



India Gets Reading (6th Edition)

Campaign Concept Note

(August 15 - September 8, 2024)

Get ready to dive into the vibrant world of reading once again as we gear up for the 6th edition of our annual literacy campaign - **India Gets Reading!**

Each year, through specific themes, Room to Read explores various aspects of foundational literacy during the India Gets Reading campaign. In 2022, where we explored reading as a socio-economic equalizer through our "Reading Equals" theme. In 2023, we celebrated "Teachers as Changemakers" focusing on their critical role in the co-creation of knowledge and enhancing early learning capacity. Newsletters from our previous years can be found here: [Campaign Newsletters](#)

This year, we are thrilled to unveil our theme:

India Gets Reading: Make Room for Early Learning

About the theme:

Child development is a foundation for community and economic development, as capable children become the foundation of a prosperous and sustainable society.

Research shows that a child's growing brain needs a nurturing environment, long before 'formal' schooling starts. Investments in early learning are essential to realize their potential. A strong foundation of early learning becomes a building block for higher school achievement followed by greater productivity in the workplace and solid citizen in the community. The age spectrum – 3-8 years, as they are referred to as early learning years, is where we need to focus our full attention onto.

According to The World Bank's latest publication, *The State of Global Learning Poverty: 2022 Update*, learning poverty has increased by a third in low- and middle-income countries, with an estimated 70% of 10-year-olds unable to understand a simple written text – up from 57% before the pandemic.

Substantial progress, toward achieving foundational learning goals, can only be achieved by assuring nurturing experiences for children, starting from as young as 3 years, both at home and in community-based settings, through a range of parent education interventions, early learning and education programs, preschool, and other community-based initiatives.

The progression from emergent literacy to literacy is all about a gradual unfolding of cognition, language, learning to read and write, so on and so forth. It also involves skills like recognizing letters and sounds, understanding word structure, and reading simple texts. Consistent exposure to language-rich activities and environments is essential for this

transition. Policies like the National Education Policy 2020 and the National Curriculum Framework emphasize the importance of early learning in Anganwadis.

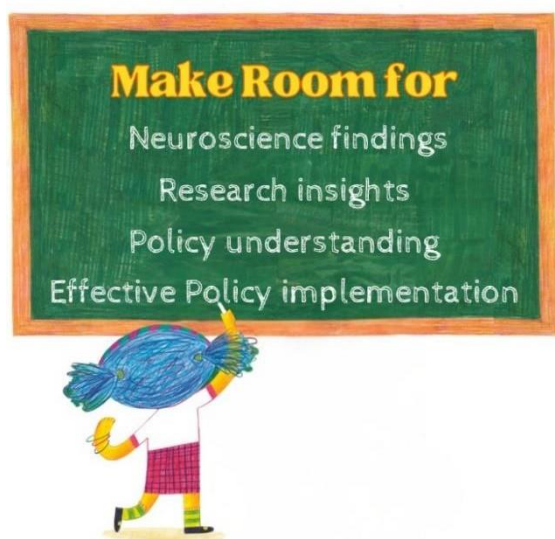
As part of the campaign, **a series of initiatives in the primary schools, Anganwadis, communities, and learning spaces** will highlight the need to **make room for early learning** and create a positive learning environment, which is more than just a physical space.

The campaign will focus on how the right kind of environment allows children to interact with their teachers, parents, peers, and the community at large in a way that helps them to learn and better understand the world. Quality learning environments greatly influence children’s learning experiences as well as their development in general.

Our Key Stakeholders:

- **Primary Focus:** Children, Parents, Community members, Anganwadi workers.
- **Primary Channel:** Teachers/Headteachers, Anganwadi Karyakartas, Government officials, Donors, Department of Education, Department of Women and Child Development.
- **Online Channel:** Social media channels including Facebook, Twitter, LinkedIn, Instagram, and YouTube.

Key message domains:



For a detailed read on key message domains, please refer to the Annexure: [Annexure - #IndiaGetsReading 2024.pdf](#)

Campaign milestones

August 15	Campaign Launch
August 19-31	Pledge Reading Time
September 3	Read-a-thon 11:00 am to 11:30 am
September 8	Campaign Culmination
September 10	National Event

Join us to spread the joy of reading and make room for early learning!
For more information, write to us at info.india@roomtoread.org