Room to Read®

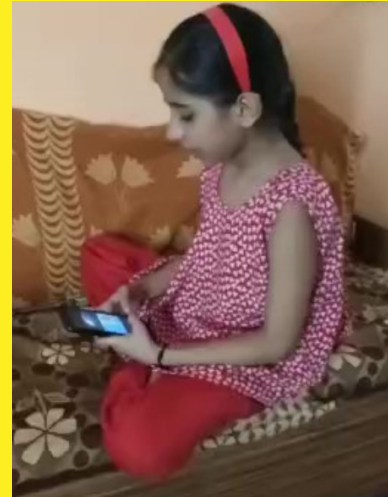# #INDIAGETSREADING

A National Reading Campaign

15TH AUGUST – 8TH SEPTEMBER, 2020

THE JOURNEY CONTINUES...

FROM COUNTRY DIRECTOR'S DESK

NAMASKAR!

Thank you for your overwhelming support to the second edition of Room to Read's Reading Campaign **#IndiaGetsReading**.

From 15th August till 8th September, thousands of people from all walks of life have supported our campaign and emphasized the need for reading among their families and communities & Pledged their Reading Time.

Room to Read has reached out to children across 9 states through books, read aloud videos, reading activities, and other resources which were distributed through television, mobile library vans & Government platforms. The response was amazing!

We heard encouraging stories of teachers going out to the communities even in these times of COVID and reading out to children, stories of children reading out to their parents and grandparents & stories of entire families reading together, listening to the read aloud videos that we shared. All these reinforced our belief that reading can really be fun and can act as a balm in these troubled times.

SOURAV BANERJEE
Country Director

Glimpses from Reading Campaign on field

HIGHLIGHTS

15 AUGUST
- Launch of #IndiaGetsReading 2020
- IVR: Launch in Chhattisgarh, Madhya Pradesh, Uttar Pradesh

1 SEPTEMBER
- Mobile Library: Launch in Uttarakhand & Uttar Pradesh

24 AUGUST
- Launch of #PledgeReadingTime

8 SEPTEMBER
- The Culminating Virtual Event: **Navigating Learning for Children in a World with New Normal**
- Launch of Literacy Cloud
- IVR: Launch in Rajasthan

NATIONWIDE IMPACT

ACTIVITIES CONDUCTED

- #PledgeReadingTime
- Mobile Library
- Interactive Voice Response System
- Literacy Cloud
- State Level Webinar
- National Webinar

9 States

96 Districts

31,512 Teachers

3,57,592 Students

READING CAMPAIGN ON FIELD

With people stranded in their homes, COVID-19 and the consequent lockdowns made the act of reading and learning all the more important. Room to Read's Reading Campaign too had to adapt to the new realities. Social media and the internet emerged as the way to go. This was complemented by a concentred effort to bridge the digital divide. Room to Read India launched a toll-free interactive voice response system, mobile libraries and literacy cloud – a unique online repository of Room to Read's storybooks, read aloud videos and even resource material for parents, teachers, authors and illustrators.

Glimpses from learning through traditional and modern methods

#PLEDGEREADINGTIME

CLICK HERE

Books play a crucial role in stimulating minds and instilling hope; hence, Room to Read has designed a campaign 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 taking a picture and posting it on their social media account and tagging three more people to request them to Pledge Reading Time.

Glimpses from #PledgeReadingTime

Glimpses from launch of Mobile Library

MOBILE LIBRARY

Room to Read's Mobile libraries brought high quality children's literature to the very doorsteps of children in Uttar Pradesh and Uttarakhand. Not just that, the arrival of the libraries brought a sense of normalcy as people young and old, homemakers, working professionals and community leaders came together for a few blissful moments of reading. In Uttar Pradesh, the Mobile Library visited 38 villages in 4 blocks of Uttar Pradesh bringing the magic of reading to over 5000 children, their families and communities. In the hill state of Uttarakhand, the mobile library visited 9 villages in Rudraprayag and Bageshwar and reached out to over 270 children and their families.

INTERACTIVE VOICE RESPONSE SYSTEMS

> अगर सुननी हो कहानी नई हर बार, डायल करो नंबर बारम्बार!

Room to Read India launched an Interactive Voice Response system with a toll-free number to enable children everywhere in 5 states – Rajasthan, Chhattisgarh, Uttar Pradesh, Madhya Pradesh and Maharashtra to access audio books of high-quality children's stories anytime and anywhere. The IVR system was launched with an objective of reaching out to children who did not possess smartphones and therefore were unable to take advantage of e-learning materials.

