children
- Campaign Poster
 - » आइये! कहानी पढ़ें
 - » Read Aloud Video
 - » Weekly Worksheets
 - » Primer
- School and community visits and events





People reached offline
6,34,883

States
10

Teachers
28,157

Children
5,34,931

Community Members
69,737

Govt. Officials
2,058

States	Children Benefitted	Community Members Benefitted	Teachers Benefitted	Govt. Officials Benefitted
Delhi	69,607	21,435	1,360	46
Chhattisgarh	15,726	12,027	6,611	1,153
Jharkhand	18,443	1,249	451	45
Karnataka	16,087	169	547	40
Madhya Pradesh	36,635	3,923	2,294	234
Maharashtra	2,24,974	20,635	11,007	121
Rajasthan	87,182	6,040	3,287	130
Uttar Pradesh	17,933	2,405	741	15
Uttarakhand	23,147	447	993	130
Telangana	25,197	1,407	866	144

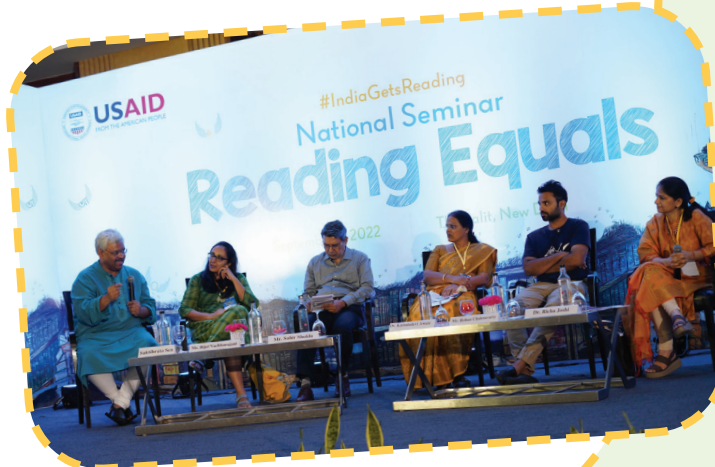
HIGHLIGHTS

National Seminar - Reading Equals

A national seminar jointly organized by USAID India and Room to Read India, marked the culmination of the annual flagship reading campaign, India Gets Reading 2022. The seminar witnessed participation from diverse fields and spheres including like-minded organizations, bilateral agencies, and senior government officials, CSRs, authors, illustrators, and academicians. At the national level event, the discussion focused on the role of reading skills as a pertinent requisite toward supporting the issue of Foundational Learning (an utmost priority under National Education Policy).

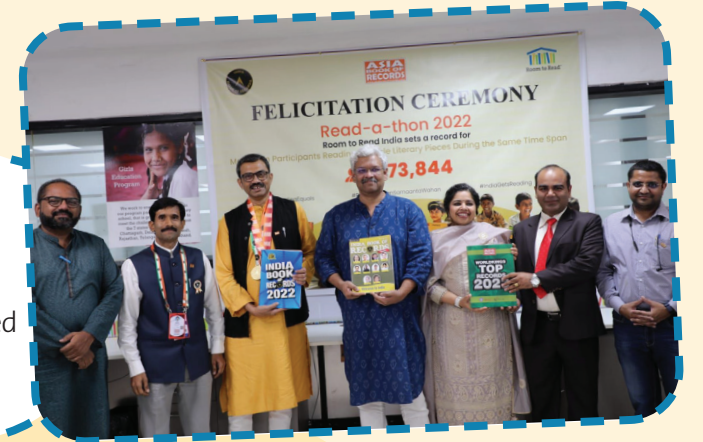
The seminar explored ways and methods to understand the equalizing characteristics of reading and learning. The focus was laid upon understanding the entire scenario of children's literature and its impact on the learning and reading cycles of children, especially early grade learners. 'Literacy and Literature together: opportunities and challenges' and 'Our Gaze: the text and the world' were two engaging sessions that brought together subject experts and thought leaders. The eminent, learned speakers included:

- Dr. Karen Klimowski, Deputy Mission Director, USAID India
- Uma Mahadevan, IAS, Additional Chief Secretary, Panchayat Raj, Government of Karnataka
- Poonam Smith Sreen, Deputy Director, General Development Office, USAID India
- Dr. Madhav Chavan, Co-Founder, Pratham
- Dr. Dhir Jhingran, Founder Director, Language and Learning Foundation
- Shaveta Sharma-Kukreja, CEO and Managing Director, Central Square Foundation
- Madhu Ranjan, Education Expert and Freelance Consultant
- Dr. Richa Joshi, Professor, Doon University
- Subir Shukla, Educational Quality Improvement Facilitator
- Bijal Vaccharajani, Author
- Rohan Chakravarty, Illustrator and Author



Read-a-thon

This year, in a first, Room to Read India set a record for **Maximum Participants Reading Together at Multiple Locations** across India, wherein a total of **1,73,844** participants including school students, teachers, school staff, parents, government officials, and supporters participated. The record was adjudicated by and recorded in the India Book of Records and the **Asia Book of Records**.



Tweet-a-thon

- Message on 'Reading as a crucial foundational skill' and invitation to Tweet-a-thon by Bhagyalakshmi Balaji, Associate Director, IDTS.
- Hosted on August 26 from 4pm to 5pm to discuss Foundational literacy. Using the interactive polls and quizzes, targeted and relevant audiences were engaged using an array of questions based on Foundational Literacy, National Education Policy 2020, and Sustainable Development Goals.

528 Views*

Impressions on 26th
7,246
463% increase compared to last year

Engagement on 26th
1,589

*As of 15th September 2022

Pledge Reading Time

Books play a crucial role in stimulating minds and instilling hope; hence, Room to Read India designed a campaign initiative to encourage reading. All one had to do was pledge one's time to read a story to a child. Parents could pledge to read aloud a story for half an hour to their children; one could even pledge to read a book to a child in their neighborhood keeping social distancing norms in mind.

People from all over the country responded by posting a photograph on their social media accounts and tagging three more people to request them to Pledge Reading Time. During the period between August 25 to September 5, thousands of people from across the country pledged their time to read.

Mobile Libraries

Mobile Library Vans were flagged off across many Room to Read India presence states during the campaign. These mobile libraries consisted of diverse children's literature to cater and reach the remotest corners and spread awareness for building the reading habit and reading culture at their doorstep. We garnered support from government officials, local and school community members who actively participated in the initiative. We also created awareness for reading with the help of audio messages and stories, installed in the mobile van.



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