



August - September 2021

#IndiaGetsReadingAtHome

#MainJahanSeekhnaWahan

#PledgeReadingTime



"नहीं रुकेंगे नन्हे क़दम, घर पर भी सीखेंगे हम"

READING CAMPAIGN





From Country Director's Desk

Dear friends,

We are thrilled to share that our annual reading campaign 'IndiaGetsReading' metamorphosed into '**#IndiaGetsReadingAtHome**' this time. In fact, it shaped into a powerful nationwide movement to enthuse and empower 'parents and caregivers' in becoming true partners in their child's learning journey.

As the pandemic continued and our learning through the shifting scenario grew, 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. Gearing to keep the world's most vulnerable children learning, we prepared ourselves to go into communities and speak to the parents through this campaign for the first time.

This campaign saw engaging community visits and events, innovative mobile libraries in communities, video messages to the community, family reading time – all in all, to share simple and easy ways parents and caregivers could engage with children at home to create an enabling learning environment that boosts their child's holistic development. While talking to the parents, we tried to debunk many myths and apprehensions that were preventing parents from supporting their child's learning and gave them confidence that their support, in fact, is an excellent gamechanger.

We are proud to share that we reached more than 7 Lakh+ parents, children, and teachers through offline activities across nine different states in India – Chhattisgarh, Delhi, Karnataka, Madhya Pradesh, Maharashtra, Rajasthan, Telangana, Uttar Pradesh, and Uttarakhand and gathered 6 Lakh+ impressions online from across the country and worldwide. We are certain that each parent, community member, and govt. official now believes **#MainJahanSeekhnaWahan** – Learning is Possible Everywhere.



Sourav Banerjee

COUNTRY DIRECTOR,
ROOM TO READ INDIA

“Through this campaign, we intend to equip parents and caregivers with easy-to-use tools, to understand how spending as little as 15 minutes in a day, can do wonders for their child's language learning and growth.”

Overview: Campaign

Following COVID-19 appropriate behavior, Room to Read's flagship literacy program campaign

#IndiaGetsReadingAtHome

launched on 15th August and culminated on 8th September, International Literacy Day. The three-week-long campaign was positioned to send a clear message to the parents that **#MainJahanSeekhnaWahan** - learning at home is possible and there are easy and practically applicable ways to make it possible. The campaign was thus, focused on making learning more flexible and available to a child, especially for the new normal.



THROUGHOUT THE CAMPAIGN, KEY OFFLINE AND ONLINE ACTIVITIES INCLUDE



**GOVERNMENT AND
COMMUNITY ACTIVATIONS**

**VIRTUAL DELHI
BOOK FAIR 2021**





LAUNCH OF LIBRARY CONTENT ON 'NALANDA AT HOME' WHATSAPP CHATBOT IN MAHARASHTRA STATE

WALL MURALS AND PAINTINGS



COMMUNITY MEETINGS



LITERACY KIT DISTRIBUTION



POSTERS AND HANDOUTS DISTRIBUTION



MOBILE VAN LIBRARY EVENTS (CAMEL CART LIBRARY, BULLOCK CART LIBRARY, BOAT LIBRARY, ETC.)



READING TOGETHER WITH FAMILY (PLEDGE READING TIME)



TV AND RADIO EPSIODES





Room to Read pro-actively focused on developing 'home and community as the learning space' and empower parents/caregivers to rise to the occasion. Room to Read instilled confidence in parents/caregivers that they can support their child's development and create a learning-friendly environment even if they have little time, limited resources, or their child is a first-generation learner.

Subsequently, Room to Read equipped them with easy-to-read and easy-to-understand ways of effectively supporting their child's learning. The campaign successfully created awareness and motivated parents/caregivers with simple tools to help anchor their child's cognitive development.



The campaign was also strategically aligned with the Government of India Ministry of Education's recently published 'Guidelines for Parent Participation in Home-based Learning during School Closure and Beyond.'

