



Make Room for Early Learning

The 6th edition of the India Gets Reading Campaign focused on the theme **'Make Room for Early Learning.'** This year, the campaign highlighted the importance of creating spaces where young children can read, learn and thrive. It wasn't just about physical spaces—our aim was to build environments in primary schools, Anganwadis, and communities that were supportive, fun, and inclusive. Through various initiatives, we worked closely with teachers, government officials, and local communities to make learning more engaging for early learners.



44 Lakh +
Participants reached!!



Country Director's Message



Dear Friends,

I am thrilled to share our India Gets Reading Campaign Newsletter themed '**Make Room for Early Learning**'. Thanks to the collaboration with stakeholders, especially the governments, communities, teachers, and donors across our 10 intervention states, we have been able to reach over 44 lakh stakeholders across these states.

In 2022, we explored reading as a socio-economic equalizer through our "Reading Equals" theme. In 2023, we celebrated "Teachers as Changemakers" acknowledging the crucial role of teachers in the co-creation of knowledge and enhancing early learning capacity. In 2024, our focus was on early learners—children in the critical 3–8 year age range—where the foundation for lifelong literacy begins. Research underscores the importance of nurturing a child's brain during these early years, even before formal schooling starts. By investing in early learning, we lay the groundwork for their future academic success, productivity, and contributions to their communities.

Our engagement across states to hold meaningful dialogue with various stakeholders has been highly successful. It's truly inspiring to see diverse partners—including community members, government officials, donors, teachers, and like-minded organizations—actively come together to support this vision.

We are especially grateful to the state governments for their invaluable role in helping scale the reading campaign across districts.

Meanwhile, our record-making **Read-a-thon** activity, where we dedicate 30 minutes to 'drop everything and read' just continues to break new ground. This year, the Read-a-thon activity reached **31 lakh readers**. Watching so many children pick up books and read simultaneously was a heartwarming sight. The campaign, through the collective efforts of various stakeholders who were deeply invested into this nationwide campaign, stayed true to its ultimate objective – to get India reading.

With that I sign off! Happy Reading!

Warm regards,

Poornima Garg
Country Director





Campaign Overview

As part of the **Make Room for Early Learning** campaign, a series of initiatives were rolled out across 10 states in India, transforming primary schools, Anganwadis, and communities into vibrant hubs for early learners.

Through state-wide collaboration, interactive activities, storytelling sessions, mobile van engagements, and literacy workshops, the campaign fostered a love for reading. By working closely with local governments, schools, and Anganwadi centers, we created environments that nurtured young minds, making early learning a joyful and enriching experience for lakhs of children across the country.

