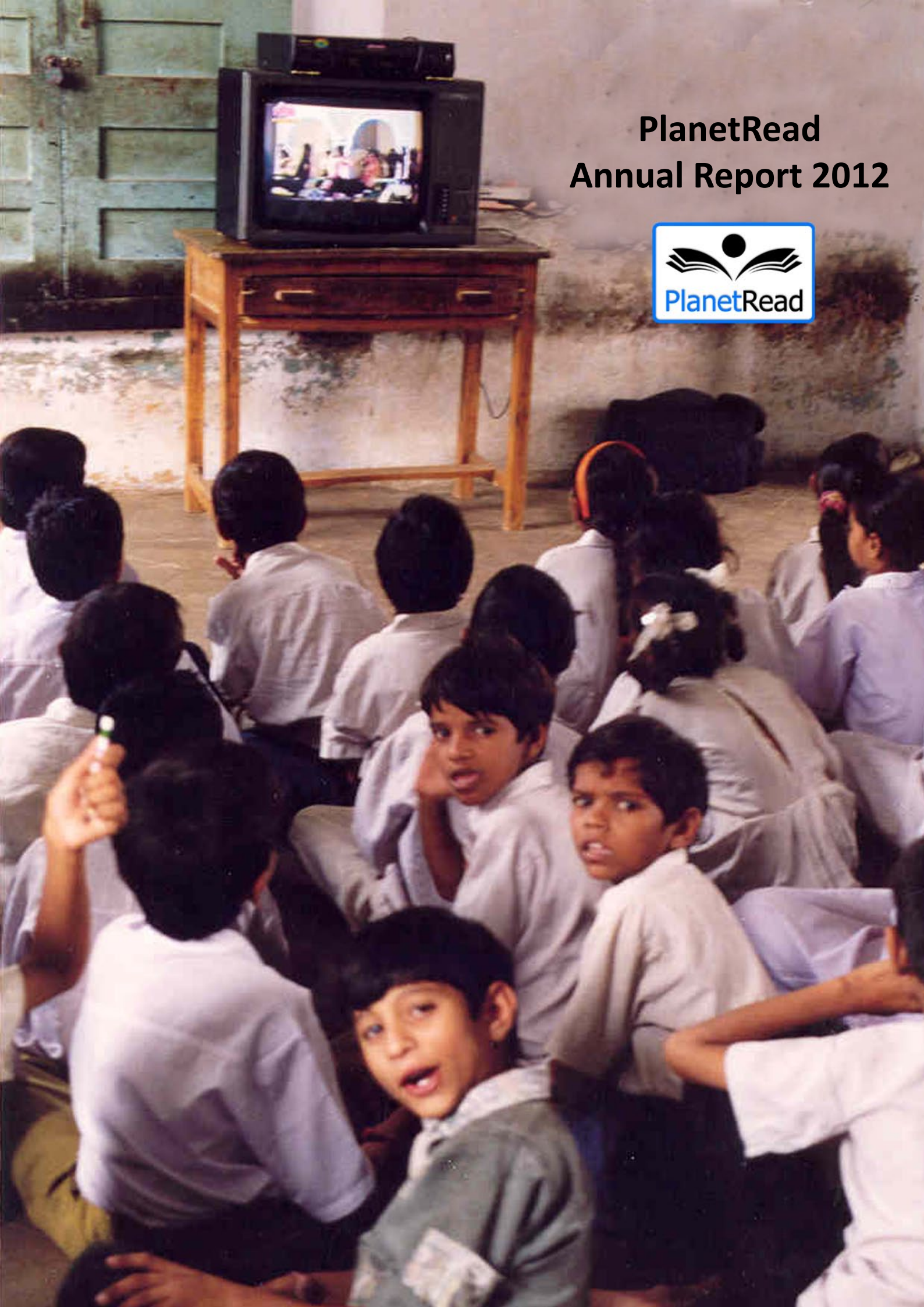


**PlanetRead
Annual Report 2012**



Policy acceptance is the big prize

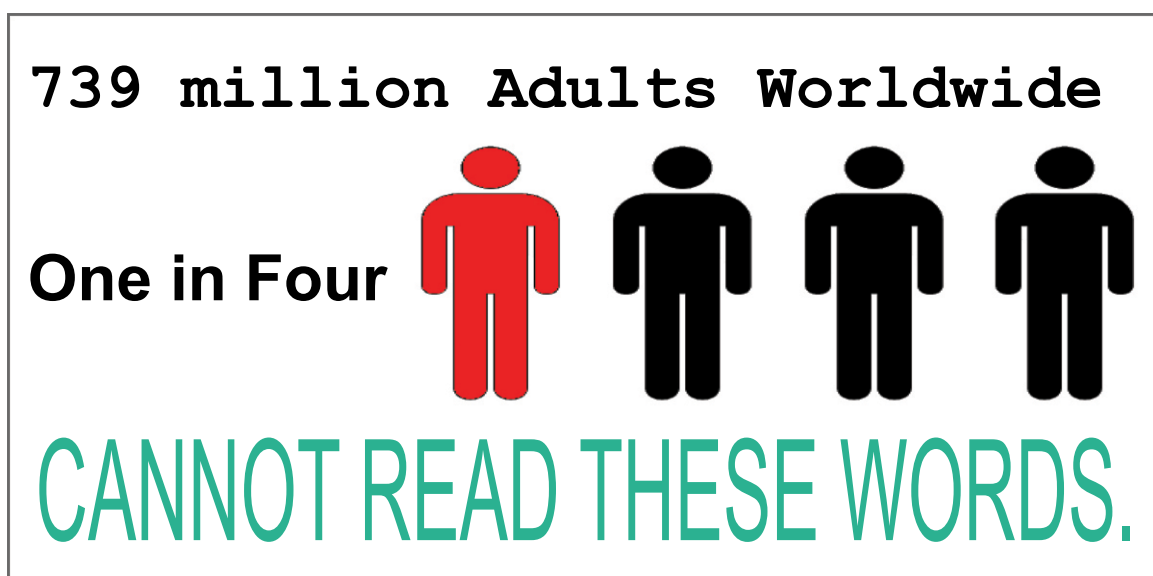
In July 2010, I had the honour of making a presentation on Same Language Subtitling (SLS) to the full Prasar Bharati (PB) Board (Broadcasting Corporation of India), on behalf of PlanetRead and the Indian Institute of Management, Ahmedabad (IIM-A). PB, as you may know, is an independent constitutional body responsible for policy decisions concerning television and radio nationally. Our policy 'ask' was simple. Every song in every language that is telecast on Doordarshan (DD), India's national network and public service broadcaster, should carry SLS. After considering the concept, the science and research on the impact of SLS on mass literacy skills, PB's Board endorsed the innovation and recommended that DD should consider scaling it up.

We are at the end of March, 2012, nearly two years since my presentation to the Board. Is progress slow? Yes. Are we closer to our policy goal for SLS? Yes. Progress has been particularly slow because PB and DD went through an unusually difficult phase, a fallout from issues pertaining to the Commonwealth Games in New Delhi, 2011. The institutions were leaderless for quite a while but since August 2011, DD has a full-time Director General and since February, 2012, PB has a full-time CEO.

We are closer to our big policy prize because DD's and PB's current leadership has not only accepted that SLS is a good idea, but I believe, are committed to finding an actionable mechanism to scale it up. We are facing the challenge that any innovation aspiring to become policy might face. There is seldom a pre-allocated budget in any executive body for a new idea.

Our policy efforts, 10 years and counting, have the patience and reserves to carry on. Curiously, the longer it takes, the more determined we become.

