

**#IndiaGetsReading**  
***Campaign***  
***Newsletter***

**August 15 – September 8, 2023**

*Teachers As*  
**CHANGE  
MAKERS**

## COUNTRY DIRECTOR'S MESSAGE

Dear Friends,

We are delighted to share the success of our Annual Flagship #IndiaGetsReading campaign 5.0, centered around the theme “**Teachers as Changemakers.**” This year’s campaign was a true ode to our teachers, where we not just highlighted their pivotal role in shaping the minds of children, but also the challenges they brave to break, thereby crafting unique learning experiences, often in under-resourced schools. The Teachers as Changemakers campaign spanning across our 10 intervention states garnered support from diverse stakeholders, including community members, government officials, donors, like-minded organizations, and individuals who resonated with the cause, engaging a total of 41,187 teachers and 466,252 students.

Unique initiatives across our intervention states added to the campaign’s success. While Rajasthan grabbed attention for the popular Camel Cart Library initiative, In Karnataka we had Kalajatha - a popular local street play- depicting the importance of teachers in a children’s life and a special rally was hosted in Telangana where 6,200 students participate to raise awareness. Similarly, there were diverse yet unique on-ground activations across all our states.

One of the crowning achievements of the campaign was the Read-a-thon activity where we brought together an extraordinary **659,770** participants on September 1, 2023, across 5,909 schools pan India to read simultaneously for 30 minutes. This record-breaking initiative boldly declared that reading and learning can take place anywhere with determination.

It gives me immense joy to confidently say that through this year’s #IndiaGetsReading campaign, we made a dedicated effort of turning the belief #TeachersAsChangemakers into a powerful reality.

Happy Reading!

Warm regards,

**Poornima Garg**  
Country Director  
Room to Read India



## CAMPAIGN OVERVIEW

Room to Read India's Annual India Gets Reading Campaign, goes beyond the realm of books and classrooms. It's a vibrant movement that brings communities, teachers, students and other stakeholders together, celebrates the exceptional educators in our classrooms, and lays the groundwork for a brighter future by harnessing the magic of storytelling and the boundless power of education. Throughout this campaign, we introduced a series of initiatives that underscored the significance of reading and aimed to enhance awareness of the work done under foundational literacy skills in children.

This year's theme, "**Teachers as Changemakers,**" eloquently underscores the extraordinary impact of educators who transcend societal confines to mold young minds. Within the context of the 5th #IndiaGetsReading campaign, we praise teachers as genuine changemakers, gracefully overcoming challenges inherent in schools across India. Despite facing various obstacles, their steadfast dedication not only instills a passion for reading and learning but also showcases remarkable resilience, creativity, and unwavering commitment. Let's explore how the Reading campaign unfolded, spotlighting teachers as changemakers in action.



## OUR INFLUENCE



People reached  
offline

**5,28,973**



States

**10**



Teachers

**40,597**



Children

**4,59,322**



Community Members

**26,519**



Govt. Officials

**2,535**

## Key Activities

- Dear Teacher, what's your story? (Online activity)
- My teacher taught me (Online Activity)
- I am teacher because (Online Activity)
- Testimonials: A source of encouragement (Online Activity)
- Pledge Reading time (Online Activity)
- Teachers Day Celebration (Online + Offline Activity)
- Camel Cart Library (Offline Activity)
- Teacher Expo (Offline activity)
- National Seminar: Culminating Event (Offline Activity)



## OUR OFFLINE INITIATIVES ACROSS STATES



In **Chhattisgarh, Jharkhand, Telangana, Madhya Pradesh and Uttar Pradesh**, we celebrated the launch of our state-of-the-art Mobile Van Library! It's not just any library; it's a rolling wonder on wheels. Inside, it's packed with an enchanting collection of children's tales, tailor-made for young minds aged 5 to 12. Through this initiative we reached more than 22,000 stakeholders.

In **Chhattisgarh**, we have also had the innovative "Teacher Expo". This unique initiative provided teachers with the opportunity to showcase their inventive teaching techniques, fostering a collaborative environment for knowledge-sharing and professional development.

In **Delhi**, we hosted a successful Reading Mela across 50 govt. schools in our ongoing efforts to promote literacy and community engagement. At the heart of this campaign were parents and the community, whose active participation and support played a pivotal role in making the Reading Mela a resounding success. This collaboration allowed us to extend our reach and make an even larger impact, emphasizing our commitment to fostering a love for reading and learning within communities. The Municipal Corporation Delhi and Room to Read jointly celebrated "Teachers Day Week" in all 1,535 schools of Delhi, highlighting this year's theme..

