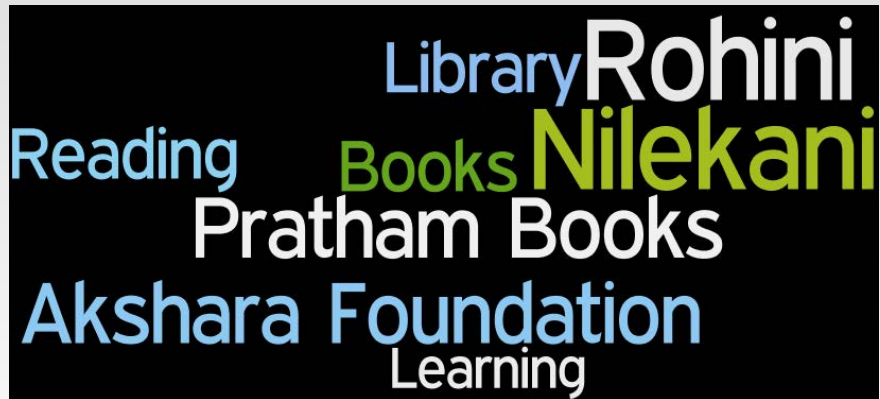


03.25.09

Democratizing The Joy of Reading



Akshara Foundation
Every Child in School & Learning Well

Pratham Books
A Book in Every Child's Hand

This presentation is an overview of Akshara's operations with a particular focus on the library program and the linkage between the Akshara's library program and the work Pratham Books does. It details the market gap that Pratham Books was set up to address, the problem, the current stats for Pratham Books and a brief look at the Common's ideology and reasoning and why it ties in to our mission of a 'Book in every child's hand.'

Akshara Foundation: Overview

- Every Child in School and Learning Well
 - 1410 Schools
 - 265k Children
- Remedial Programs
 - Reading
 - Math
 - + English
 - **Libraries**
- Analytical Framework

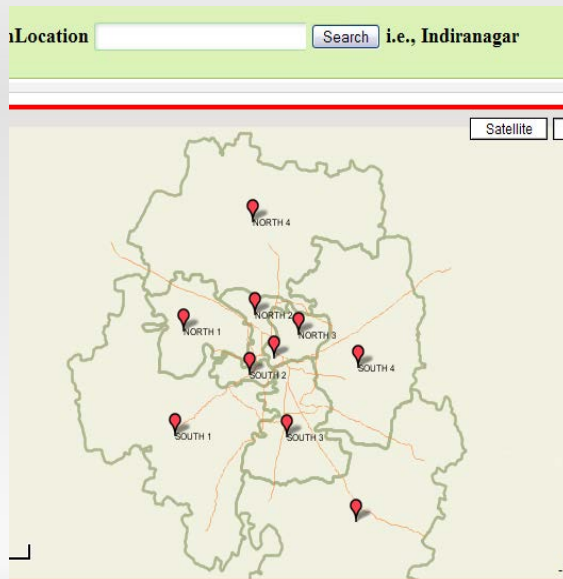


Photographs by Ryan Lobo

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This slide is a snapshot of AF's current status, a list of historical, current and proposed remedial programs and establishes that AF uses an analytical framework/prism to measure the impact of its work and to modify its approach for future programs basis this data oriented feedback. What gets measured is what gets done.