Brij Kothari
Founder and Director, PlanetRead
March 31, 2012

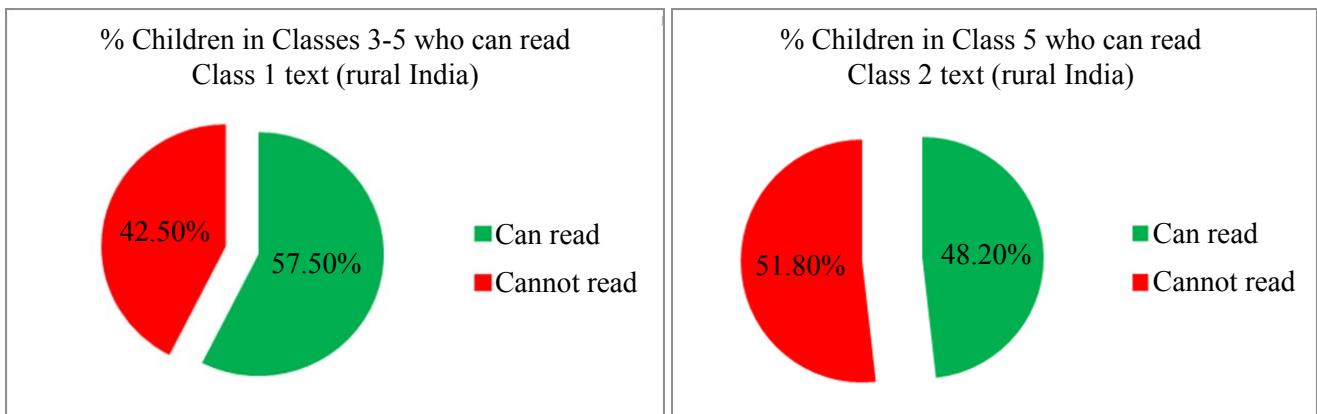


Literacy for a Billion: the Year in Review

Same Language Subtitling (SLS)

Of all the skills taught in primary education, reading is arguably the most essential. Without reading, acquisition of information, more complex skills, and critical thinking within the educational system is frustrated. Competence in reading determines the quality of learning.

Illiteracy in rural India is enormous, and the lack of effective institutional infrastructure makes it a persistent educational challenge. 42.5% of rural India's children in Classes 3-5, cannot read a Class 1 level text (ASER 2011). In Class 5, more than half cannot read a Class 2 text. The education of India's rural children is being constructed on a foundation that cannot support it – and India is 70% rural. Illiteracy is undermining broader academic performance; and the disability imparts a lifelong disadvantage.



“Literacy is, finally, the road to human progress and the means through which every man, woman and child can realize his or her full potential,” says Kofi Annan, former Secretary General of the United Nations. Literacy offers better lives and more opportunities – it improves health, increases income and enables more community involvement. (A child born to a mother who can read is 50% more likely to survive past the age of 5.) PlanetRead’s Same Language Subtitling (SLS) puts more people on that hopeful path.



Research indicates that substantial percentage of those who the Government of India terms “literate” in fact have reading skills so weak as to be dysfunctional. Looked at another way, many functional illiterates have some rudimentary ability to discern phonetic representation from letters and words. These weak readers total more than 300 million. Most of these people, including children, have regular access to television. This is the natural target audience for SLS.



In India, PlanetRead’s “karaoke” approach to literacy is providing regular reading practice to over 200 million early-literates and prompting another 270 million illiterate people to begin reading.

As the name implies, SLS is the simple idea of subtitling audio-visual content – TV programmes, music-videos, and other accessible content drawn from popular culture – in the same language as the audio. Word for word, what you hear is what you read. And research shows conclusively that viewers of SLS programming are, in fact, reading.

