



# Mission Prerna & Read Along Campaign

Google



**Read Along helped students in  
Uttar Pradesh continue learning, even  
during Covid led school closures**

# State at a glance



districts



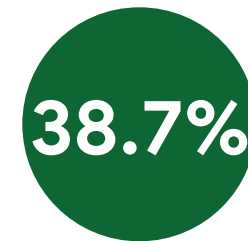
schools



teachers



students



internet  
penetration<sup>1</sup>

‘Mission Prerna’ is the flagship program of the Uttar Pradesh government to improve the quality of education in 1.6 lakh schools under the Basic Shiksha Department. The program was launched with a special focus on **foundational learning**, to enable children to read with comprehension and do basic maths.

This was one of the **biggest state-wide learning programmes** in India, to ensure at least 80% of students in grades 1-5 of each school and block achieve foundation learning by March 2022, and be declared as Prerak Blocks, Prerak Districts, and Prerak Mandals, leading to a Prerak Pradesh.

<sup>1</sup>Source link

# Challenge



The Covid-19 pandemic led to the closure of **1.6L+ schools** in the state, leaving **1.2 Cr children** with no access to in-school education and learning.



Parents of students in government schools had no means to help their children continue their learning, as they were **unaware of EdTech solutions available**.



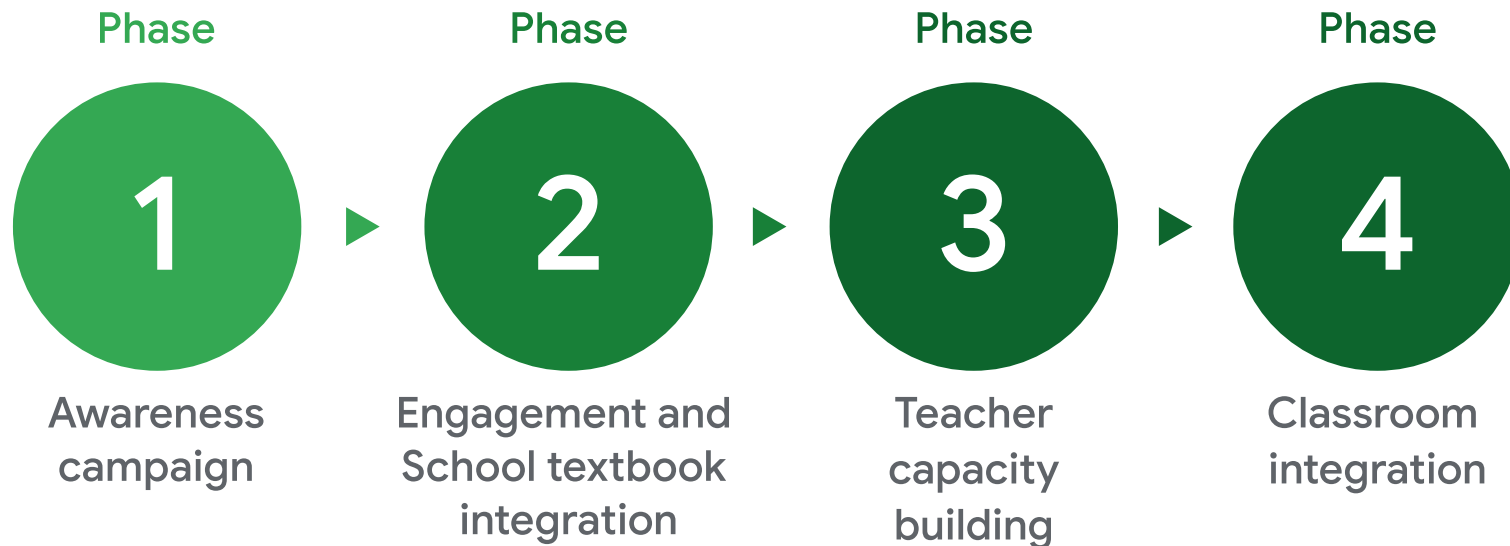
Being **out of school** further hampered children's learning and made the challenge of helping children attain their FLN (foundational literacy and numeracy) mission even harder.