In **Maharashtra**, the IndiaGetsReading campaign was inaugurated by the Deputy Director of SCERT (State Council of Educational Research and Training), with the aim to foster significant interest and enthusiasm around the importance of reading in the lives of students, ensuring a positive impact on their educational journey.

In **Rajasthan**, a pioneering initiative took shape in the form of a Camel Cart Library, inaugurated by the Joint Director of the Department of Education, Jodhpur. This unique library served as an educational tool, engaging students, communities, and locals to underscore the importance of literacy. This year Teacher's Day was celebrated with school staff and children under the theme "Teachers as Change Makers," and awareness rallies were organized in respective school villages, involving 679 students, teachers, School Management Committee (SMC) members, and community members.. At the school level, a pledge reading activity saw enthusiastic participation from 1,088 students and 68 teachers.

In **Telangana**, our focus was on involving parents in a meaningful way and they were encouraged to read stories or share their childhood tales with school kids. Pledge reading time activity was hosted across 120 schools in the state. This unique reading initiative experience helped foster a bond between the community and the students. Additionally, rallies were organized in 3 districts between 16th August to 7th September in 81 govt. schools, Approximately 6,200 children took part, marching through village streets with compelling slogans like 'Teachers are the change makers.' The message was conveyed through handouts and vibrant charts, creating an impactful celebration of education and the influential role of teachers.

In **Uttar Pradesh**, catchy jingles amplified the message of our mission for a world where literacy shines bright and love for reading is shared .

**Uttarakhand** hosted some remarkable storytelling sessions. They made use of books from Literacy Cloud, and they ensured that no one was left out. These engaging events featured captivating narratives sourced from the Literacy Cloud, ensuring exclusivity by making certain that everyone had the opportunity to participate.

In **Karnataka**, the profound impact of teachers on students was vividly portrayed through Kalajatha, a local street play form, in which the team actively participated. Additionally, students organized rallies on the streets, involving approximately 801 participants who conveyed the message "Teachers are the change makers" through slogans, handouts, charts, banners, and other creative means.





## ONLINE INITIATIVE

### Dear Teacher, What's Your Story?

We invited teachers to share their stories of making a positive influence and inspiring children to read and learn. We were overwhelmed by the response of inspiring stories which were highlighted on social media. Teachers also shared their inspirations for taking up the noble profession. Their stories offered a glimpse into the dedication and passion that drives them to shape the future of our children and our nation.

### #PledgeReadingTime

To promote the habit of reading, we rallied teachers, parents, caregivers, community members, government stakeholders and other individuals to pledge their time to read to a child or with a child for atleast 15 minutes every day.

## SOCIAL MEDIA REACH

Our campaign extended its reach far and wide, thanks to the incredible support of our online community. Here's a snapshot of our social media engagement:



LinkedIn

Impressions  
**124,606**

Engagement  
**16,856**



Facebook

Impressions  
**59,222**

Engagement  
**4,274**



Twitter

Impressions  
**3,803**

Engagement  
**309**



Instagram

Impressions  
**2,896**

Engagement  
**1,659**



YouTube

**3000+** views

## Read-a-thon - *Drop Everything and Read* We Set a New Record

Read-a-thon, a celebration of literature and collective reading, witnessed remarkable participation this year!!

From last year's record of 173,844 participants, this year we raised the bar multifold bringing together 659,700 participants across 10 states!!

For half an hour from 11 AM to 11:30 AM on September 1, our stakeholders dropped everything to just read!



# OUR INFLUENCE ACROSS STATES



### RAJASTHAN

- 16,171
- 1,022
- 1,181
- 110



### UTTARAKHAND

- 6,930
- 330
- 69
- 2



### MADHYA PRADESH

- 11,024
- 569
- 143
- AAAA



### MAHARASHTRA

- 14,216
- 260
- 520
- 228



### KARNATAKA

- 34,564
- 1,003
- 304
- 7



**DELHI**

- 35,630
- 16,328
- 1,389
- 125



**UTTAR PRADESH**

- 2,611
- 110
- 770
- 17



**JHARKHAND**

- 6,069
- 260
- 85
- 13



**TELANGANA**

- 45,422
- 1,986
- 2,354
- 1,840



**CHHATTISGARH**

- 2,93,615
- 19,319
- 18,565
- 52

**Children Reached**



**Teachers Engaged**



**Community Members Engaged**



**Govt. Officials Supporting the Campaign**









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