\$1 buys:

3/4 cup of coffee




**1 year of reading
for 5,000 people**

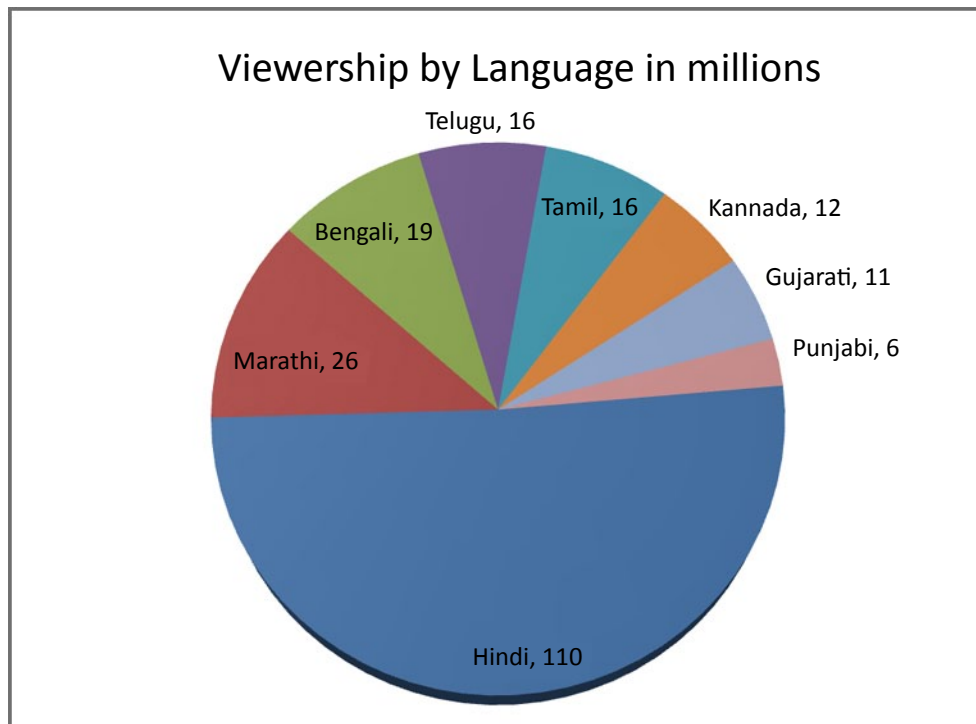
The results are profound. Introducing PlanetRead’s SLS to the plenary session of his 2009 Clinton Global Initiative, President Bill Clinton observed, “Same Language Subtitling doubles the number of functional readers among primary school children – a small thing that has a staggering impact on people’s lives.” And it does so in a way that is efficient, cost effective, and readily available to all. Every US dollar spent on subtitling a nationally telecast program of Hindi film songs, gives 30 minutes of weekly reading practice to 10,000 people, for a whole year! This is the equivalent of one paisa per person per year in India.

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 2012, 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.



Translation Services

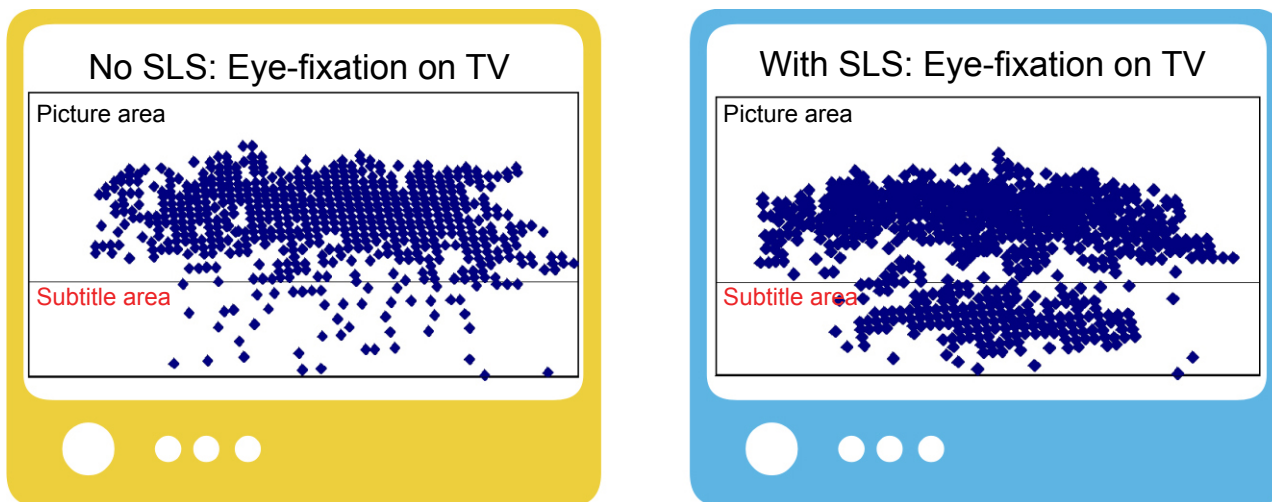
PlanetRead has partnered with Azim Premji Foundation to translate educational materials, including lesson plans, worksheets, curriculum, and teacher development and training modules, from English into five Indian languages: Hindi, Tamil, Malayalam, Telugu, and Kannada. The Azim Premji Foundation aims to create systematic changes in primary education and, since 2001, has reached 2.5 million children in 20,000 schools across 13 states.