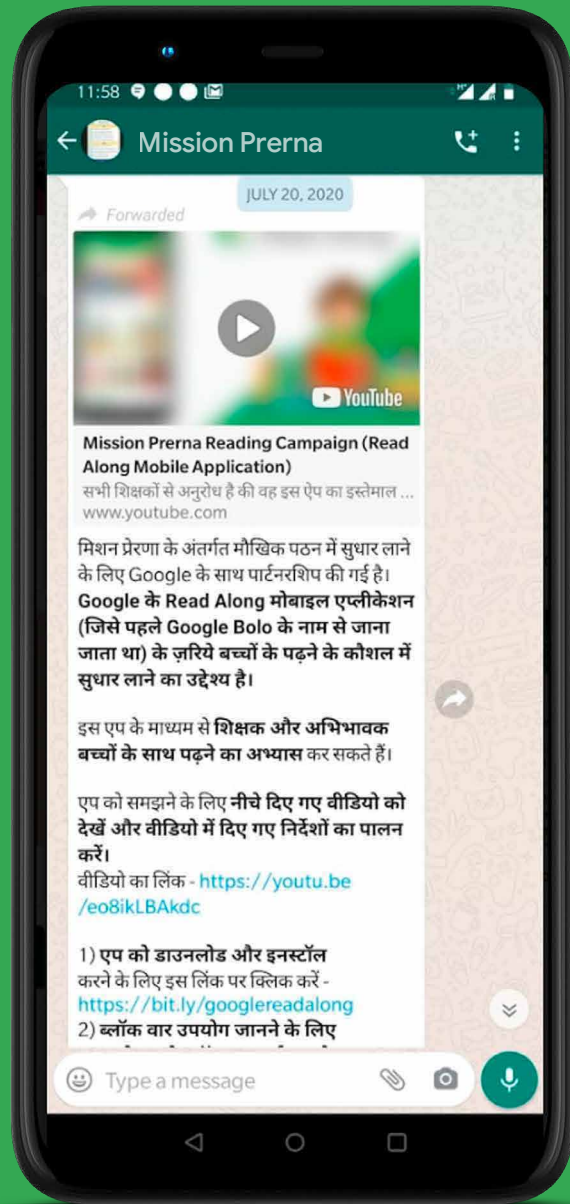




# Solution

The Uttar Pradesh Education Department launched 'Mission Prerna' to help students in the state achieve foundational literacy, and in July 2020, [Read Along partnered with the Department of Education](#) and integrated into their program to help children in the state achieve their foundational literacy goals at scale, even while they were at home, through a phased approach.