44,99,457
Total reach of the campaign

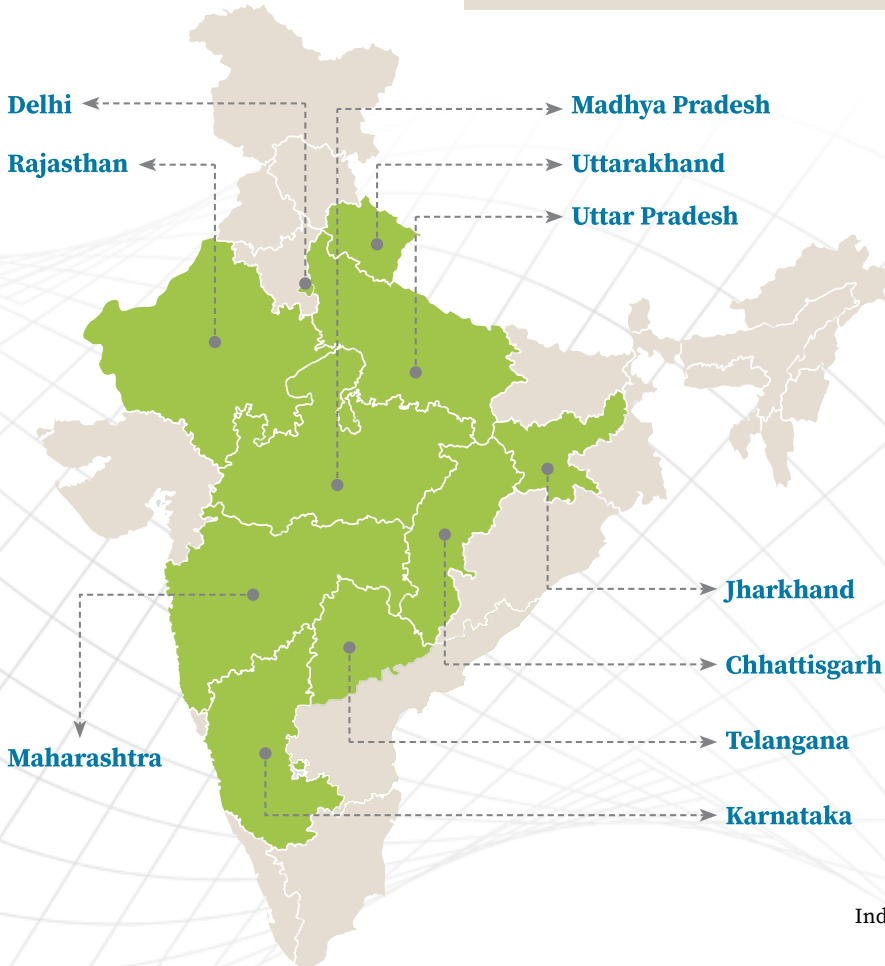
44,57,293
Students reached

22,382
Teachers reached

19,246
Community members reached

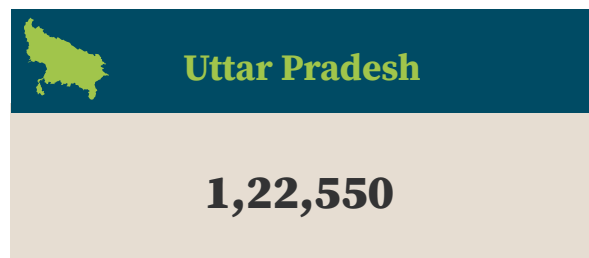
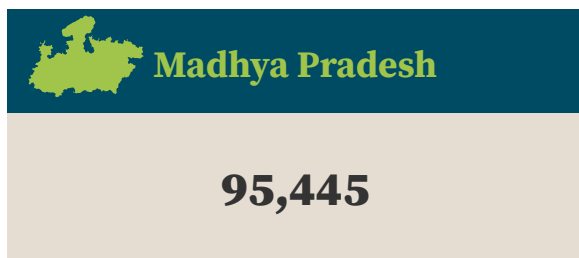
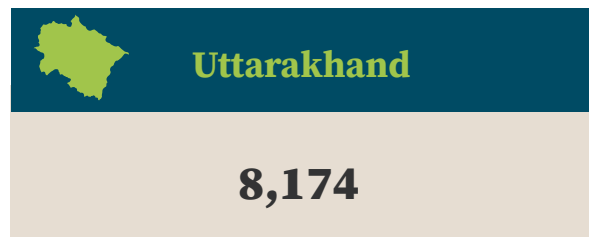
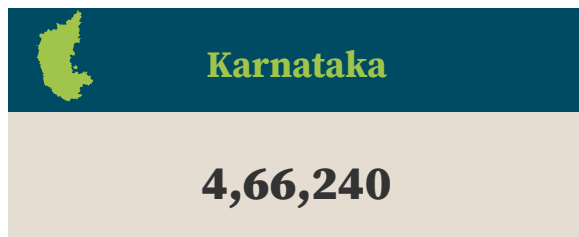
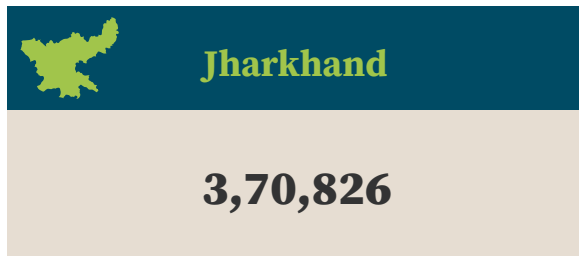
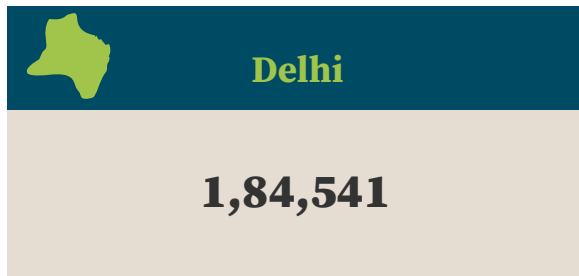
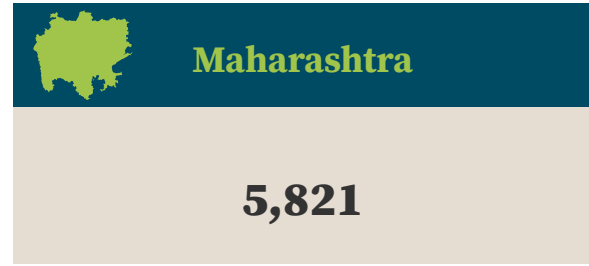
536
Government officials reached

Disclaimer: These figures are not unique reach numbers, as multiple activities were conducted with the same groups of participants during the campaign period.