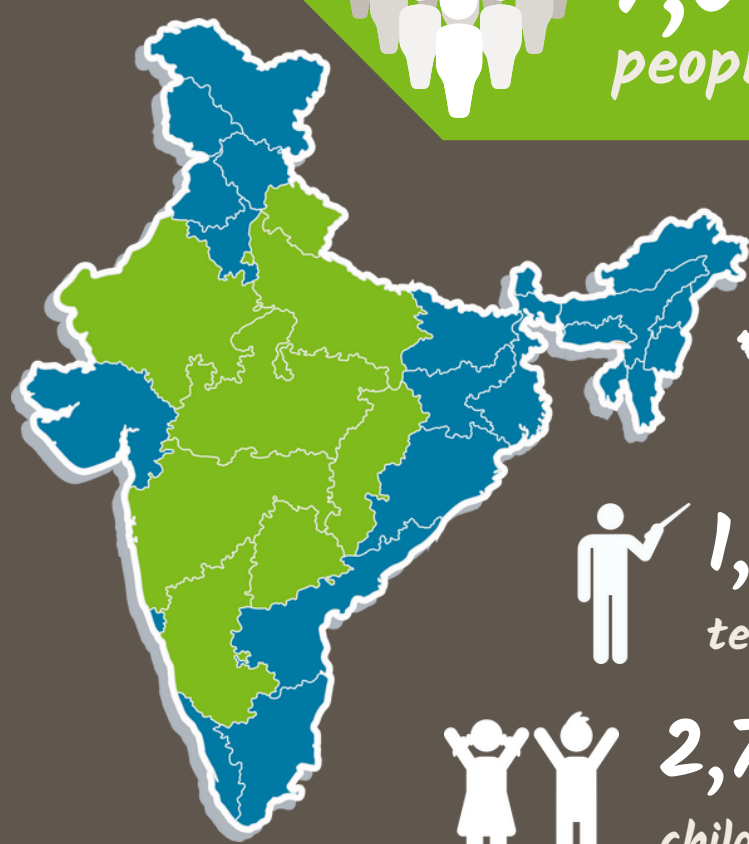
Objectives & Audience

An enabling learning environment at home was always a catalyst in a child's learning journey, but with school closures it became even more 'critical'. Therefore, the need of the hour was to bring parents/caregivers to the frontline and arm them with the essential motivation and means for this mission. Thus, the campaign's objective centered around spreading awareness and enabling parents to support their child's learning ecosystem in simple ways.

The campaign reached out to children of 3 to 8 years of age (early education) and their parents/guardians and caregivers directly across nine states- Chhattisgarh, Delhi, 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.



7,07,233
people offline



9
states



1,00,058
teachers



2,71,634
children



2,02,705
parents and caregivers

Room to Read India received overwhelming support from nearly 850 government officials and local bodies that amplified the cause of the campaign and increased on-ground outreach.





6,09,675 online impressions

Instagram

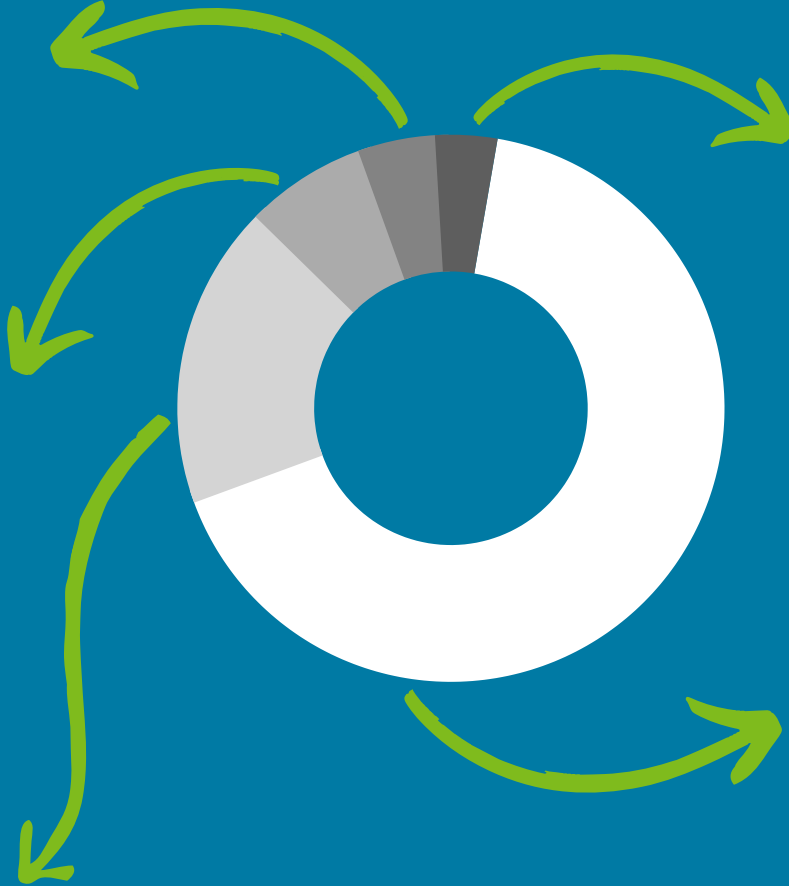
22,363 impressions

LinkedIn

43,598 impressions

Facebook

1,09,414 impressions



Twitter

27,900 impressions

YouTube

4,06,400 impressions



बालकांच्या शिक्षणात मदत
करण्यासाठी पालकांचे सबलीकरण
शनिवार, 4 सप्टेंबर 2021, दुपारी 3:00 ते 4:30

