



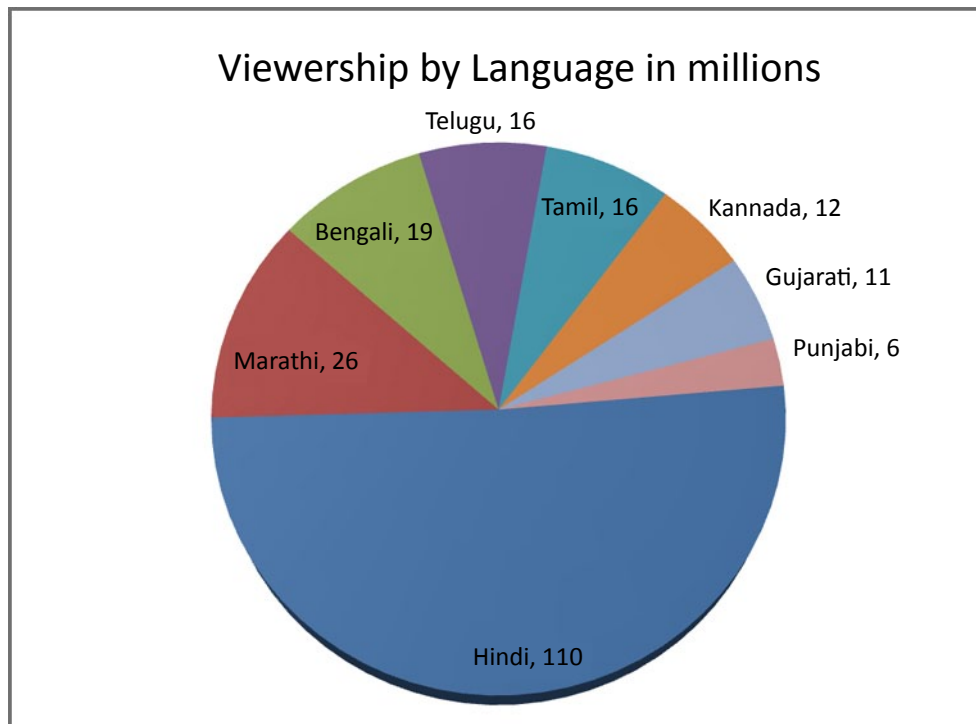
**PlanetRead
Annual Report 2010**

PlanetRead partners with Doordarshan, India’s national television broadcaster, to present one national and eight regional programs. Doordarshan has seen a 15% increase in ratings for programs with SLS.

Doordashan SLS Programming

Program Name	Language	Channel	Day	Time
Rangoli	Hindi	DD National	Sunday	8:00 a.m. - 9:00 a.m.
Chitrahaar	Hindi	DD Delhi	Friday	7:30 p.m. - 8:00 p.m.
Movie	Bengali	DD Kolkata	Sunday	4:10 p.m.
Movie	Kannada	DD Bangalore	Saturday or Sunday	4:00 p.m. - 6:30 p.m.
Movie	Punjabi	DD Punjabi	Saturday	12:00 p.m. & 10:00 p.m. (repeat)
Oliyum Oliyum	Tamil	DD Chennai	Friday	7:30 p.m.
Movie	Telugu	DD Hyderabad	Sunday	4:00 p.m.
Filmi saragam	Gujarati	DD Ahmedabad	Friday	7:30 p.m.
Chitrageet	Marathi	DD Mumbai	Wednesday	2:00 p.m.

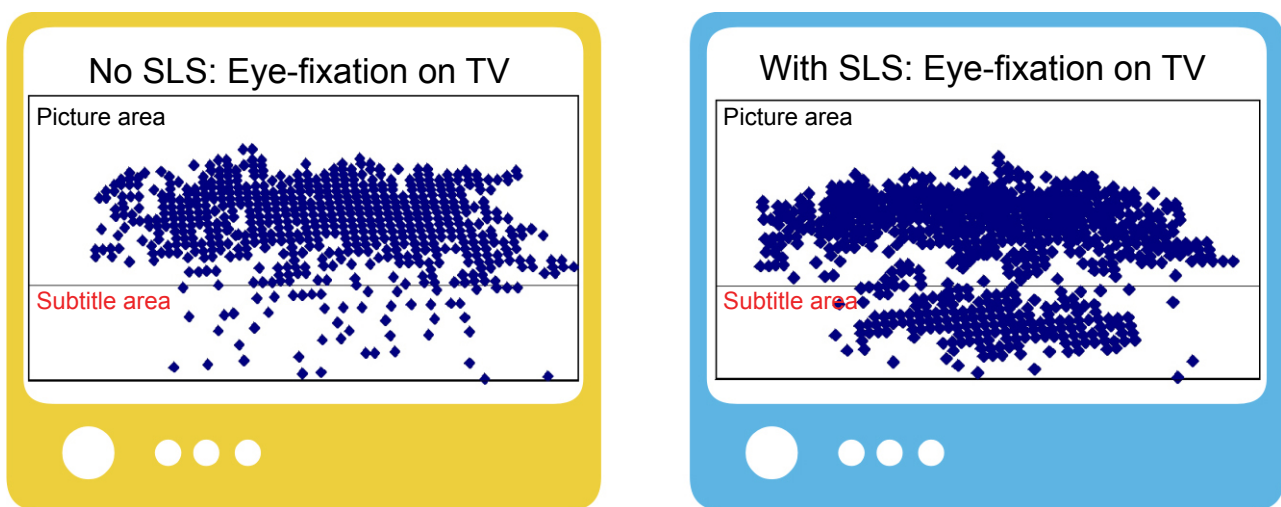
In fiscal 2010, PlanetRead’s SLS programs reached 216 million beneficiaries in eight languages, 42.3 million of whom were children. The program has grown by more than 56% since 2005.



