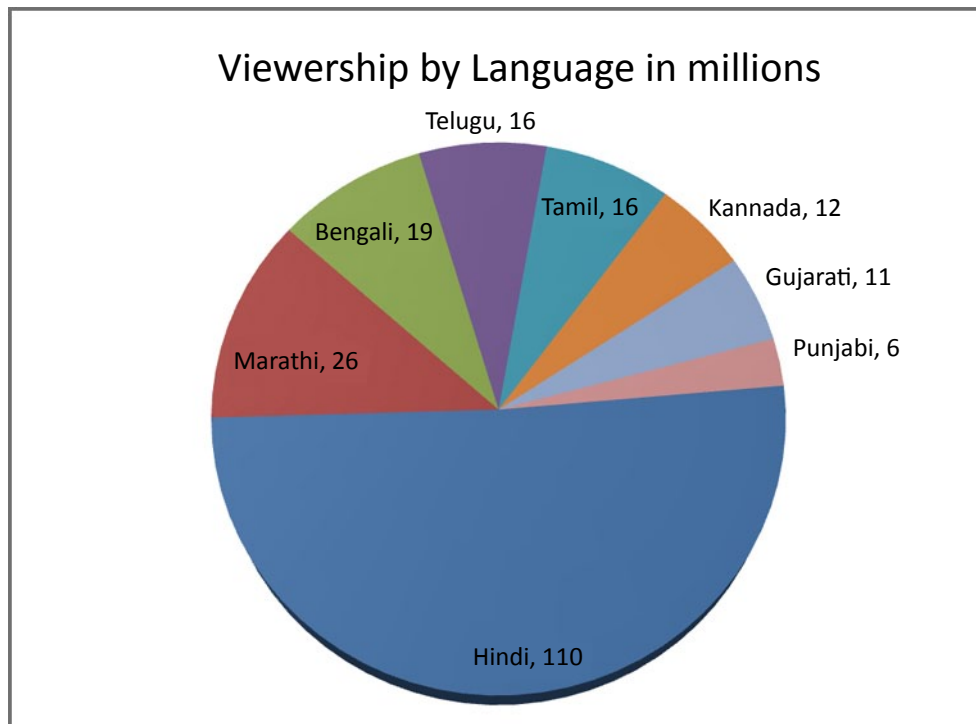**PlanetRead**
Annual Report 2011

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

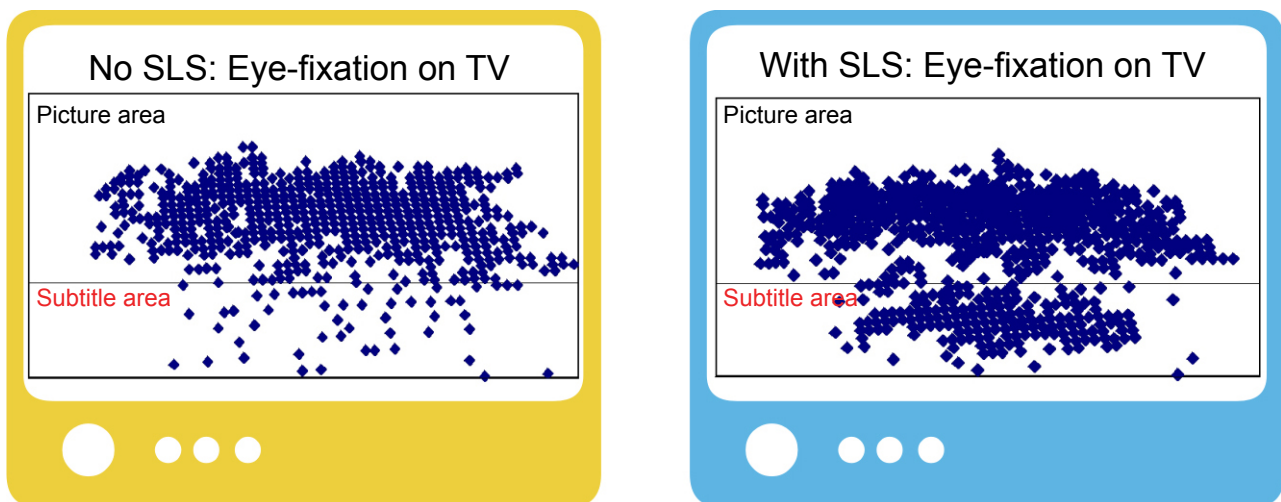| Program Name	Language	Channel	Day	Time
Rangoli	Hindi	DD National	Sunday	8:00 a.m. - 9:00 a.m.
Chitrahaar	Hindi	DD Delhi	Friday	7:30 p.m. - 8:00 p.m.
Movie	Bengali	DD Kolkata	Sunday	4:10 p.m.
Movie	Kannada	DD Bangalore	Saturday or Sunday	4:00 p.m. - 6:30 p.m.
Movie	Punjabi	DD Punjabi	Saturday	12:00 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 2011, 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.