पैनलिस्ट

डॉ. कमलादेवी आदटे
रत्नप्रभा भालेराव
रमेश ठाकूर
डॉ. मंजिरी निंबकर
मॉडरेटर
कनुप्रिया रणसुभे

#इंडियागेट्सरीडिंगएटहोम
राष्ट्रव्यापी लर्निंग कॅपेन
रूम टू रीड द्वारा एक वेबिनार
Webinar will be conducted in Marathi

बच्चों के सीखने के सफ़र में भागीदार बनने के आसान तरीके

आपका पीछा को सपोर्टी में
बच्चों के साथ शिक्षक
बच्चों को लीक, फ्लिकर्स पर
बच्चों को लीक, फ्लिकर्स पर

'नहीं रुकेंगे नन्हे कदम, घर पर भी सीखेंगे हम'

#IndiaGetsReadingAtHome
A nation-wide movement to empower parents to help children 'read' and 'learn'

हॉ! आप सीखने में
बच्चों की सहायता
कर सकते हैं...

नहीं रुकेंगे नन्हे कदम, घर पर भी सीखेंगे हम

Online Initiatives

The five-video series by Dr. Nidhi Vinayak garnered positive responses from the viewers across all Room to Read India's social media pages. In the series, Nidhi shared easy-to-do activities that parents can do to help their children learn and grow. The viewers learned how parents could become active and engaging partners in their child's learning journey.

The video series positively influenced 6,998 minds on Facebook, 3,663 minds on LinkedIn, 1,768 minds on Twitter, 547 minds on Instagram, and 464 minds on YouTube.



THE CAMPAIGN RECEIVED SOLIDARITY AND COMMITMENT FROM

*"I urged parents to actively support their child's learning and to ensure that children have access to different learning materials." - Honourable Minister of School Education, Tribal and Scheduled Caste Development, Govt. Of Chhattisgarh - **Dr. Premsai Singh Tekam**, Honorable Minister of School Education, Tribal and Scheduled Caste Development, Govt. Of Chhattisgarh*

"I encourage all primary grade teachers to urge parents, children & community members to support the establishment of Room to Read libraries. This will help in building a culture of reading amongst early learners." - Shivraj Singh Verma, District Collector, Barwani, Madhya Pradesh

"I urge parents to spend at least 15 minutes reading with their children" - Priyanka Jodhawat, Director, RSCERT, Udaipur, Rajasthan



"Just 15-30 minutes of reading with the family can help children hone their reading skills and enable them to continue to learn even at home," - Deputy Director, Regional Academic Authority, Nashik Division, Nashik, Dr. Ratnaprabha Bhalerao, Deputy Director, Regional Academic Authority, Nashik Division, Maharashtra

"We need to provide encouragement and cooperation to parents, so they can ensure that children's learning continues unhindered in these difficult times," - Anita V. Nazare, Principal, DIET, Bangalore Rural District, Karnataka

"I urge parents to spend at least 15 minutes reading with their children" - Priyanka Jodhawat, Director, RSCERT, Udaipur, Rajasthan

"Children do learn at school but parents at home needs to provide a good learning atmosphere for the progress of the children. I urged parents, teachers, and all stakeholders in the education ecosystem to support Room to Read's #mainjahanseekhnawahan campaign." - Dr. Jagan Mohan Reddy, District Education Officer, Pedapalli District, Telangana

"Parents must engage with children and spend time reading with them," - Rakesh Kunwar, Director, SCERT Uttarakhand

STATE LEVEL WEBINARS

UTTAR PRADESH

'Home as a learning space'

23rd August

TELANGANA

'Creating & Enabling Reading Environment at Home'

27th August

RAJASTHAN

'घर में सीखना: स्कूल व्यवस्था की भूमिका'

1st September

MAHARASHTRA

'Empowering parents to help for children's learning at home'