Akshara: KLP: Logic

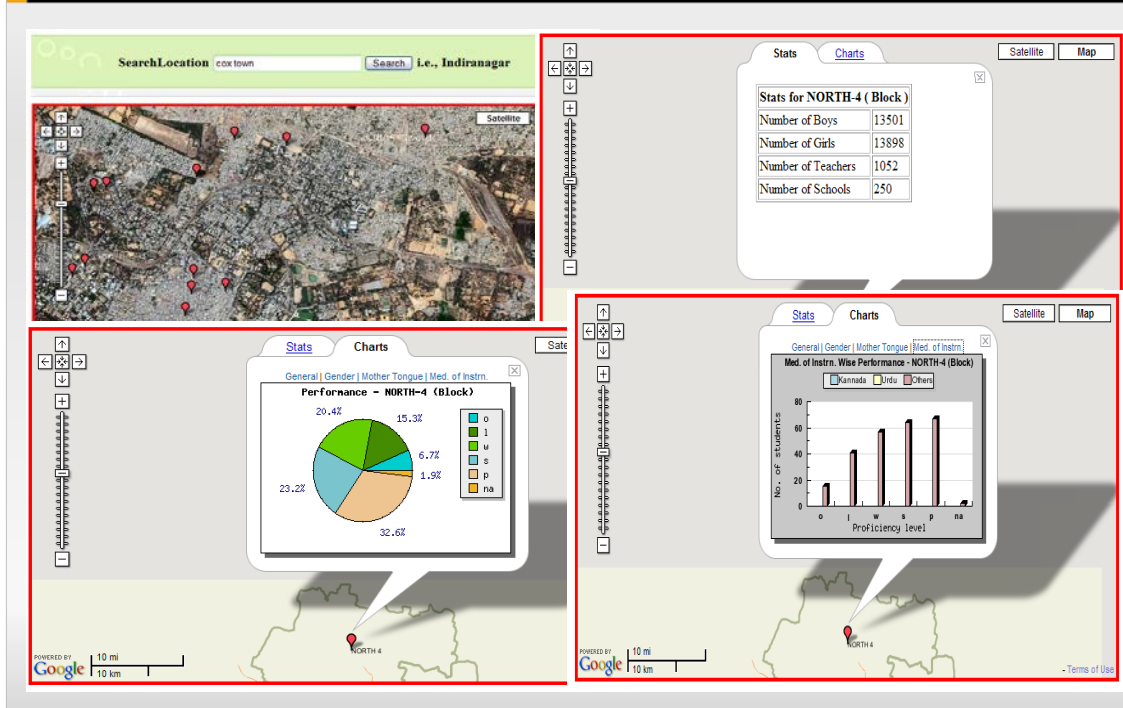


- Local Programs
 - Immediate Outcomes
- Aggregate View
 - Over Time
 - Comparative

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The reason we started KLP was because we ran local programs in Government schools in Bangalore and had immediate outcomes in learning level improvements. But we also wanted to look at this in an aggregate manner, over time, and in a meaningful comparative way against the block, district and State.

Akshara: KLP



KLP is our analytical framework. It consists of the website, klp.org.in which is public facing and displays aggregate data by program per school and compares it to the block, cluster and district along parameters of gender, mother tongue and learning. Internally, the data is far more granular and we use it to measure the learning outcomes of every child in school to ensure that they are learning well. We also use it to target remedial resources and as feedback to improve our remedial programs.

Akshara: Libraries: Overview



- Reading
 - Augment
 - Sustain
- Numbers
 - 266 Libraries Open
 - + 100 Libraries
 - ~150k Children
 - + ~115k Children
 - ~425k Books
 - ~6 languages
- Randomised Evaluations
 - Ongoing

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An over view of our library program. The peculiarity of Bangalore is the multiplicity of languages that our libraries need to stock. Approximately 8000 transactions per day that are logged and analysed to ensure that children continue to read post remedial reading programs and if they aren't then we can identify and assist said at risk children.

Akshara: Libraries: Activities

- Lending
- Reading
- Story Telling
- Activity Based Learning
 - Book Based
 - Computer Based
- Summer Camps

We lend books to children to read.

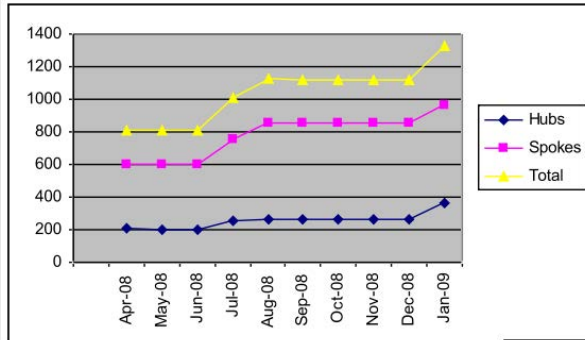
Children read books in the library.

Story telling is part of the activities in the library.

Activity based learning around the books in the library and where available, around computer based material.

Summer camps during school holidays – similar programs as above.