Our Reach Across States



Disclaimer: These figures are not unique reach numbers, as multiple activities were conducted with the same groups of participants during the campaign period.



State Highlights

Chhattisgarh

In Chhattisgarh our successful partnership with the State government led to a scaleup of a statewide reading campaign celebration. The Mobile van library in Chhattisgarh was flagged off by Sri Rajendra Katara, SCERT Director, alongside the Additional Director and other SCERT officials.

On International Literacy Day, September 8, Room to Read was a part of Saksharta Karyakram (Ullas), launched by Chief Minister Shri Vishnu Deo Sai and led by SCERT. Our team showcased various resources developed to strengthen foundational literacy for early learners. The Chief Minister visited the exhibit, engaging with the children's literature books created by government teachers in regional languages, further highlighting the importance of promoting literacy in Chhattisgarh.



Delhi

This year, Room to Read successfully collaborated with the State Council of Educational Research and Training (SCERT), Delhi, as part of their 'Literacy Week' initiative. Designed to promote literacy across diverse schools—government, MCD-aided, and unaided institutions—this initiative was a step forward in fostering foundational literacy skills. Room to Read partnered on this event by sharing digital content for students, instructional TLM materials and stories from Literacy Cloud over the five-year period. **Through 'Literacy week' 7,114 teachers and 1,75,849 students were reached.**



Jharkhand

A successful collaboration with the State PMU Organizations; UNICEF, India Partnership for Early Learning (IPEL) and the Government of Jharkhand led to the launch of a statewide reading campaign in Jharkhand. The Government of Jharkhand issued a circular to all districts, outlining various activities to be implemented as part of the campaign.

Key officials participated in the inauguration of mobile library vans to spread the joy of reading to early learners. In Ranchi, the van was launched by Shri Aditya Ranjan, State Project Director of JEPC, and Dr. Avinav, SPO, JEPC. In Hazaribagh, Ms. Nancy Sahay, District Collector, inaugurated the van, while in Bokaro, district and block-level officials, including the DSE, ADPO, APO, BEO, and BPO, took part in the launch.



Karnataka

The Mobile Library van, flagged off by DC Shri Prashant Kumar Misra, IAS, brought alive the joy of reading as it traveled across communities, engaging early learners and connecting with local residents.

Along the way, Literacy Cloud resources were shared to further promote reading. With the generous support of the JSW Foundation, the Reading Campaign successfully reached across 15 districts of Karnataka, engaging the community on the importance of early literacy.

Madhya Pradesh

Various storytelling sessions were hosted to promote the Make Room for Early Learning initiative across the state. Digital materials were circulated via WhatsApp channels to encourage the habit of reading.

The Read-a-thon event also successfully engaged DIET pre-service teachers, highlighting the importance of early learning and its impact on child development.



Maharashtra

In Maharashtra, the focus on enriching early learner experiences was achieved by engaging both parents and children in interactive activities. Parents were oriented to the value of storytelling and quality children's literature, while Reading Day and Library Day Out in Pune district gave children from co-located Anganwadis the chance to explore Room to Read's libraries and enjoy a lively read-aloud session.

A Literacy Fair sparked community discussions on early learning, and a captivating storytelling session by professional actors emphasized the crucial role of libraries and parental involvement in sustaining children's literacy.





Rajasthan

This year, Room to Read collaborated with the Department of Education in Rajasthan to launch the statewide reading campaign, **Prakhar Rajasthan**, significantly expanding its reach in schools across the state. As part of the campaign, a statewide reading activity was organized at a given day and time with **more than 32 lakh participants**.

Additionally, the Camel Cart Library, inaugurated in Kanodia Purohitan village, Sekhala Block, Jodhpur District, became a community favorite, thanks to the strong involvement of the Sarpanch, further encouraging literacy engagement.

A Mobile Library van was launched by the Honourable Education Minister Government of Rajasthan.

Telangana

One of the key achievements in Telangana has been the close collaboration with the Department of Women Development & Child Welfare and all co-located Anganwadis across the state. With the ministry's support, the Read-a-thon activity was successfully conducted in Anganwadis statewide, promoting early literacy among young learners. Additionally, Literacy Cloud posters were inaugurated by Dr. Bala Chary, Secretary of the Telangana Sahitya Academy, and Smt. Kanthi Wesley, IAS Director of the Women Development & Child Welfare Department, marking a significant milestone in the campaign's efforts to strengthen foundational literacy.