4th September

MADHYA PRADESH

'घर पर सीखने के विविध आयाम'

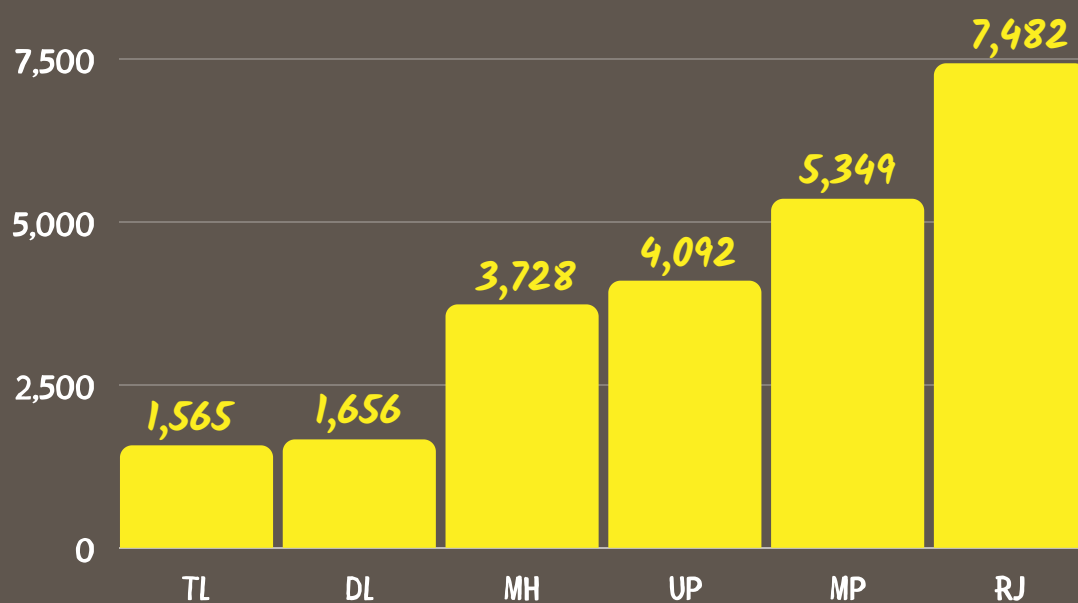
4th September

DELHI

'Home as a learning space'

6th September

Views* on State level Webinars



Audience:
Govt. Teachers,
Education
Officials, RtR
staff &
Civil Society
Representatives

CULMINATION VIRTUAL EVENT

Learning in the New Normal: Multiple Ecosystems

Room to Read organized the webinar to explore ways and methods to ensure learning endures in the new normal in multiple ecosystems including home, school, and community. During the webinar, prominent national and international experts brainstormed ideas to ensure #MainJahanSeekhnWahan. Dr. Tami Katzir Cohen, Head of Language and Literacy Program, Haifa University; Madhav Chavan, CEO, Pratham; Sheshagiri Madhusudan, Education Specialist, UNICEF; and Uma Mahadevan, Principal Secretary, Karnataka, and senior Room to Read Leadership Team shared their unique insight into the matter.

The webinar answered vital questions around how to shape, leverage, and unite all the ecosystems around our child – be it home, community and school – to ensure that any child has a learning-friendly environment enriched with cognitive development opportunities everywhere. Room to Read Team and the honorable keynote speakers and panelists discussed the challenges and solutions to reach the unreachable marginalized, strengthen the system, and empower the stakeholders to ensure that learning continues despite all odds.



1,873 participants

Offline Initiatives

Room to Read India disseminated unique and creative solutions across nine direct intervention states through the campaign under Literacy Program.

The campaign utilized the following creative solutions:

- Mobile Library – Camel Cart Library, Bullock Cart Library, Boat Library, Van Library
- Handout 1 – Simple ways of making learning happen
- Handout 2 – Family Reading Time
- Campaign Poster – simple ways to make learning happen
- Community visits and events
- Distribution of Literacy Kits

Glimpses from the Indian States

Innovative Mobile Libraries



Room to Read came up with state-of-the-art creative solutions to reach the unreachable

VAN LIBRARIES

ACROSS 9 STATES



COMMUNITY LIBRARIES

ACROSS 9 STATES



BIKE LIBRARY

IN MADHYA PRADESH

BOAT LIBRARY

IN UTTAR PRADESH



BULLOCK CART LIBRARY

IN CHHATTISGARH

CAMEL CART LIBRARY

IN RAJASTHAN



Camel Cart Library:

A tale of reading in Thar desert



Anita's eyes lit up at the sight of the camel cart library. Decorated with balloons and loaded with over 1500 books, the cart was the first such initiative after lockdown to reach the primary grade students. Room to Read took the initiative of the mobile library on a camel cart for children in remote villages and hamlets of the state. Like Anita, children in rural Jodhpur were joyous at seeing the library coming to them on a camel cart. At a time when the schools were closed for early grades, the library with a storyteller had become an attraction for villages located in the remote desert areas of Rajasthan.