Akshara: Libraries: Scale



Hub and Spoke System



Clockwise from top left:

Blue – Number of hubs

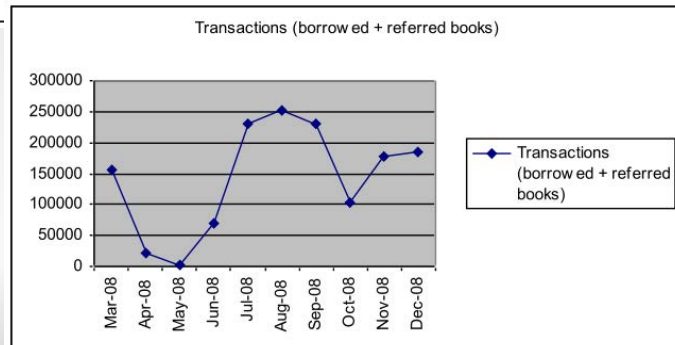
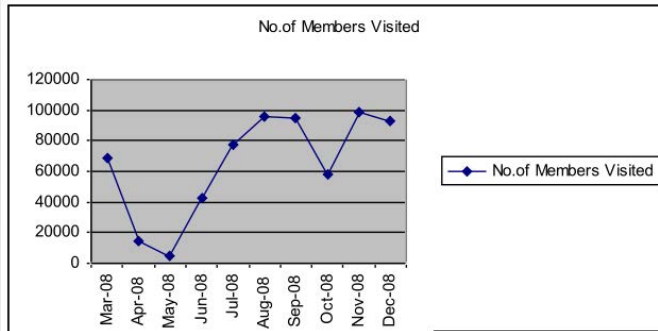
Pink – Number of spokes

Yellow – Hubs + Spokes

Roughly 3 spokes schools per hub library.

Membership of library program over time.

Akshara: Libraries: Operations



Clockwise from top left:

Children visiting libraries over time.

Dip in April – May – Summer Holiday

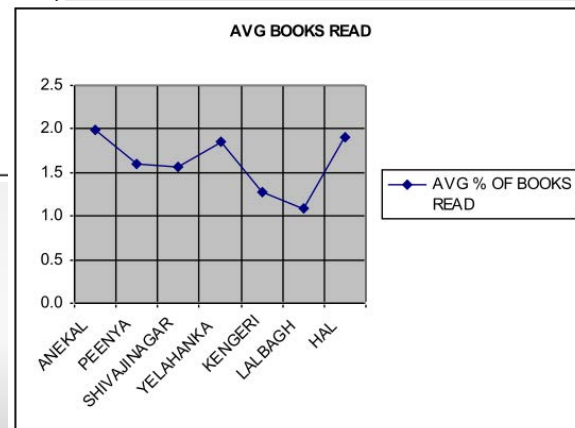
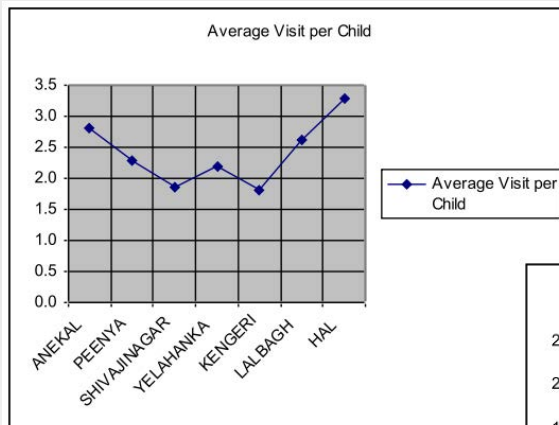
Dip in Oct – Nov – Pooja Holidays

Number of Books Borrowed over time

Dip in April – May – Summer Holiday

Dip in Oct – Nov – Pooja Holidays

Akshara: Libraries: Metrics



Some of the metrics we look at:

Avg. visits per child

Avg. books borrowed per child.

Akshara: Other Libraries

- Community Libraries
 - Not linked to Schools
 - Noon – Evening
 - All Children
 - Similar Programs
 - 15 in Bangalore
- North Karnataka
 - 125 Rural Libraries
 - Similar in Function



We run 15 community libraries in Bangalore. The premises are either rented by AF or given to us for free. They serve **all** children in that community and run mostly post regular schooling hours. Similar programs as the AF libraries in schools.

In N. Kar we run 125 rural libraries in schools. Mostly lend books to children to read. Not many other functions.