This partnership marries PlanetRead’s ability to work across languages with Azim Premji’s direct interventions in primary schools to reach millions of children in India’s rural heartland.

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

- Clinton Global Initiative 2011 Annual Meeting
- World Economic Forum Annual Meeting 2012
- Alliance for International Education: Doha 2012

Financials

Balance Sheet as on 31st March

	2012	2011
	USD	USD
ASSETS		
I. FIXED ASSETS	16860	16041
II. CURRENT ASSETS		
Loans and advances	2384	2247
Deposits	2108	120
Cash in hand at bank	9026	1273
Total Assets	30378	19681
LIABILITIES		
I. Capital fund	22705	12629
II. Loan	7207	7051
III. Current liabilities	466	0
Total Liabilities	30378	19681

Income and Expenditure Account

	2012	2011
INCOME		
I. Donations	52728	58163
II. Earned Income	32539	0
III. Bank interest	535	425
IV. Excess of expenses over income	0	2412
Total Income	85802	61001
EXPENSES		
I. Operational costs ***	57076	41732
II. Administrative costs	17296	19241
III. Bank costs	19	27
IV. Excess of income over expenses	11411	0
Total Expenses	85802	61001

*** Salary totally included in the Operational Costs

Conversion rate in INR to USD	50	45
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Board of Directors and advisors



Brij Kothari, Chairman

Brij Kothari founded PlanetRead in 2004 to implement his pioneering academic research on literacy education and Same Language Subtitling (SLS). Dr. Kothari earned his Ph.D. from Cornell University, with a specialisation in Education and Development Communication. He is on the faculty of the Indian Institute of Management, Ahmedabad, and was a Reuters Foundation Digital Vision Fellow at Stanford University. He is also the founder of BookBox, a social venture producing children's animated books with SLS in 25+ languages.



Stuart Gannes

Stuart Gannes has been on PlanetRead's board since its inception. Mr. Gannes is an educator, journalist, and pioneer of digital media. He served as the Director of the Reuters Digital Vision Fellowship at Stanford University. He earned his BA from the University of Michigan and an Ed.M. from Harvard University.



Ram Sehgal

Mr. Sehgal has more than 30 years in the advertising industry and served as President of the Advertising Agencies Association of India and as the Chairman of the Advertising Standard Council of India. He holds degrees in journalism from Regent Institute, London, and advertising from Institute of Practitioners, London.

Staff

Name	Designation
Parthibhan	General Manager
Hema Jadvani	Field Researcher
Santosh Jadhav	Chief Video Editor
Charlotte Mourey	Intern
Nirav Shah	Chief Operating Officer
Vijay Shinalkar	Assistant Manager
Regis	Team Lead - Video Editing
Swapnil Jadhav	Video Editor
Vengatasalapathy	Video Editor
Pamela Botelho	Intern
Jackson	Video Editor
Sweta Sravankumar	Project Manager
Ajit Nair	Project Manager
Victor Lourduraj	Accounts Officer
Christopher Johnson	Project Coordinator
Arvind Kumar	Senior Programmer (R&D)
Pauly	Secretary to President
Pakhyalakshmi	Office Care Taker & Cook





www.planetread.org



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