Research, Monitoring & Evaluation

Research conducted at the Indian Institute of Management, Ahmedabad shows that SLS improves reading ability by strengthening decoding capacity and habituating fluidity. The data also demonstrate that SLS is effective in stanching skill loss in adult non-readers and in pushing a higher percentage to functional literacy levels. SLS exposure was found to raise the rate of newspaper reading among “literate” youth, from 34 percent to 70 percent.

Exposure to SLS at home during the years when a child is picking up alphabetic knowledge in school more than doubles the number who become good readers during primary education and halves number who otherwise remain illiterate after five years of schooling.



Eye-tracking research has shown that viewers naturally synchronize the auditory and textual information while watching a film song with SLS. When SLS is integrated into popular TV entertainment, reading happens automatically and subconsciously.

Using the Television Audience Measurement (TAM) ratings system, PlanetRead monitors viewership for all SLS-enabled shows and, by correlation with periodic evaluation of functional literacy and academic achievement by AC Nielson/ORG Marg in 5 states, is able to evaluate programmatic impact in the diverse populations reached by SLS.

Conferences and Global Engagements

- Indian Social Entrepreneur of the Year, Schwab Foundation, New Delhi, 2009.
- Featured at Clinton Global Initiative, 2009 (by Bill Clinton) and 2011, New York.
- Speaker, UNESCO, CONFINTEA 6, Belem, Brazil, 2009.
- Keynote, Languages & The Media, 7th International Conference on Language Transfer in Audiovisual media, Berlin, 2008.
- Keynote, University of Missouri, Columbia, 2008.
- Speaker, UNESCO, Africa Regional Literacy Conference, Bamako, Mali, 2007.
- Keynote, ICTD2006, University of California Berkeley, 2006.
- Stanford University, Reuters Digital Vision Fellow, 2003-4.
- Tech Laureate (Education), The Tech Awards, 2003.
- Winner, Development Marketplace, Global innovation competition, World Bank, 2002.
- Best Social Innovation, Education, Institute for Social Inventions, London, 2000.
- Stanford University, annual presentation to class on social entrepreneurship.

Financials

Balance Sheet as on 31st March

	2010	2009
ASSETS	USD	USD
I. FIXED ASSETS	19518	19921
II. CURRENT ASSETS		
Loans and advances	2308	1879
Deposits	120	120
Cash in hand at bank	1955	18539
Total Assets	23900	40459
LIABILITIES		
I. Capital fund	15041	37033
II. Loan	8859	3427
III. Current liabilities	0	0
Total Liabilities	23900	40459

Income and Expenditure Account

	2010	2009
INCOME		
I. Donations	81266	36578
II. Earned Income	0	0
III. Bank interest	419	555
IV. Excess of expenses over income	21991	5473
Total Income	103676	42606
EXPENSES		
I. Operational costs ***	75157	33892
II. Administrative costs	28510	8707
III. Bank costs	8	7
IV. Excess of income over expenses	0	0
Total Expenses	103676	42606

*** Salary totally included in the Operational Costs

Conversion rate in INR to USD	45	45
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Staff

Name	Designation
Nirav Shah	Chief Operating Officer
Francis	Office Maintenance
Vijay Shinalkar	Assistant Manager
Ilamathi	Video Editor
Ajit Nair	Project Manager
Arjitha	Project Coordinator
Parthibhan	General Manager
Ananya	Language Editor
Sundar	Video Editor
Vinothini	PHP Developer
Regis	Team Lead - Video Editing
Pakhyalakshmi	Office Care Taker & Cook
Hema Jadvani	Field Researcher
Himanshu	Programmer (R&D)
Swapnil Jadhav	Video Editor
Santosh Jadhav	Chief Video Editor
Manikandan	Senior PHP Developer
Arvind Kumar	Senior Programmer (R&D)
Maaran	Accounts Officer
Sweta Sravankumar	Project Manager
Pauly	Secretary to President





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