Akshara: Libraries: Challenges



- Work Required
 - Community Involvement
 - Continuous Monitoring
 - Continuous Training
 - New Activities
- Lack of Content
 - Price/Quality
 - Language/Themes

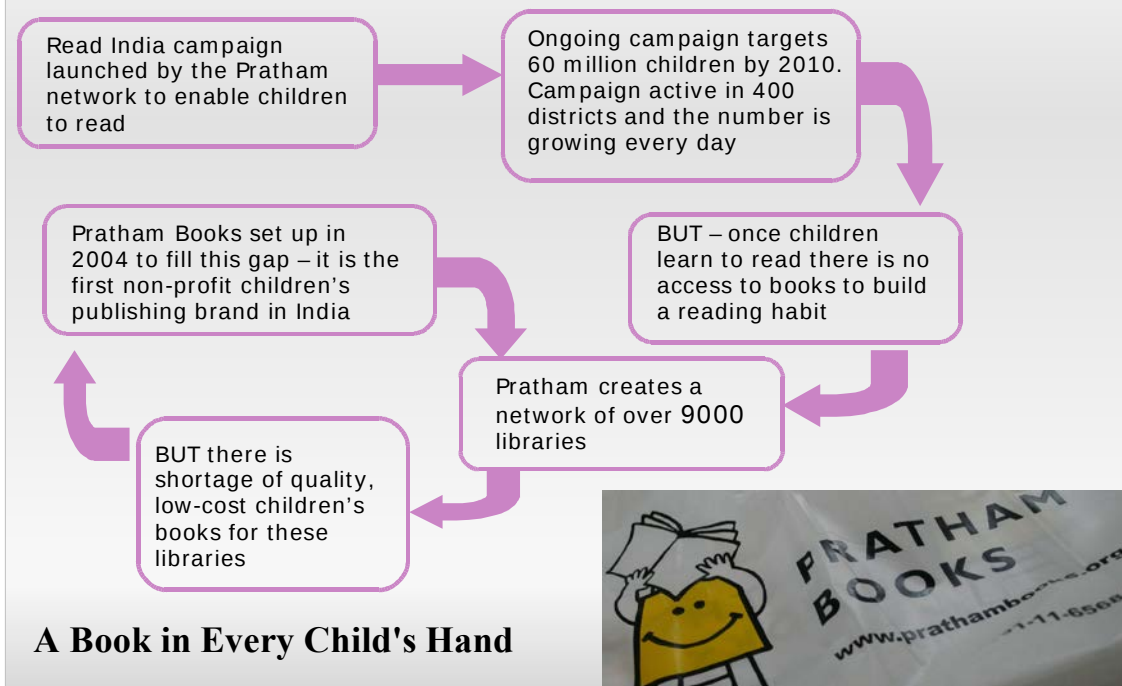
Pratham Books

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Akshara works to strengthen the Government systems and consequently, will hand these libraries back to the Government to run. To make this a success, we need to build community involvement in the libraries, monitor their functioning, train librarians and introduce new activities to the libraries.

A lack of compelling, local language content in Indian languages and at affordable price points was a problem Pratham and Akshara faced and hence Pratham Books was formed to fill the market gap

Pratham Books: Genesis



This slide lists the genesis of Pratham Books from the Pratham experience. It is, for the most part, self contained in explaining the problem and the idea.

Pratham Books: Market Gap

BOOKS
1600 DIALECTS
22 LANGUAGES **12.5 MILLION**
300 MILLION
CHILDREN **2 PUBLISHED**

India has 1600 dialects.

22 national languages

300 million children

75% of children's books published in India are in one of 2 languages – English and Hindi and this amounts to 12.5 million books.

((Data is from a few years ago...))

Census 2001 and NSSO.

Pratham Books: Today

High Quality Low Cost
Books
160 Titles
10 Languages
Story Cards
7 Million 14 Million

