
Keep Children Reading

In association with Worldreader and FICCI FLO

Children Engagement & Data Insights Report

July 2020

Context:

COVID is not just a Health Crisis. It has become a **Global Education Crisis**.

UNESCO estimates that over 1.54 Billion learners will be impacted by school closures, resulting in billions of hours not spent learning.

Summer break of 3 months alone causes a regression in reading skills of students aged 3-7 before they return to classroom instructions, according to a research at Yale University. And according to a professor from the same university, **prolonged loss of instructions could be catastrophic** as learning to read is one of the most challenging tasks faced by school children.

Apart from void of classroom instructions, the pandemic has also taken a toll on our mental health and attention span, and thus even the happiest of us are often experiencing loss of focus while reading. Thus, it is essential that the children aged 3-7 feel entertained while reading and motivated enough to keep reading.

Needless to say, **we are facing the Largest Learning Loss incident in human history**.

Objective:

Our main objectives are:

- To provide easily accessible reading material to children
- To keep them motivated into reading

At FICCI FLO UK and Aan Charitable Trust, we have been looking out to do some digital outreach during the COVID pandemic and exploring potential partnerships that bring not just digital tools, but also deep expertise in deploying them and engaging the audience. This was also to be a learning pilot for us around digital mainstreaming and engagement. Our explorations lead to **Worldreader** and their COVID Rapid Response initiative the **Keep Children Reading**.

Role of Technology and Digital Reading

Digital reading is essential to **accelerating the achievement of the UN's Sustainable Development goals** to which India has committed to achieving by 2030.

Digital reading has the **power to advance** health and wellbeing, education, gender equality, and economic growth.



About **AAN** Charitable Trust:

AAN is a non-profit organization conceptualized on a single thought, 'a small gesture we make, makes a big difference'.

AAN (Dignity in Hindi) is a multifaceted organization contributing mainly towards **4 SDGs** (Sustainable Development Goals):

- Good Health and Well-being – **SDG 3**
- Quality Education – **SDG 4**
- Gender Equality – **SDG 5**
- Sustainable Cities and Communities – **SDG 11**



Collaborations and Partnerships:

- Worldreader
- FICCI FLO UK
- Kashipur Education Department
- Others

Keep Children **Reading**:

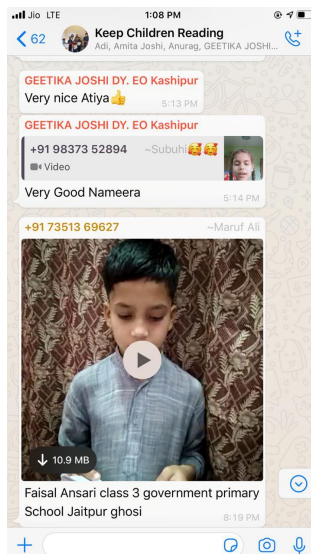
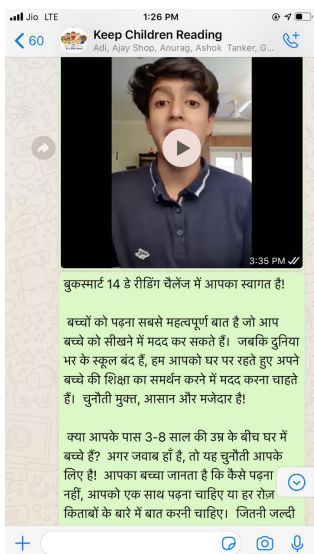
Worldreader joined forces with various organizations like FICCI FLO UK, Aan Charitable Trust, Khushii, Barefoot College, and Society for All Round Development to get digital reading resources into the hands of the parents with young children in Nursery up to Grade 2. For hundreds of millions of homes across India, an Internet-connected affordable mobile phone is the only tool to keep children reading and learning at home. KCR campaign was started to **RAPIDLY** get digital tools into the hands of Field Staff and Parents (as Teachers at home) to **reduce the Learning Loss in Foundational Years**.



The Learning Loss is hitting the hardest at youngest of our students (Nursery to Grade 2) as they lose precious learning hours failing to build the foundational language & comprehension skills resulting in long-lasting impediments to learning.

Activities:

- Introduced children to the FICCI FLO UK and AAN Charitable trust Co-Branded **BookSmart APP**
- Using WhatsApp as a platform, we accumulated children into two groups
- Kept them engaged via daily WhatsApp messages and received an overwhelming response
- Parents regularly sent us video footages of the **children reading out loud** from the BookSmart APP
- The huge response motivated us into taking a step further and conducting the **14 day reading challenge**



14 Day Reading Challenge:

After receiving the overwhelming response from children and parents, we introduced a 14 Day Reading Challenge to motivate children into maintaining at least a 14 day reading streak in the duration of **1 June 2020 - 14 June 2020**. The prize announced to them was an e-certificate from AAN Charitable Trust.



