



Room to Read®

**READING CAMPAIGN**

**#INDIAGETSREADING**

**AUGUST - NOVEMBER 2019**





# From Country Director's Desk



The objective of the campaign is to develop a culture of reading across the country.

- Sourav Banerjee  
Country Director

Dear Friends,  
Warm greetings!

On India's 72nd Independence Day, Room to Read India launched the 3-month long **#IndiaGetsReading** campaign that aimed to develop a culture of reading across the country, with a focus on primary school children.

Several research and reports in recent past have indicated that children in primary schools of India lack foundational literacy skills. The recent National Education Policy has referred to it as "the learning crisis". It has been proven that learning deficits seen in childhood years carry forward as adults and affect children's opportunities in life for employment, income and wellbeing later in life.

Given that this was the first year of the campaign, I am especially delighted to note that the campaign has registered tremendous success, having reached more than 2 million children in over 30 thousand government schools. Besides Room to Read team, government officials from states, teachers and community members wholeheartedly participated. We saw tremendous enthusiasm both on field and in social media.

Let it be my privilege to thank all of you who participated and supported this campaign. I am sure we will take it to new heights in the coming years.

## HIGHLIGHTS

- 15 August**
  - India Country Office: Launch of National Reading Campaign
  - UP: The state launch & Reading Mela in collaboration with state Government
- 19 August**
  - The state launch in Rajasthan (RJ), Karnataka (KA) & Telangana (TL)
- 26 August**
  - The state launch in Chhattisgarh (CG) & Delhi (DL)
- 3 September**
  - The state launch of Maharashtra (MH)
- 5 September**
  - The state launch in Madhya Pradesh (MP) & Uttarakhand (Utk)
- 6 September**
  - ILD celebration in Karnataka & Uttar Pradesh (UP)
  - UP: Talk show in collaboration with Radio Mirchi
- 7 September**
  - Read-A-Thon
  - International Literacy Day celebration across 8 RtR implemented states
  - Engagement of more than 50 Googlers in the schools of Delhi, Karnataka & Telangana
  - MH: Awareness rally by volunteers from Bank of America & RtR
  - TL: Talk show in collaboration with 92.7 Big FM
  - TL: Library inauguration & panel discussion with SCERT
  - Utk: Panel discussion in collaboration with SCERT & Doon libraries
- 8 September**
  - CC: International Literacy Day celebration in collaboration with state Government
- 22 October**
  - Seminar on **Children Literature : A NEED** in Delhi
- 14 November**
  - Reading Campaign: The Culmination Event

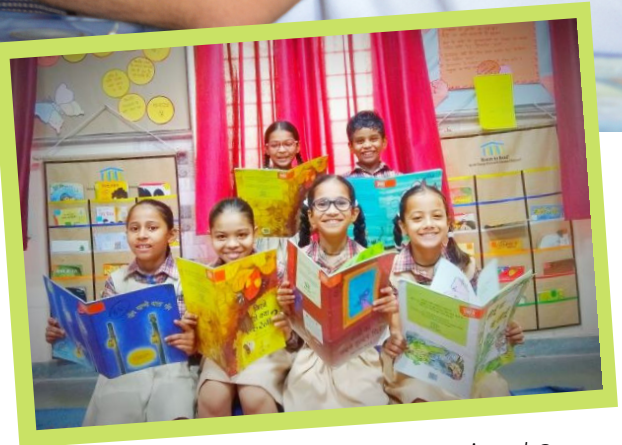




## Read-A-Thon

On the eve of International Literacy Day, 7th September 2019, we launched a reading marathon across eight states in India. Multiple stakeholders, including government officials, teachers and children gathered for an hour, and read books!

As part of collaboration with Google Bolo, more than 50 Googlers visited schools in Delhi, Hyderabad and Bengaluru and engaged students in reading stories through the Bolo App.