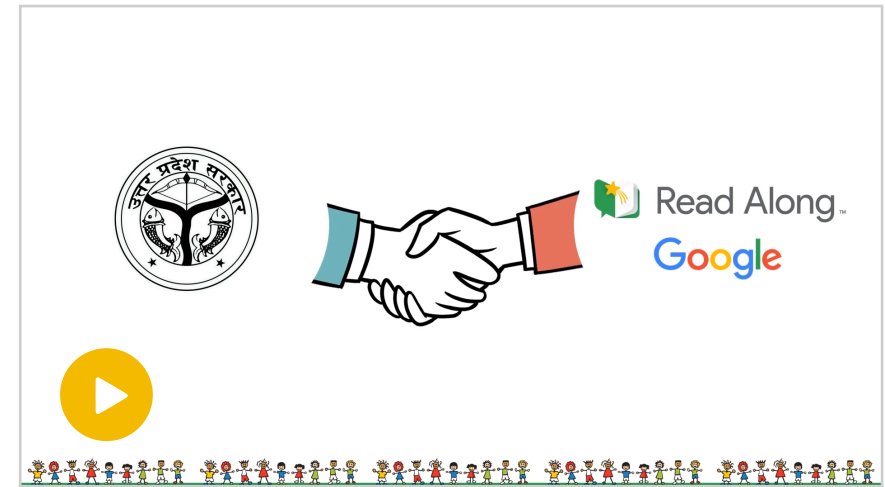
# Phase 1

## Awareness campaign (July - December 2020)

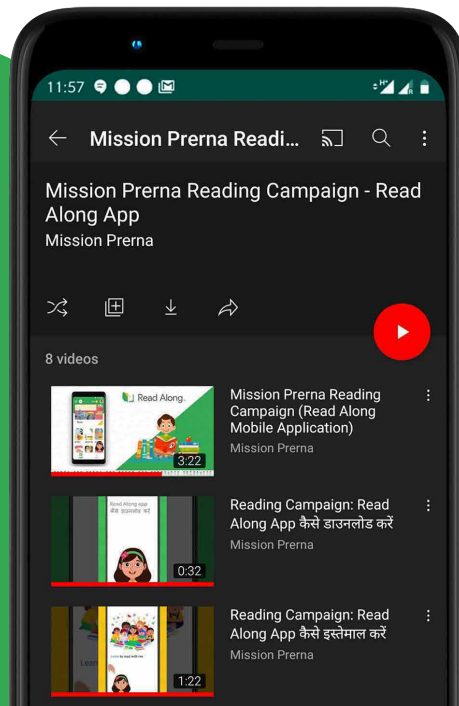
Leveraging the statewide teacher network on WhatsApp to create awareness among parents about Read Along.

# Campaign launch

Launched the campaign with an [introductory video](#) explaining the aim of the Mission Prerna program, its partnership with Read Along by Google, and how Read Along can help children practice reading at home with the help of the apps' inbuilt AI enabled assistant.