Mobile library vans were launched across four districts in Telangana, led by key government officers. In Adilabad District, the launch was officiated by Sri Rajarshi Shah, I.A.S, and in Kumuram Bheem Asifabad District by Sri Venkatesh Dhotre, I.A.S, and Sri Deepak Tewari, I.A.S, Additional Collector (Local Bodies). In Mancherial District, the van was inaugurated by Sri Kumar Deepak, I.A.S, and in Nirmal District, by Smt. Abhilasha



Abhinav, I.A.S, Collector & District Magistrate, along with Sri Faizan Ahmed, I.A.S, Additional Collector (Local Bodies). The vans traveled to different communities, spreading the joy of reading and engaging young learners across the state.



Uttarakhand

In Uttarakhand, early learners in various co-located Anganwadis across the districts of Almora, Dehradun, Pauri, Bageshwar, Champawat, Rudraprayag, Chamoli, Uttarkashi, and Haridwar were engaged through storytelling and read-aloud sessions during the campaign, emphasizing the importance of reading for early cognitive brain development.

A total of 7,841 early learners from across these districts participated in the sessions, fostering a deeper connection to reading and sparking their creativity.

The campaign concluded with a storytelling session at Doon University.



Uttar Pradesh

The 'Make Room for Early Learning' campaign successfully engaged participants across Amethi, with support from the Basic Shiksha Adhikari. Read-a-thon activities were held in all Anganwadis in the district. The District Program Officer - ICDS, Amethi, issued a directive to include 1,949 Anganwadi Centers in the campaign.

The Mobile Library van launched went across to various community spreading the message of reading as a critical skill for early learners and their cognitive development.

Pledge reading activities were conducted in 30 co-located Anganwadi schools, where teachers, Anganwadi workers, and community members pledged to support early learners and nurture their foundational literacy skills.





WE SET A NEW RECORD!
33,55,252
 participants across 10 states

Read-a-thon

The Read-a-thon, a key highlight of our India Gets Reading campaign, continues to inspire a love for reading.

This year, on September 3, from 11:00 am to 11:30 am, **33,55,252 readers across 10 states united to 'Drop Everything and Read'—setting a new all-India record!**

With support from government officials, partner organizations, and Anganwadi teachers, we expanded the activity into co-located Anganwadis in states like Uttar Pradesh and Telangana, making this year's event even more special.





Room to Read Resources



Since storytelling plays a crucial role in early learning, fostering a child's cognitive development, the Reading Campaign became a valuable platform for distributing digital resources. These assets were shared widely to reach educators, parents, and community members, supporting our collective efforts to nurture foundational literacy. Here's a snapshot of how our digital assets made an impact:



MADHYA PRADESH: Literacy Cloud books were shared via WhatsApp groups, **reaching 7,308 individuals**, including CACs, BACs, teachers, DIET staff, and D.El.Ed students.



RAJASTHAN: Digital content was shared with state, district, block, and panchayat-level education officers, as well as teachers, via WhatsApp groups, **reaching an impressive 11,385 participants**.



MAHARASHTRA: Literacy Cloud resources were distributed through WhatsApp groups and directly to parents, community members, school staff, and Anganwadi staff during reading campaign activities, **reaching 1,584 people**.



DELHI: A library course video was **shared with 851 teachers**, providing essential training and resources.



Social Media Reach

Our campaign extended its reach far and wide, thanks to the incredible support of our online community. With a total reach of 3 lakh, here's a snapshot of our social media engagement:

LINKEDIN
Impressions
1,65,997

Engagement
28,028



YOUTUBE
Views
1,47,673+



TWITTER
Impressions
13,074



Engagement
1,203

FACEBOOK
Impressions
35,027

Engagement
4,649



INSTAGRAM
Impressions
41,375

Engagement
10,796





In the News

Media was a great ally to support the amplification of our #IndiaGetsReading campaign. Our campaign efforts across the 10 states made news across various national and regional media helping disseminate widely the message about the importance of reading and early learning. Their support has helped us bring about change.



National Seminar: Make Room for Early Learning

The National Seminar: Make Room for Early Learning aimed to start a dialogue and explore ways to highlight the need for early learning by focusing on creating the right learning environments—spaces that went beyond the physical. A day long event on September 10, 2024, it was about fostering environments where children felt safe, empowered, and free to learn at their own pace while making sense of the world around them. With key addresses, inspiring panel discussions and a riveting story telling session, the seminar emphasized the importance of nurturing spaces and environments that support holistic early learning for children.




Scan to watch the event recording at:



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