*Children get an opportunity to read using both the traditional and modern reading approaches.*

## #PledgeReadingTime

In order to encourage the public to pledge some time to read, either to their kids, to a child in their community or to students in a school library, 'Pledge Reading Time' was launched on 5th September 2019. The pledge also required the person to tag and challenge three or more friends to do the same. The day of the launch saw 1000 people pledge their time to read!





# CHILDREN'S Literature

## A NEED

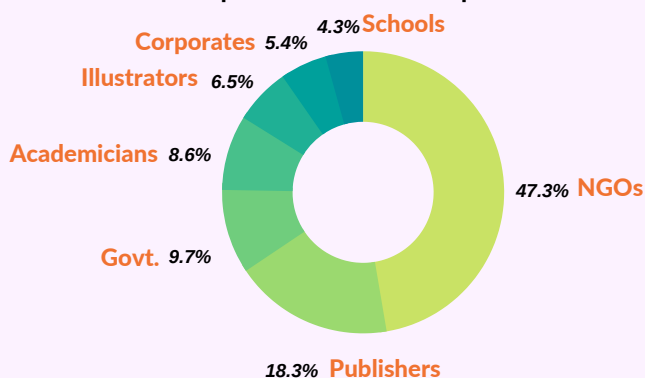
As the society evolves, the skills needed to negotiate the complexities of life also change. Today in this information age, with an overflow of information, children need a thorough understanding of information in all forms. Meaning is central to the process of reading and engaging with a text at an optimal speed and comprehension together, is a core requirement of all literacy efforts. A comprehensive literacy experience of children involves providing them with enough reading comprehension opportunities throughout their journey of learning to read. Variety of rich reading material seems to give children the reason, meaning and pleasure to the process of reading.

Yet, access of children to good literature, both in school and at home, has been a challenge in India, especially in remote and rural schools.

Under its #IndiaGetsReading campaign Room to Read India, in partnership with USAID, organized a seminar to bring the much-needed focus on the need for high-quality children's literature to build a culture of reading. As we promote reading through the campaign, it is important to come together to discuss ways to reach every child, and the variety of rich text our children need to read.

The seminar was an attempt to bring all like-minded organisations, government bodies and other stakeholders to come together to discuss, deliberate on the topic of the importance and availability of children's literature in local languages in the primary schools of our country.

Representation of Participants



Books must be written with respect for children. It means to respect their desire to learn, their way of learning and their curiosity.

- Prof. Krishna Kumar, Former Director NCERT



Glimpse of panel discussion, (L-R): Ms. Ariel Richardson, Ms. Caroline Austen, Prof. Krishna Kumar,

The event saw two keynote address by Ms. Ariel Richardson, a children's literature expert, currently working with Chronicle Books, San Francisco and Prof. Krishna Kumar, an eminent academician who served as the Director of NCERT from 2004 to 2010.

A panel discussion on innovation and challenges revolving around sourcing variety of books and other quality reading material into schools and school libraries had eminent field professionals' and representatives state government voicing their opinions and reflecting upon the ideas for the audience. This was followed by an interconnected dialogue on the role of technology in promoting reading and supporting multilingual scenarios.

The national seminar on **Children's Literature: A Need**, concluded with thought-provoking discussions around the importance, innovations, challenges and the role of technology in promoting reading.

A book is both a mirror and a window for children. It gives them an opportunity not only to reflect but also to learn.

- Ms. Ariel Richardson, Editor (Chronicle Books)



# Snapshots



## MADHYA PRADESH

As part of the Reading Campaign, D.El.Ed students of DIET Barwani discussed the importance for Early Grade readers and engaged in reading library books themselves.

## UTTAR PRADESH

A fun-filled show at Radio Mirchi studio was aired. Our Varanasi Literacy team shared the details and impact of our Literacy Program. Children from our schools also shared some of their favourite stories that they've enjoyed reading in our libraries!



## RAJASTHAN

An event on International Literacy Day was conducted at Upper Primary School in Chopasani wherein the DEEO, Adl. DEO, Mayor, SSA resource person and BEEO participated along with the students, teachers and the local community members.