Introductory video

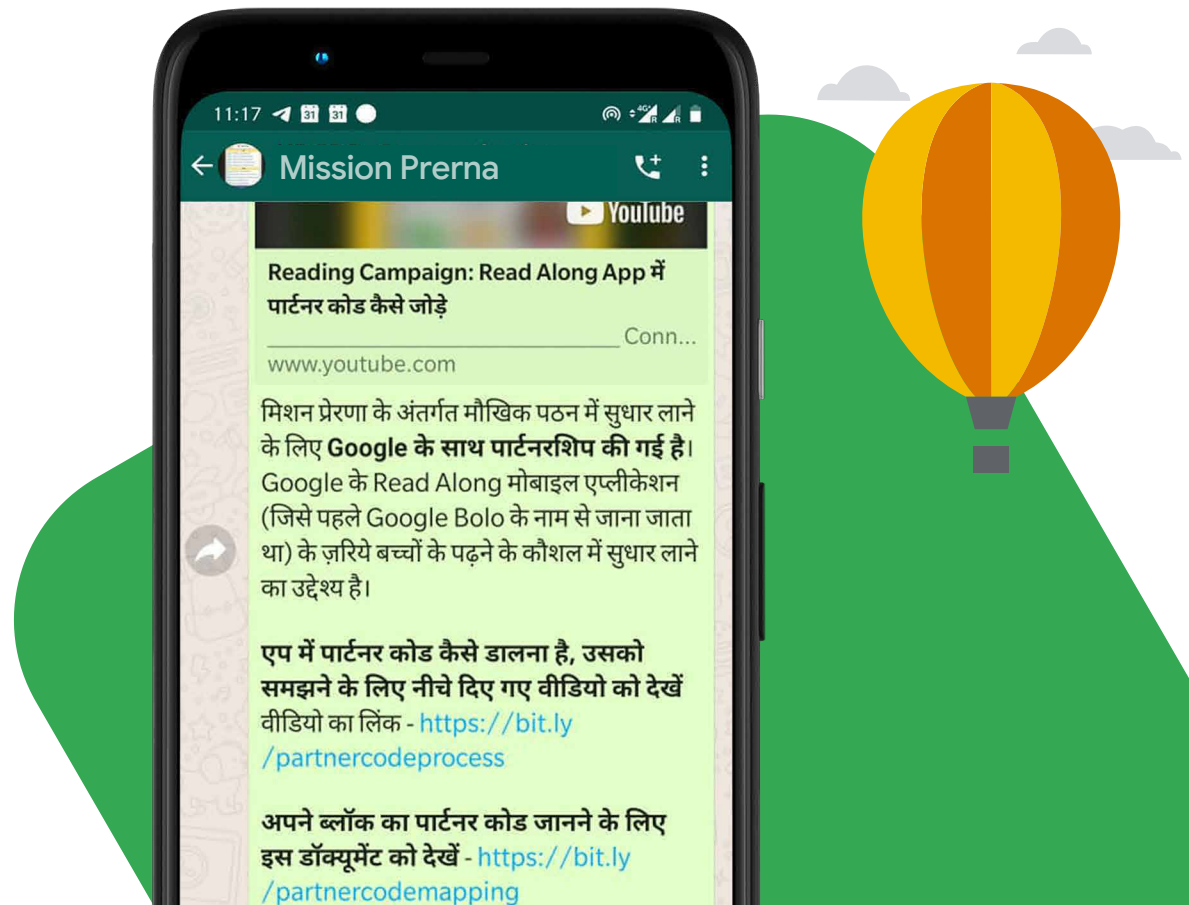


A [YouTube playlist](#) was created containing '**How to videos**'. These 7 bite-sized videos talked about relevant topics, such as, 'How to download and install Read Along', 'How to read a story', 'How to add in partner codes', etc., which were shared with parents through the teacher WhatsApp groups.



**Extensive teacher trainings** on Read Along were conducted through YouTube live sessions, followed by Google Meet sessions on doubt resolutions.

**800+ partner codes** were created and shared with the state, to monitor and understand Read Along usage at a block level.