Viewership by Language in millions

Telugu, 16
Tamil, 16
Kannada, 12
Bengali, 19
Gujarati, 11
Punjabi, 6
Marathi, 26
Hindi, 110

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.

No SLS: Eye-fixation on TV

Picture area

Subtitle area

With SLS: Eye-fixation on TV

Picture area

Subtitle area

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 Neilson/ORG Marg in 5 states, is able to evaluate programmatic impact in the diverse populations reached by SLS.

Conferences and Global Engagements

- NASSCOM, Social Innovation Honour, Mumbai, 2011.
- Panelist, World Economic Forum, Davos, 2011.

Support for Same Language Subtitling (SLS) on TV for Mass Literacy

Same Language Subtitling (SLS) for mass literacy has been presented to many of our nation's most respected policy makers and citizens, from 2000 to 2012. The following have appreciated the SLS innovation in principle and may be contacted directly for their opinion.

Planning Commission

i)   Shri Montek Singh Ahluwalia, Deputy Chairman, Planning Commission, following presentation on August 5, 2008.

Support at Prasar Bharati, Doordarshan (DD) and Ministry of Information and Broadcasting (MIB):

ii)   Smt. Ambika Soni, as Union Minister, I&B
iii)   Shri Uday Kumar Varma, Secretary, I&B
iv)   Smt. Mrinal Pande, Chairperson, Prasar Bharati
v)   Prasar Bharati Board, following presentation on July 21, 2010
vi)   Shri Jawhar Sircar, CEO Prasar Bharati
vii)   Shri Tripurari Sharan, Director General, Doordarshan
viii)   Shri Rajiv Takru, Joint Secretary, I&B
ix)   Shri B.S. Lalli, as CEO Prasar Bharati
x)   Shri K.S. Sarma, as CEO Prasar Bharati
xi)   Dr. S.Y. Quraishi, as Director General, Doordarshan
xii)   Smt. Asha Swarup, as Secretary, I&B

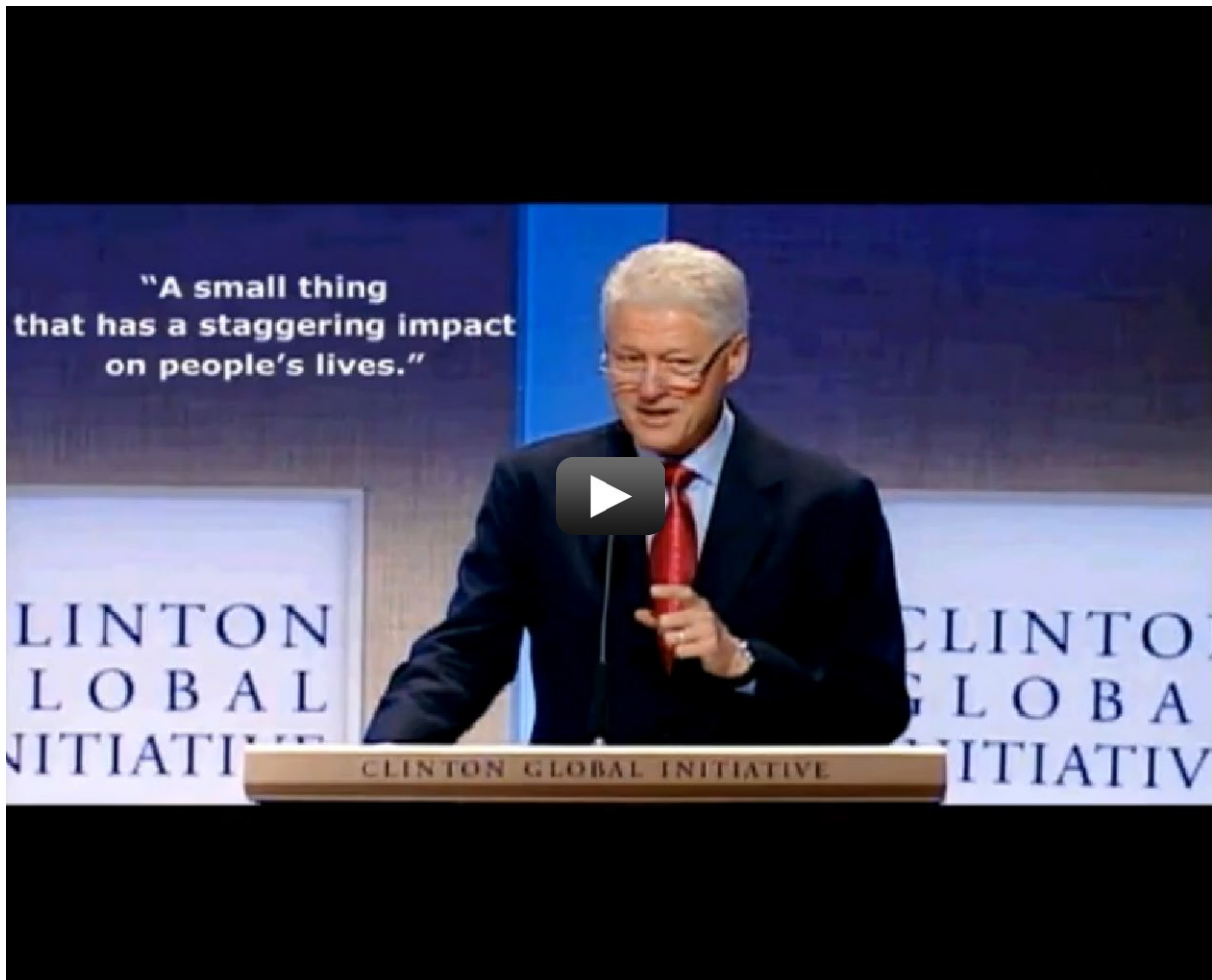**Support at the Ministry of Human Resource Development (MHRD):**