Stories Disseminated
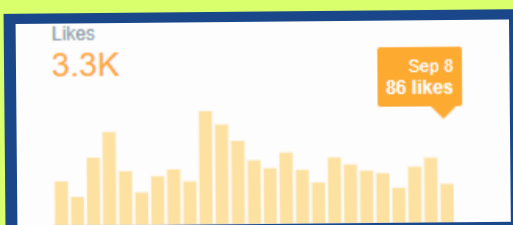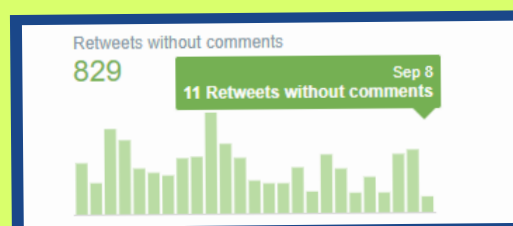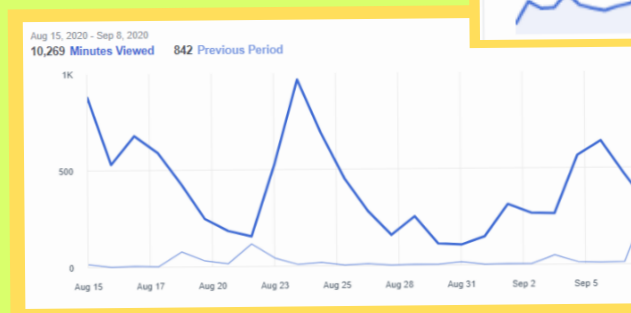
MP, UP, CG
50

RJ
24

MH
25
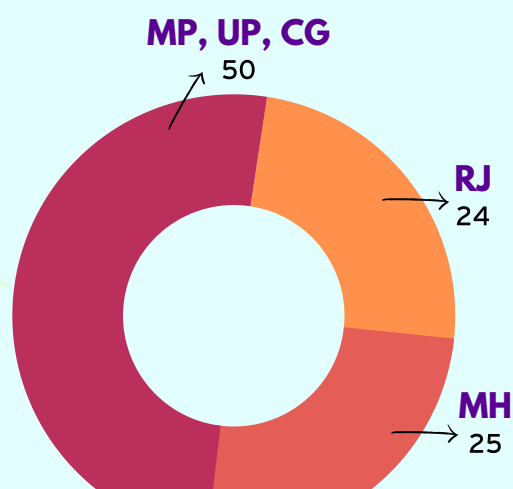
LITERACY CLOUD

8th September 2020, the International Literacy Day witnessed the culmination of the #IndiaGetsReading campaign. The day also saw the launch of **literacycloud.org**, an online repository of Room to Read's storybooks, read aloud videos as well as e-learning materials. Building upon the success of the platform cloud in other countries and languages, Room to Read launched the Literacy Cloud in India with content in Hindi. **Literacy Cloud** aims to provide everyone with easy access to quality reading material as well as resources that will serve to enhance children's literature in the long term.

DIGITAL REACH

Post Reach
August 14 - September 10

57,818
People Reached ▲ 423%

Post Engagement
August 14 - September 10

36,603
Post Engagement ▲ 779%

Videos
August 14 - September 10

27,890
3-Second Video Views ▲ 1534%

Aug 15, 2020 - Sep 8, 2020
10,269 Minutes Viewed 842 Previous Period

1K

500

0

Aug 15   Aug 17   Aug 20   Aug 23   Aug 25   Aug 28   Aug 31   Sep 2   Sep 5

Page Followers
August 14 - September 10

423
Page Followers ▲ 327%

Engagement rate
9.2%

Sep 8
5.9% engagement rate

Retweets without comments
829

Sep 8
11 Retweets without comments

Likes
3.3K

Sep 8
86 likes

Your Tweets earned **67,9K impressions** over this 25 day period

6.0K

4.0K

2.0K

Aug 16   Aug 23   Aug 30   Sep 6

STATE LEVEL WEBINAR

UTTAR PRADESH
Topic: Reading resources in current perspective: Opportunities and emerging challenges

DELHI
Topic: Importance of Reading in the Lives of Children

TELANGANA
CLICK HERE

Topic: The Challenges & Opportunities: Primary school children with respect to e-content

RAJASTHAN
CLICK HERE

Topic: Role of library in reading culture

UTTARAKHAND
CLICK HERE

Topic: Redefining ways of learning in current times

MADHYA PRADESH
CLICK HERE

Topic: Role of literature in children's life

CHHATTISGARH
CLICK HERE

Topic: Opportunities for reading development and engagement in the present scenario