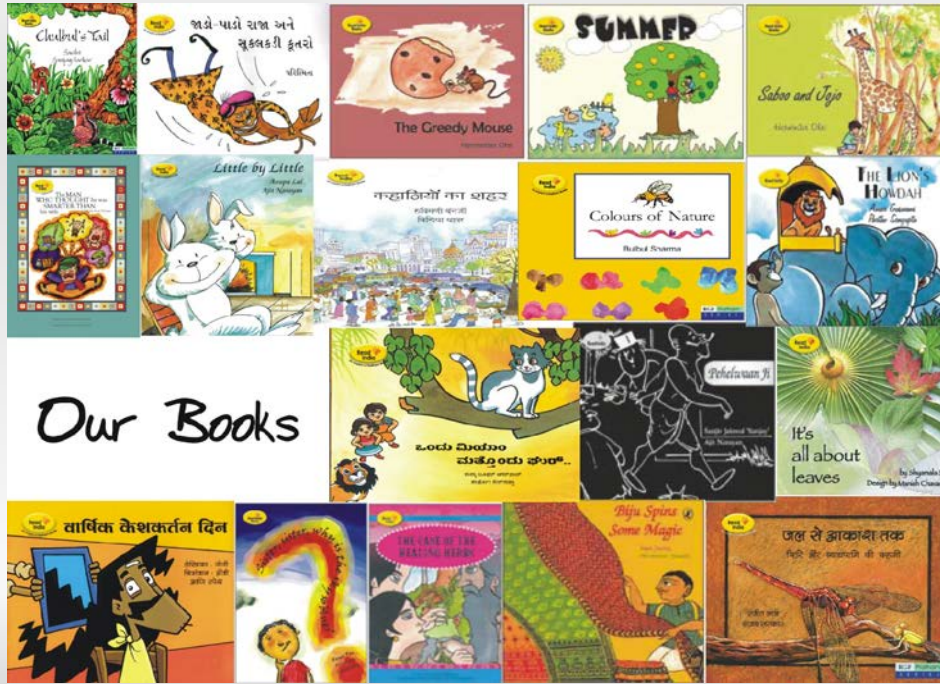


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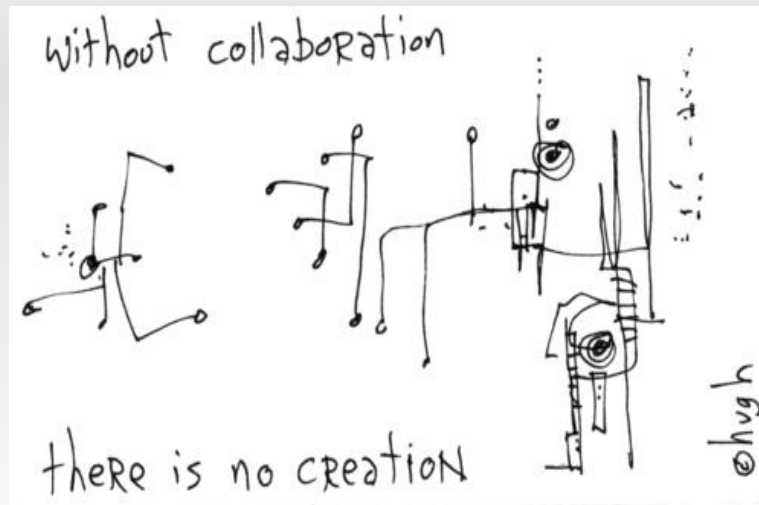
Photographs by Tanuja Goyal

This slide states where PB is today. We publish low cost, high quality books in around 10 Indian languages. As of date, we have published 7 million books and 14 million story cards.

Pratham Books: Samples



Pratham Books: Catalyst



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An introductory slide to our catalytic approach.

1. To prove the viability of a business model at the middle and base of the pyramid.
2. Common's projects – to empower intermediaries to place a book in every child's hand.

Pratham Books: Commons



Clockwise from the top right

Book Wiki – to reuse our picture archive. To allow people to translate, rewrite and distribute our books – because our mission is a book in every child's hands and we can't be the only ones who do it.

Talking Audio Book – to transform the medium of the message and supplement the printed story in places where the parents cannot read.

Mobile Phone – new medium to establish a linkage between phones and education.

OLPC – Nepal wing – we've given them books that they have translated and used on the machines and in libraries.

Radio – again, a new medium to reach children who might not otherwise be interested or reached.

Google Books – to display our books to the world.

All predicated and built upon a platform of 'openly' licensed content – a book in every child's hand.

Pratham Books: Global!



**Central Manor School,
Pennsylvania**

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We have sent out Creative Commons books to schools and libraries across the world. This is from one such school.

We are also doing a program on World Storytelling Day - Mar 20th, of linking this school to one of our community libraries via a video link – story telling, reading and general interactions.

Thank You



Photographs by Ryan Lobo

www.aksharafoundation.org

www.prathambooks.org