xiii)   Smt. Kumud Bansal, as Secretary, Elementary Education and Literacy, MHRD
xiv)   Shri Champak Chatterjee, as Secretary, School Education and Literacy, MHRD
xv)   Shri M.K. Kaw, as Secretary, Elementary Education and Literacy, MHRD
xvi)   Smt. Vandana Jena, as Director General, National Literacy Mission, MHRD

Civil society support for SLS

xvii)   Shri Kiran Karnik, Member, National Innovation Council

xviii)   Prof. Anil Gupta, Executive Vice Chair, National Innovation Foundation

xix)   Dr. Shankar Acharya, Board Member, ICRIER

Former Presidents

xx)   Dr. Abdul Kalam (India): http://www.youtube.com/watch?v=4BgWg2EAmww

xxi)   Mr. Bill Clinton (USA): http://www.youtube.com/watch?v=juZOlmf9APk

Financials
Balance Sheet as on 31st March

	2011	2010
ASSETS	USD	USD
I. FIXED ASSETS	16041	19518
II. CURRENT ASSETS		
Loans and advances	2247	2308
Deposits	120	120
Cash in hand at bank	1273	1955
Total Assets	**19681**	**23900**
LIABILITIES		
I. Capital fund	12629	15041
II. Loan	7051	8859
III. Current liabilities	0	0
Total Liabilities	**19681**	**23900**

Income and Expenditure Account

	2011	2010
INCOME		
I. Donations	58163	81266
II.Earned Income	0	0
III. Bank interest	425	419
IV. Excess of expenses over income	2412	21991
Total Income	**61001**	**103676**
EXPENSES		
I. Operational costs ***	41732	75157
II. Administrative costs	19241	28510
III. Bank costs	27	8
IV. Excess of income over expenses	0	0
Total Expenses	**61001**	**103676**

*** Salary totally inculded in the Operational Costs

	2011	2010
Conversion rate in INR to USD	45	45

Staff

Name	Designation
Vengatasalapathy	Video Editor
Santosh Jadhav	Chief Video Editor
Maaran	Accounts Officer
Himanshu	Programmer (R&D)
Regis	Team Lead - Video Editing
Vijay Shinalkar	Assistant Manager
Swapnil Jadhav	Video Editor
Sweta Sravankumar	Project Manager
Ajit Nair	Project Manager
Hema Jadvani	Field Researcher
Vishwanatha	Video Editor
Nirav Shah	Chief Operating Officer
Parthibhan	General Manager
Arvind Kumar	Senior Programmer (R&D)
Uttam Mondal	System Administrator
Pauly	Secretary to President
Pakhyalakshmi	Office Care Taker & Cook

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