KARNATAKA
CLICK HERE

Topic: Continuing learning amidst pandemic – Challenges and Opportunities

Views on State level Webinars

State	Views
UP	340
DL	500
TL	1219
RJ	1337
KA	1886
UTK	2327
MP	3581
CG	4695
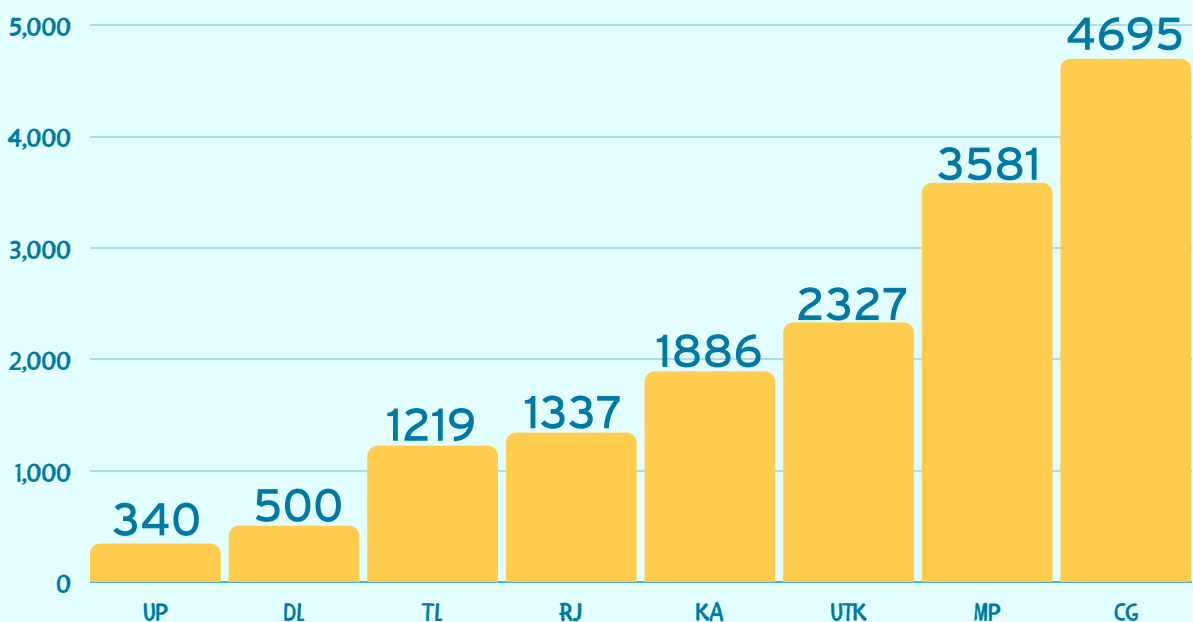
Audience: Govt. Teachers, Education Officials, RtR staff & Civil Society Representatives

*Views: Count until 30th September

CULMINATING VIRTUAL EVENT

NAVIGATING LEARNING FOR CHILDREN IN A WORLD WITH NEW NORMAL

#INDIA GETS READING

A virtual event by Room to Read
Navigating Learning for Children in a World with New Normal

KEYNOTE SPEAKER
Topic: *The Reading Brain and its Challenges in a Digital World*

Dr. Maryanne Wolf
Director of the Center for Dyslexia, Diverse Learners, and Social Justice, UCLA

The Reading Brain and its Challenges in a Digital World
Dr. Maryanne Wolf

Dr. Wolf began her session by stating how reading literacy is a basic human right, emphasizing the importance of parents and educators understanding how reading changes a child's brain. The reading brain of a child is plastic and, as a result, reflects the medium upon which it is reading thus differing according to the reading method and medium.

She shed light on how the reading circuit and brain develops, with a special emphasis on deep reading. Deep reading involves bringing our background knowledge, thinking analytically and drawing inferences, engaging in perspective taking and developing empathy. Although necessary, it is also extremely important to identify the mediums for different types of reading, which are dictated by the purpose of reading. Dr. Wolf believes we should not indulge in deep reading when it comes to reading our day-to-day emails, however, we should read books through print media as it enables deep reading.

Panel Discussion:
Distant Learning: Strengthening Systems and Accessibility

The webinar discussed the importance of ensuring continued learning, while being wary of challenges such as access and equity for students across the country. Various experts discussed how the crisis faced today can be used as an opportunity to build systems of distance learning that are equitable and promote remarkable learning experiences, along with discussing the role to be played by various stakeholders involved in the learning process.