## KARNATAKA & TELANGANA

Googlers engaged in Storytelling sessions with the government school students using Google Bolo App in Hyderabad and Bengaluru on International Literacy Day.





# Snapshots



## CHHATTISGARH

The International Literacy Day event was organized by the State Literacy Mission Authority (SLMA) in collaboration with Room to Read on 8th Sept 2019 in Raipur. Dr. Premsay Singh Tekaam, Education Minister graced the program as the chief guest.

## DELHI

Ms. Vinita Krishna, a renowned children's author brought the characters alive when she read out the story, "The Butterfly that Sat on a Rainbow" as part of the Reading Campaign in Kasturba Balika Vidyalaya, Delhi.



## UTTARAKHAND

A panel discussion on importance of reading was organized by RtR in collaboration with SCERT Uttarakhand to celebrate International Literacy Day on 8th Sept. 2019. Also, more than 100 participants pledged their reading time during the event.

## MAHARASHTRA

Employees from Bank of America along with members of the local community participated in the Reading Campaign in Uttan, Mumbai.





# Testimonials



रूम टू रीड को रीडिंग कैम्पेन जैसे आवश्यक अभियान की शुरुवात करने के लिए बहुत-बहुत धन्यवाद। आप का कार्य वाकई सराहनीय है।

- Ms. Santosh,  
Chief District Elementary  
Education Officer, Jodhpur, RJ



**Top media Tweet** earned 1,238 impressions

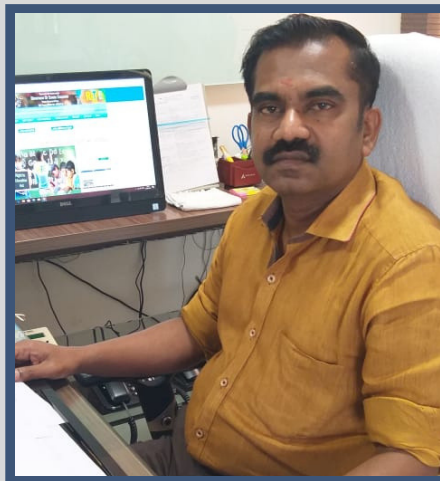
Pledge your time to read a book to a child and be a part of something truly meaningful!

#IndiaGetsReading #EndofImpossible  
#PledgeReadingTime

@johnwoodRTR @gkmurali  
pic.twitter.com/goMJNnxelo

#PledgeReadingTime #IndiaGetsReading

- Geetha Murali  
Chief Executive Officer, Room to Read



Books are a ladder to success. I encourage everyone to read more books to enrich their knowledge and experience.

- Mr. S. Prakash,  
Director-DPI, Raipur, CG



**Top Tweet** earned 6,554 impressions

Let's reverse the notion that the end to illiteracy is impossible. Room to Read realizes that much work needs to be done and we will not stop until every child has access to quality education.

#IndiaGetsReading #EndofImpossible  
#Education @SarvendraEdu  
@RoomtoRead @gdalmiathinks  
pic.twitter.com/QF4z44WTJm

#EndofImpossible #IndiaGetsReading

Join our Reading Campaign



31 42 125



रूम टू रीड के सहयोग से जो बाल कहानियां प्राथमिक स्कूलों तक पहुंची हैं, उन्हें बच्चे और बड़े, सभी बेहद रुचि और उत्साह के साथ पढ़ रहे हैं।

- Mr. Ashraf Khan,  
Assistant Project Co-ordinator,  
Barwani, MP



**Top Tweet** earned 1,470 impressions

Maharashtra launched the Reading campaign on 3rd September, 2019 in which 145 schools from Aurangabad, Nashik and Satara participated. Children in all schools devoted an hour during morning assembly to read books.