# Campaign sustenance



A **cascading model of information sharing** was created to disseminate information from Block Education Officers (BEO's) to State Resource Groups (SRG's) to Academic Resource Persons (ARP's) to Teachers, and then to parents.

**Pamphlets** were created by the state and distributed **door-to-door** to create awareness.

**मिशन प्रेरणा की e-पाठशाला**

**समस्त अभिभावकों और बच्चों से अपील**

**दूरदर्शन के DD UP चैनल पर कार्यक्रम**  
प्रत्येक दिन सुबह 9 से 1 बजे (4 घंटे) तक प्रसारित किया जा रहा है। जरूर दिखाएं।

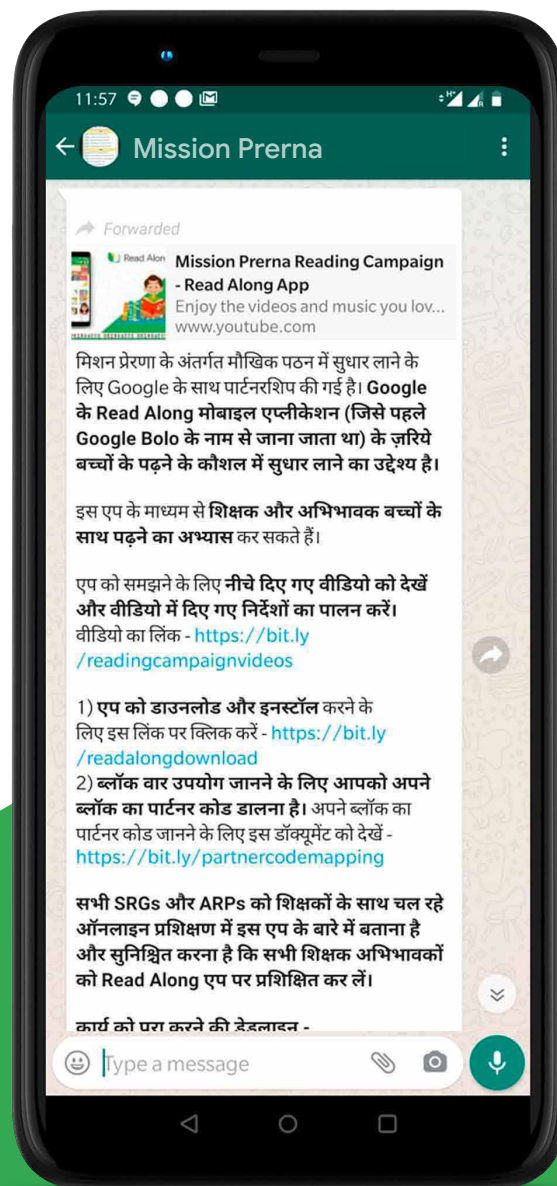
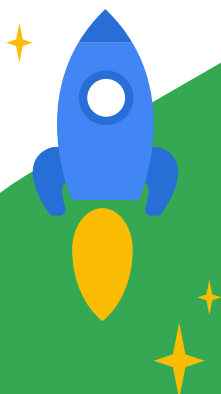
**आकाशवाणी के चैनल MW 747 khz पर**  
कार्यक्रम प्रत्येक दिन सुबह 11 से 12 बजे तक प्रसारित किया जा रहा है। इसे जरूर सुनाएं।