Panellists
Topic: *Distant Learning: Strengthening Systems and Accessibility*

Dr. Sridhar Srivastava
Joint Director, NCERT,
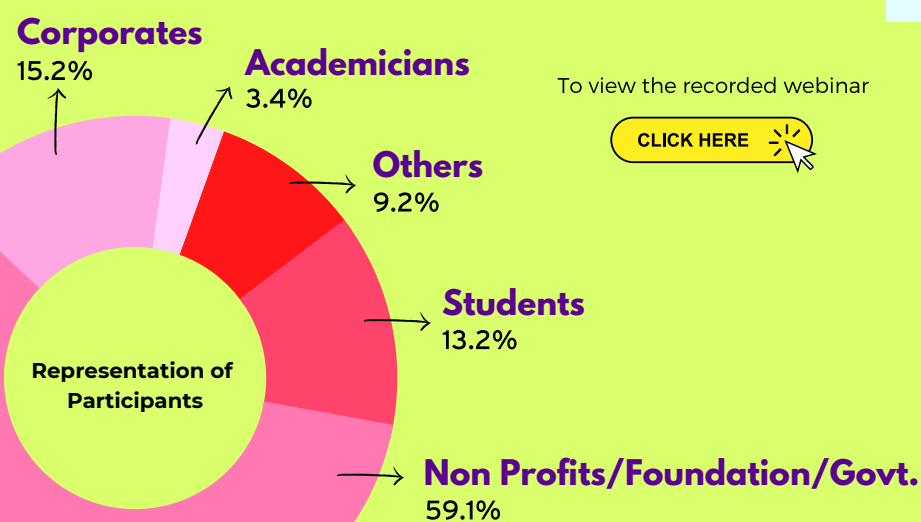Chairman, NIOS

Jagadish Babu
COO, EkStep
Foundation

Madhu Ranjan
Education Expert and
Freelance Consultant
(Moderator)

Saktibrata Sen
Program Director,
Room to Read India

Sunisha Ahuja
Education Specialist
ECE, UNICEF

Corporates
15.2%

Academicians
3.4%

Others
9.2%

Students
13.2%

Non Profits/Foundation/Govt.
59.1%

Representation of
Participants

To view the recorded webinar

CLICK HERE

Total Views as of 30 September

Total Views
950

Total Views
4200

#IndiaGetsReading 2020's culminating event took place on the 8th September through a virtual webinar.

NEWS COVERAGE

"My ideal world does not include total digital online learning for early grade"

The most effective solution to end illiteracy is to build a culture of reading. Room to Read's Reading Campaign aims to do just that. Launched on 15th August 2020 and concluded on the occasion of the International Literacy Day on 8th September 2020. Let's talk about the campaign with to **Sourav Banerjee, Country Director, Room to Read.**

What's the uniqueness of the campaign?

This initiative aimed to

Sourav Banerjee

What are the major achievements of this campaign?

The main focus of Reading Campaign 2020 is to sustain reading habits among primary students during unpredictable times. The broader goals of our campaign were:

A. Our focus had been on creating exciting reading program. One of our efforts can be seen through the launch of a Mobile Library in Uttarakhand in districts viz. Bageshwar and Rudrapryag, traveling to places with limited internet connectivity to keep the community in loop with learning materials.

B. Our attention had also been

#PledgeReadingTime. We've also received participation from external audience and partner organizations.

D. We have seen participation of more than 5000 stakeholders in the series of online Webinars on topics related education in the current times.

What's New Literacy Cloud?

#IndiaGetsReading campaign came at a time when millions of children across India were stuck at home. It was our humble endeavor to provide them with a semblance of normalcy, with the opportunity to read not just to learn but for pleasure. The campaign was unique not just in its message but also the mediums and mechanisms that it employed to reach out to children everywhere. It is therefore unsurprising that the campaign was covered by press across the country.

- The Time Of India
- Education Mirror
- Hind News
- The Report
- News Sense
- Youth Ki Awaaz
- Mkhabar

TESTIMONIALS

I have seen children's interest in reading gradually increase. Parents too are participating in reading stories, which has created a culture of reading here. We are thankful to Room to Read for bringing such beautiful stories to us.

**Ms. Padmalatha
Sangareddy, Telangana**

Room to Read's storybooks have helped keep our children busy. We've witnessed some great changes. It is not just the improvement in their reading and writing skills but the pleasure they take in learning that brings us great joy. As a result we now read everyday.