#IndiaGetsReading #EndofImpossible  
pic.twitter.com/z2v9hfxbcv



1 16 41

View Tweet activity

View all Tweet activity

**Top mention** earned 774 engagements

Google India  
@GoogleIndia · Sep 9

On #InternationalLiteracyDay, Googlers in Hyderabad, Delhi & Bangalore spent their morning doing something special - reading with the children! Partnering with @roomtoreadindia, we organised a read-a-thon with hundreds of children coming together to read stories on Google Bolo 🌟  
pic.twitter.com/4v8wdBmD4G



2 26 173

View Tweet

- Google India

**Top media Tweet** earned 4,650 impressions

This Independence Day, Room to Read India along with the Basic Education Department of Uttar Pradesh is organizing a reading campaign. #IndiaGetsReading The campaign aims to impact students in 1.6 lakh schools across the state through the culture of reading. @SarvendraEdu  
pic.twitter.com/ZFOe46M2a5

- Mr. Sarvendra Vikram Singh  
Director-Basic Education, UP

- Gaurav Dalmia  
Room to Read India, Regional Board of Director





## Impact of engagement on social media: Increasing reach over the three months!



15 August - 14 November 2019

Tweets

81 ↑125.0%



Tweet impressions

55.5K ↑24.3%



Mentions

360 ↑20.8%



Followers

447



Post reach

15 August - 14 November 2019

The estimated number of people who had any posts from the target Page on their screen.

49,921

People reached ↑7%



Post engagements

15 August - 14 November 2019

The number of times that people have engaged with posts through likes, comments, shares and more.

38,357

Post engagement ↑71%



Videos

15 August - 14 November 2019

The number of times that target Page's videos were played for at least three seconds, excluding any time spent replaying the video.

14,967

3-second video views ↑77%



Page Views

15 August - 14 November 2019

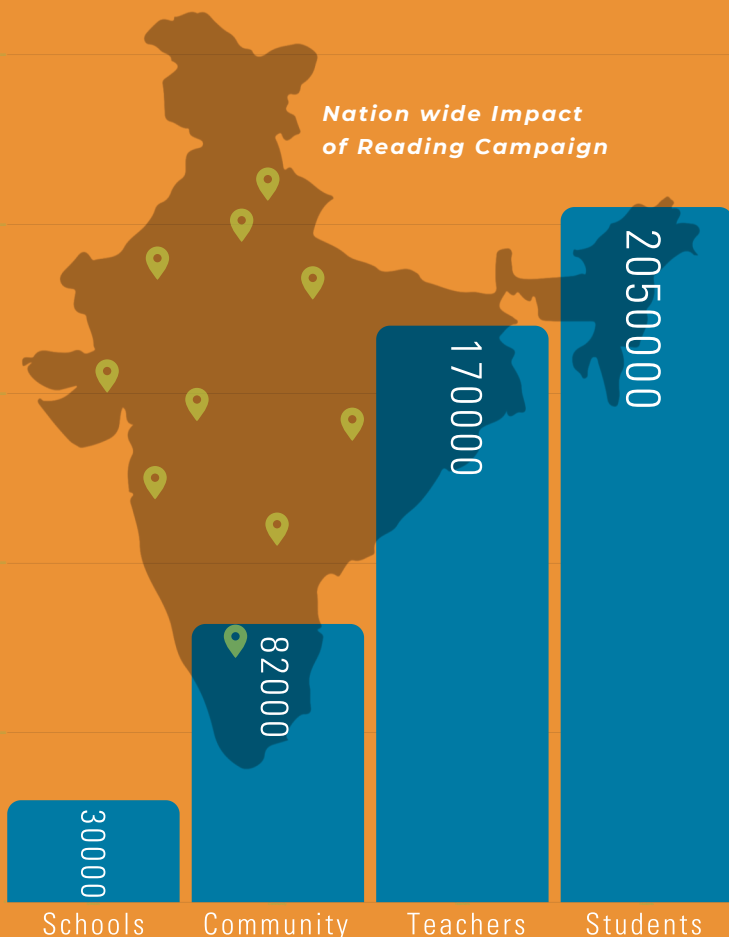
The number of times that a Page's profile has been viewed by logged-in and logged-out people.