Joint director, school education, Prem Chand Sakhla, said the department and NGO Room to Read had started this initiative under the International Reading Campaign 2021. "The School for primary sections is closed, though online classes are running, the program has been started to ensure their connection with reading. The reading habit of children should not discontinue," he said. Sankhla said a camel cart was used as a library as other vehicles cannot reach remote desert areas. Program officer and additional district project coordinator, Samagra Shiksha, Jodhpur, Laxman Gehlot said this mobile library would cover 30 villages in rural areas of Jodhpur. The theme of "नहीं रुकेंगे नन्हे क़दम, घर पर भी सीखेंगे हम"; and 'India Gets Reading at Home' has been kept under the Room to Read campaign.

The kids also expressed their happiness in getting an opportunity to access different books during the pandemic. "I am very fond of reading books. We had access to a library in our school. But the schools are closed because of the pandemic now. I am delighted that I am still able to read all kinds of books because of this mobile library," said Anita, a student. Sankhla informed that they also made parents aware of children's education and inspired them to be more vigilant towards their child's learning process.

#PledgeReadingTime



Books play a crucial role in stimulating minds and instilling hope; hence, Room to Read designed a campaign initiative to encourage reading. All one had to do was to 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 account and tagging three more people to request them to Pledge Reading Time.



Launch of library content on 'Nalanda at Home' bot

Library content was launched on the 'Nalanda at Home' WhatsApp bot in Nashik district, in the state of Maharashtra on 5th September'21. On the occasion of Teacher's day, Room to Read, in association with the Motivation for Excellence and the Nalanda Project launched the 'Nalanda at Home' bot. Aligned with the National Education Policy, the chatbot is a pilot initiative in Nashik, Maharashtra providing a digital library and age and grade-appropriate teaching content for teachers and aid in achieving the NIPUN Bharat Goals on Foundational Literacy.



TV and Radio Episodes

Chunnu Munni ki Bhasha Boli, an 8 TV episode long, was telecasted from 7th to 17th September'21 on DD Regional channels in Hindi, Marathi, Telugu, and Kannada. Radio jingles were developed around the goals defined in the NIPUN Bharat document and broadcasted through community radio stations in the state. SCERT officials have developed the scripts for these jingles. Story-based 24 radio episodes of 'कुछ किस्से, कुछ कहानियाँ' were also broadcasted through community radio stations in collaboration with SAMAGRA (Sarva Shiksha Abhiyan) during the campaign.



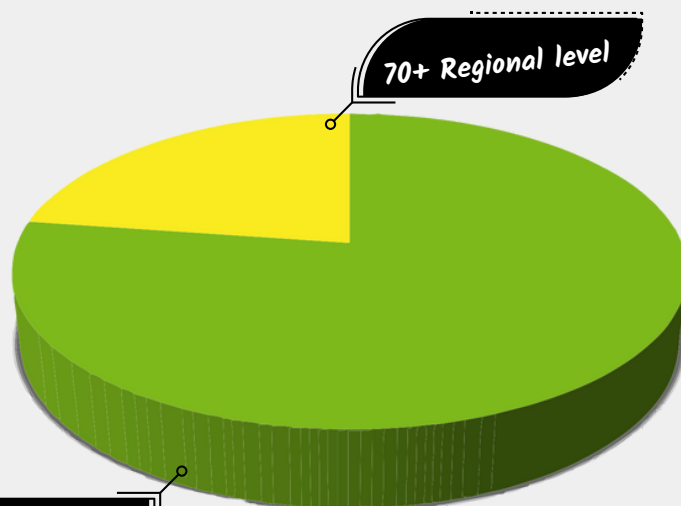
IN THE NEWS

300+

offline and online
media coverage

Room to Read's nationwide campaign

Room to Read recently announced a three-week long campaign #MajJahanSeekhnaWahan, for early grade children across nine Indian states, which will continue till September 8. The resources developed for the campaign will be translated into Hindi, Marathi, Telugu and Kannada. The campaign where #IndiaGetsReadingAtHome, is focused on bringing learning to where the child is, especially in the new normal.