Parents of Sunakshi, a student at SV, RK Puram, New Delhi

I love the stories sent to us. I also like the way didi (RtR Staff) explains them to me.
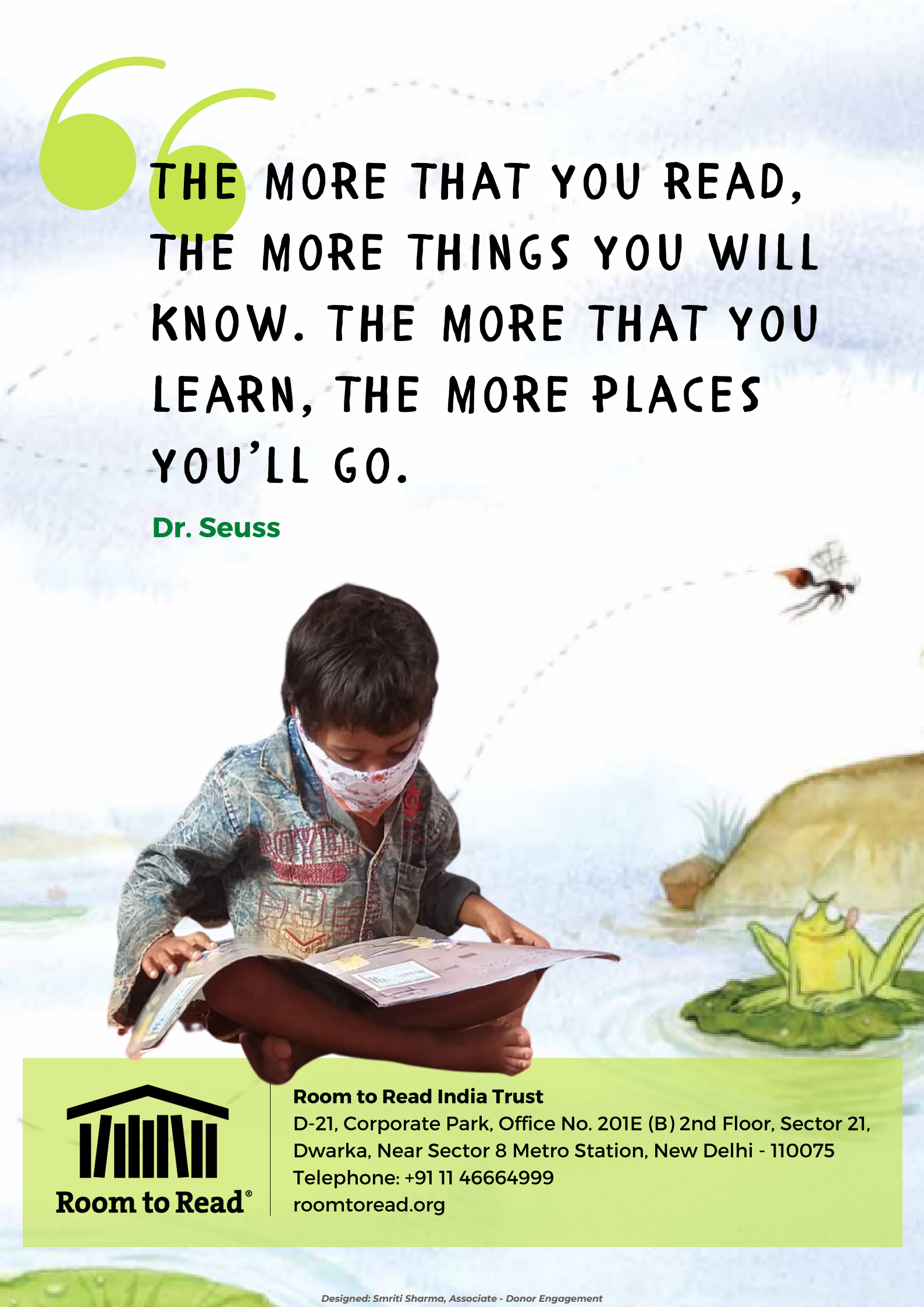
**Smriti - Grade 1
Barwani - Madhya Pradesh**

My daughter loves doing the exercise sent by Room to Read. Every evening she takes out time to reads to us the stories that she receives.

Tolena Bibi, Mother to Meenakshi, Grade 1, SV Rohini Sec-9, New Delhi

The flip books, read aloud videos and IVR service by Room to Read has helped bring continuity to children's learning and growth in these difficult times.

**Umesh Kumar Shukla
DIET Principal, Uttar Pradesh**

THE MORE THAT YOU READ, THE MORE THINGS YOU WILL KNOW. THE MORE THAT YOU LEARN, THE MORE PLACES YOU'LL GO.

Dr. Seuss

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Room to Read®

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