3,235

Total Page views ↑43%



Nation wide Impact  
of Reading Campaign





# Media Coverage

## #PledgeReadingTime: Education min encourages kids to make reading a habit

TIMES NEWS NETWORK

**Raipur:** Chhattisgarh school education minister Dr Prem-sai Singh Tekam and other officials read a story during the three-minute reading session at the 'Akhar Anjor' programme organised in Raipur to mark the occasion of International Literacy Day on Sunday. The minister also signed a pledge to spare some time for reading as part of #PledgeReadingTime.



School education minister Dr Prem Sai Singh Tekam (centre) reads a book during the three-minute reading session during an event

ge in 4,034 government schools of Dhamtari, Raipur, Bastar, Narayanpur, Balodabazar and Rajnandgaon district and has benefited about 2,26,700 children across the state. To ensure the quality functioning and sustainability of the programme we have trained the librarians, Grade-I and II teachers and headmasters of the schools", said.

Since 2018, with the patronage of education department and tribal welfare department, Room To Read started a Project Vijaya which 179 residential in

### मगरलौड में निकली रीडिंग कैम्पेन जागरूकता रैली



पलारी ब्लॉक के 50 स्कूलों में रूम टू रीड आयोजित



पलारी @ पत्रिका. रूम टू रीड का उद्देश्य स्कूलों में शिक्षा के स्तर की गुणवत्ता को बढ़ाना है। वहीं इस वर्ष भी समस्त स्कूलों में 26 अगस्त से 7 सितम्बर तक रीडिंग कैम्पेन का आयोजन किया गया है। पलारी ब्लॉक के 50 स्कूलों में रीडिंग कैम्पेन का आयोजन किया गया है।

### रीडिंग कैम्पेन का हुआ आयोजन



गुणवत्ता के स्तर को बढ़ाने के लिए रीडिंग कैम्पेन का आयोजन किया गया है।



पलारी @ पत्रिका. रूम टू रीड का उद्देश्य स्कूलों में शिक्षा के स्तर की गुणवत्ता को बढ़ाना है।



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### रीडिंग कैम्पेन का हुआ आयोजन



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Reading Campaign gained wide coverage at both the local and the national level

## Online Coverage

- The Times of India, National Edition
- Times of India, Raipur
- Hitavada: IPledgeReading
- Times of India, Dehradun
- South Asia Views
- Hitavada: Reading Campaign
- The New Indian Express
- Diplomacy Today
- Public view : NGO Room to Read





# THE CULMINATION EVENT

## MADHYA PRADESH

Madhya Pradesh saw participation of 27 schools in Barwani district involving more than 1200 children on Children's Day. The key activities included, story telling and read aloud using quality children's literature. Children expressed their feelings and creativity through painting, poem recitation etc. Key district government officials participated and congratulated Room to Read and the teachers on the success of the campaign.

## UTTARAKHAND

The culmination event was implemented in collaboration with SCERT and Azim Premji Foundation. Room to Read put up two stalls during Children's Day celebration event, one on library and one on life skills. Children from 15 primary and upper primary schools participated in both the story telling sessions as well as interactive activities on life skills. A State-wide story writing competition for children was organised by SCERT.

## COUNTRY OFFICE, INDIA

Bringing the celebrations of the Reading Campaign to a culmination, India Country Office organised the Reading Campaign Culmination event on 14th November 2019. Employees from other offices located in the same building were invited to attend this event with their children. Story telling and poetry recitation was organised for them. There were discussions on the importance of reading as well as the implementation and experience of the journey of Reading Campaign.



## CHHATTISGARH

The State registered participation from 223 schools, with involvement of around 31,000 children and 871 teachers on the last day of the campaign. The activities included story telling, enacting stories by children, recognition of star readers and Independent Writing and Drawing/Painting by children.



Pictures show glimpses of the culmination event.





Keep Reading India!





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