**डाउनलोड करें दीक्षा एप ।**  
हर उम्र और कक्षा के छात्रों के लिए पाठ्यक्रम आधारित सामग्री।

**डाउनलोड करें Read along app .**  
सब पढ़ें **Read along app** के संग।



1000+ WhatsApp channels were leveraged to spread awareness among parents about Read Along through messages and infographics.





## सब पढ़ें, Read Along के संग !



नीचे दिए गए वीडियो को देखें और वीडियो में दिए गए निर्देशों का पालन करें।  
<https://bit.ly/readingcampaignvideos>



एप को डाउनलोड करने के लिए नीचे दिए गए लिंक पर क्लिक करें  
<https://bit.ly/readalongdownload>



अपने ब्लॉक का पार्टनर कोड जानने के लिए नीचे दिए गए डॉक्यूमेंट को देखें  
<https://bit.ly/partnercodemapping>

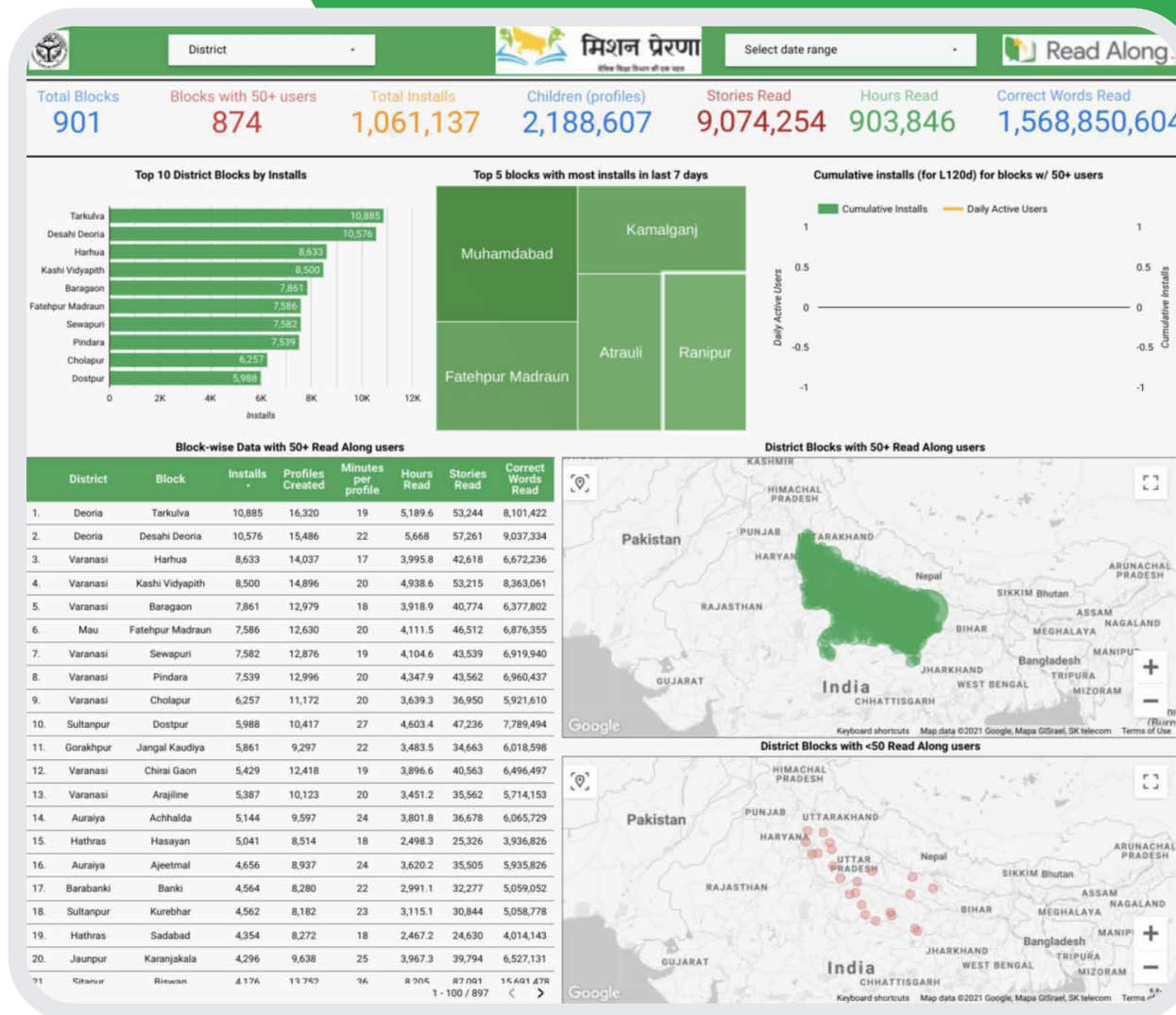
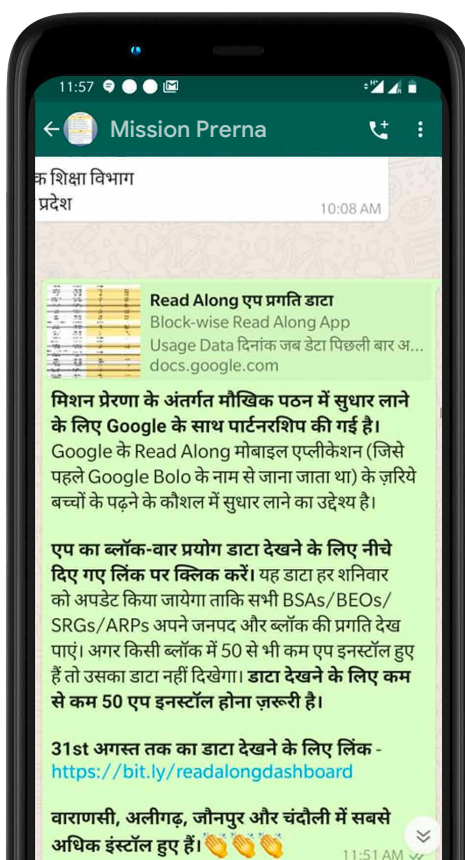
30th अगस्त से पहले सभी अभिभावकों को प्रशिक्षित करें!



 Read Along

# Campaign monitoring

Usage data was shared weekly with the state officials and was closely monitored to ensure optimal usage, with **special mentions** to the districts/blocks with the highest number of installs.



Campaign Monitoring

Illustrations are only for the ease of understanding. Read Along does not promote usage of any specific messaging app for Read Along related communications.





## Phase 2

### Engagement & School textbook integration (January - March 2021)



Leveraging 34K+ influencers including Block Education Officers (BEO's), Basic Shiksha Adhikari (BSA's), State Resource Groups (SRG's), Academic Resource Persons (ARP's) and Shishak Sankuls (SS's) to enable weekly activity calendars for Read Along.



# Campaign launch


Kicked off the new year with a campaign called 'हर रोज़ शाम छः से सात-पढ़ो कहानियाँ दिया के साथ' launched under the umbrella Read Along reading campaign. Launched through a message sent on the WhatsApp groups to BEO's, BSA's, ARP's and SS's.