Source Name: Room to Read

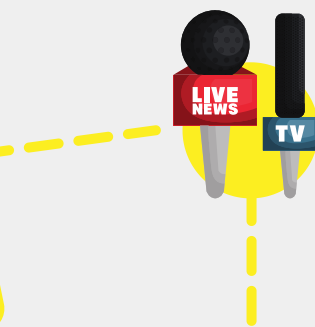
250 Million Children are Still at Home, but Learning Shouldn't Stop

Room to Read India ensures learning can happen anywhere through its nationwide learning campaign #MainJahanSeekhnaWahan

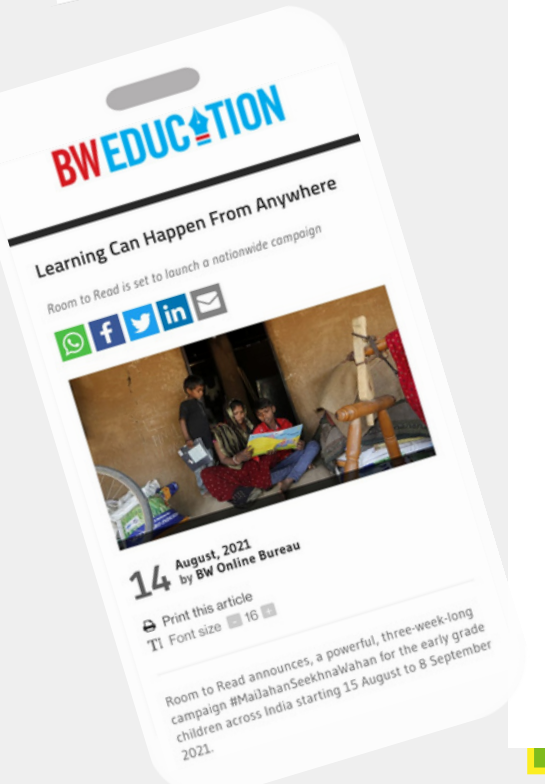
Sep 15, 2021 18:15 PM

New Delhi, India

Room to Read's flagship learning campaign #MainJahanSeekhnaWahan where #IndiaGetsReadingAtHome launched on 15th August, spread awareness, and motivated parents and children to participate in the learning activities at home nationwide. The campaign culminated on 8th September, International Literacy Day, with a webinar 'Learning in the New Normal: Multiple Ecosystems' resonating with people from all walks of life from across the world. All the participants, including experts, academicians, practitioners, and influencers, were brought together to discuss and share their actionable insights on multiple learning ecosystems - Home, Schools, and Community.



रूम टू रीड की मोबाइल लाइब्रेरी का आगमन
नई दिल्ली, जेएनएन। पढ़ने के एक अनोखे अभियान में जहां, सोखना वहां की पहल की गई। इसके तहत तीन मोबाइल लाइब्रेरी वैन को बड़वानी के जिला मजिस्ट्रेट शिवराज सिंह वर्मा (आईएएस) ने झंडे दिखाकर रवाना किया। ये वैन 15 अगस्त 2021 से 8 सितंबर 2021 के दौरान 150 गांव पहुंचेंगी। अभियान का मकसद कोविड-19 की वजह से मग्न के बंद पड़े स्कूलों के बच्चों और उनके माता-पिता के बीच घर पर पढ़ने के प्रति जागरूकता बढ़ाना है। रूम टू रीड के कंट्री डायरेक्टर सौरभ बनर्जी ने कहा, हमारा दृढ़ विश्वास है कि कोई भी बच्चा कहीं भी सीख सकता है। इस अभियान में हम बच्चों के माता-पिता और अभिभावकों को उपयोग में आसान उपकरण देना चाहते हैं।



- Hindustan Times
- Dainik Jagran
- DD News National
- Outlook India
- New Delhi Times (Times of India)
- The Hindu
- ANI News
- Business Standard
- BW Education
- Mumbai News Express
- India Education Diary
- The Education Times
- Dkoding

and many more.....





"From neurons to narratives: The mind and education can be stimulated by teachers and parents. We need to train them on how to have positive interactions with the young learners. We must focus on the emotional cognitive landscape as the basis of comprehension."

- Dr. Tami Katzir, Haifa University