

Project Snapshot:

PLANETREAD

Location: India

Partner: PlanetRead

Partner Website: www.planetread.org

Summary of project:

PlanetRead is dedicated to reading and literacy development in India through Same Language Subtitling (SLS). SLS are subtitles that are in the "same" language as the program.

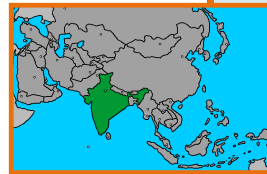
Hindi programs are subtitled in Hindi, Tamil programs in Tamil, and so on in every language. The basic idea is, what you see (text) is what you hear (audio), and the two reinforce each other. PlanetRead uses popular Bollywood movies and songs. Early literates, people who have very basic reading skills, can follow the words as they listen to the song and watch the movie, much like karaoke. After awhile, people start associating the letters with the words they already know and they can start to read. Through continual viewing of SLS songs, a person can become literate in 3 to 5 years. The immensely popular Bollywood songs are put in SLS and broadcasted across the nation on India's public TV. Currently, SLS programs are enjoyed in 10 different regional languages nationwide. Funds for PlanetRead will support PlanetRead in continuing to spread mass literacy through SLS.

Funds for the project:

100% of funds will support PlanetRead's SLS programs. \$1 provides 30 minutes of weekly reading practice for 10,000 people for one year.

" Do your little bit of good where you are; its those little bits of good put together that overwhelm the world. "

Desmond Tutu



India Info:

Population: 1,156,897,766
(compared to USA's 310M)

25% of the population live below the poverty line

39% of the population is illiterate

300 million people live on less than a dollar a day

Source CIA World Fact Book