Day #3: The Red Ouch & Moo Book

What happened to a cow that ate plastic bags? Discover with your child how plastic bags impact the living beings and the world around us.



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- Day 1: Five Chicks and a Mango
- Day 2: When I Grow Up
- Day 3: The Red Ouch & Moo Book
- Day 4: Snip
- Day 5: Savitri, the teaching queen
- Day 6: Ari
- Day 7: Bheem Enjoys the Weather

- Day 8: Feeling Afraid
- Day 9: Shape Adventure
- Day 10: Keeper and his special nursery
- Day 11: Love Like That
- Day 12: The great germ hunt
- Day 13: The Weightlifting Princess
- Day 14: Gappu Can't Dance



Day #6: ARI

The teacher announces the class will stage a play. Ari is excited to play the lion. Is he getting the role or not?



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We conducted offline felicitation for children completing the 14 Day Reading Challenge and awarded them with a kit inclusive of a notebook and a book.

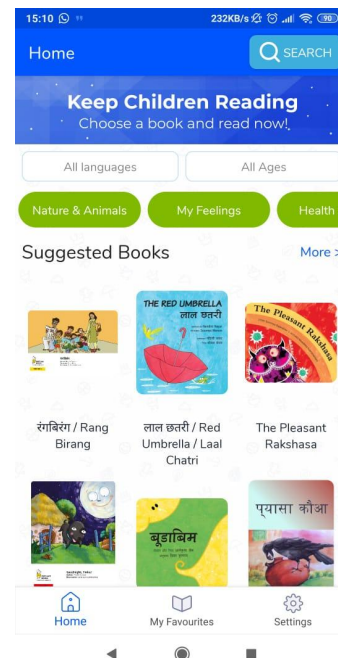
Children were enthusiastic and very happy to interact with each other. They were also briefed about **COVID-19 safety protocol** of wearing masks and following good hygiene practices.



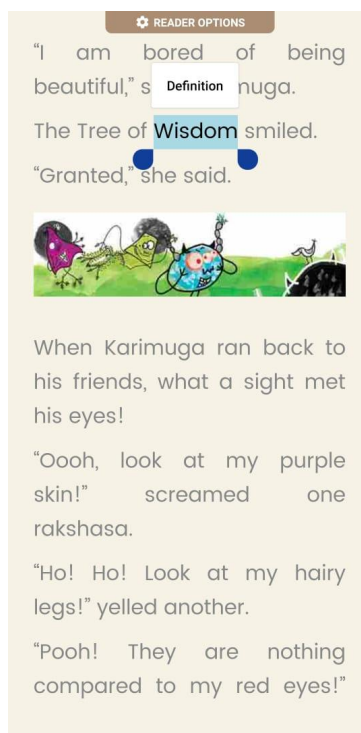
BookSmart APP:

Co-Branded by FICCI Flo and UK and AAN Charitable Trust

Magic URL: <https://booksmart.world/ficciflouk>



Hindi and English books with inbuilt Oxford Children Dictionary:



Data Insights:

Data Facts	<p>Total Number of Users: 15884 - 92.5% on Android Phones (rest on Webapp)</p> <p>Total Number of Reader: 10017 - 63% Users to Reader Conversion overall - Significantly higher Users to Reader Conversion among Android Use</p> <p>Number of Books Distributed: 40504 - 96.7% Books read by Android Users - 47% of the Read Books were from Top 10 Categories - Top 5 Books Read <ul style="list-style-type: none"> - लाल छतरी / Red Umbrella / Laal Chatri - My First Big Book of the Alphabet - गुडनाईट टिंकू / Goodnight, Tinku! - रंग बिरंग / Rang Birang - भीमा गधा / Bheema Gadha </p>
Key Insights	<p>Upbeat:</p> <ul style="list-style-type: none"> - Healthy User to Reader Conversion - On average, each Reader has Read 4 Books - Daily sharing of creatives and text through Whatsapp really helped in engaging the children and families

Testimonial (Quotes and Case Studies):

Children:

"I love reading inspirational stories to my younger sister Avni(5 yrs old) from the BookSmart App on my Father's mobile phone." -Deeksha Pal(9 year old), Daughter of Narendra Kumar

Parents:

"I am happy to spend quality reading time with my daughters Deepika and Shagun." - Rakesh Singh, Indian Oil Sales Attendant



Media Coverage & Awards:

Apart from the appreciation from the parents and teachers, we are honoured to have our initiative covered by the media and thus, help spread the message to the larger audience.



Acknowledgements:

We are very grateful to the teachers and parents who cooperated with us to make this initiative successful. We are also thankful to Sarahaniya, Amar Ujala, and News Today Network for appreciating our initiative and covering it in their articles.

References:

- <https://news.yale.edu/2020/04/17/researchers-measure-coronavirus-slide-kids-reading-skills>
- <https://www.chronicle.com/article/A-Side-Effect-of-the-Covid-19/248568>

---Thank You---