A [document](#) outlining the campaign and the role of the BEO's, BSA's, ARP's and SS's was shared with the education officers, encouraging them to **increase the installs and usage of Read Along** in their blocks by 3x.



"हर रोज़ शाम छः से सात-पढ़ो कहानियाँ दिया के साथ"

शिक्षक



गतिविधि पुस्तिका

बच्चा



क्या तुमने रीड अलॉग ऐप में से 'कुदरत के रंग' कहानी पढ़ी है?

जी टीचर।

फिर उस कहानी में आए कोई भी दो संयुक्त-अक्षर बताओ ?


बिल्ली, मगरमच्छ।

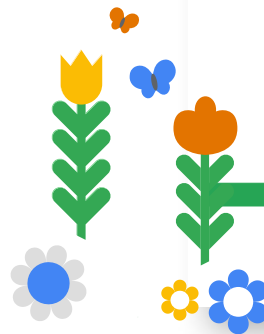
इस प्रकार के और भी गतिविधियाँ करने के लिए 'गतिविधि पुस्तिका' को निचे दिए गए लिंक से जरूर डाउनलोड कीजिये। आप के मदद के लिए गतिविधि पुस्तिका को वॉइस रिकॉर्ड मैसेज के माध्यम से भी उपलब्ध करवाया गया है।

[क्लिक करें](#)

आईये ! बच्चों के साथ 'गतिविधि पुस्तिका' की मदद से इस प्रकार की नयी-नयी गतिविधियाँ करें।

बच्चे पढ़े रीड अलॉग से और हासिल करें मिशन प्रेरणा की दक्षताएँ !

with support from  




A catchy Read Along jingle was created and circulated to parents, to make it their ringtone, helping **drive brand recall**.

An introductory 30-minute YouTube live session attended by the state's BEO's, ARP's and SS's, was conducted, outlining the campaign design and the group roles and responsibilities. Followed by a number of **follow up sessions** with 250+ SS's

A **helpline** was created and widely circulated on the WhatsApp groups for resolutions on any doubts related to Read Along and its usage.



Read Along.



"हर रोज़ शाम छः से सात -  
पढ़ो कहानियाँ दिया के साथ"



अभी तक के शीर्ष पाँच जिले  
(एप इंस्टालेशन)

वाराणसी  
जौनपुर  
गोरखपुर  
प्रयागराज  
मऊ

**हेल्पलाईन नंबर: 1800-572-8585**

रीड एलॉग से सम्बंधित किसी भी प्रकार की जानकारी के लिए  
रीड एलॉग साथी से ऊपर दिए गए हेल्पलाईन नंबर पर  
सुबह 10 बजे से दोपहर 2 बजे (सोमवार से शुक्रवार) के बीच में संपर्क करें

आइये रीड एलॉग के साथ बच्चों के पढ़ने के इस सफ़र को और बेहतर बनाएं

with support from  
**Google**

# Campaign sustenance

A special grade-wise weekly activity booklet was designed for parents and circulated through the WhatsApp channels. The booklet outlined reading activities parents could conduct at home with their children, educational games children could play on the app, as well as Q&As to understand comprehension. It also included a **tracking sheet** for parents and teachers to keep a record of the students' learning.

Acknowledging the fact that some parents themselves could not read, the activity booklets were accompanied with explanatory voice messages, on how to use the activity booklets with children.



हर रोज़ शाम छः से सात - पढ़ो कहानियाँ दिया के साथ

## 5. बच्चों के लिए गतिविधियाँ

मिशन प्रेरणा लक्ष्य: निर्धारित सूचि में से 5 शब्द सही से पहचान लेते हैं।

मिशन प्रेरणा दक्षता 1: सुनकर समझना और प्रतिक्रिया देना



गतिविधि का नाम: तो क्या समझे?

संदर्भ कहानी (Read Along कहानी): अब्बा का दिन

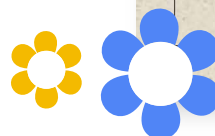
कहानी लेवल: 1

समय : ३० मिनट/ गतिविधि

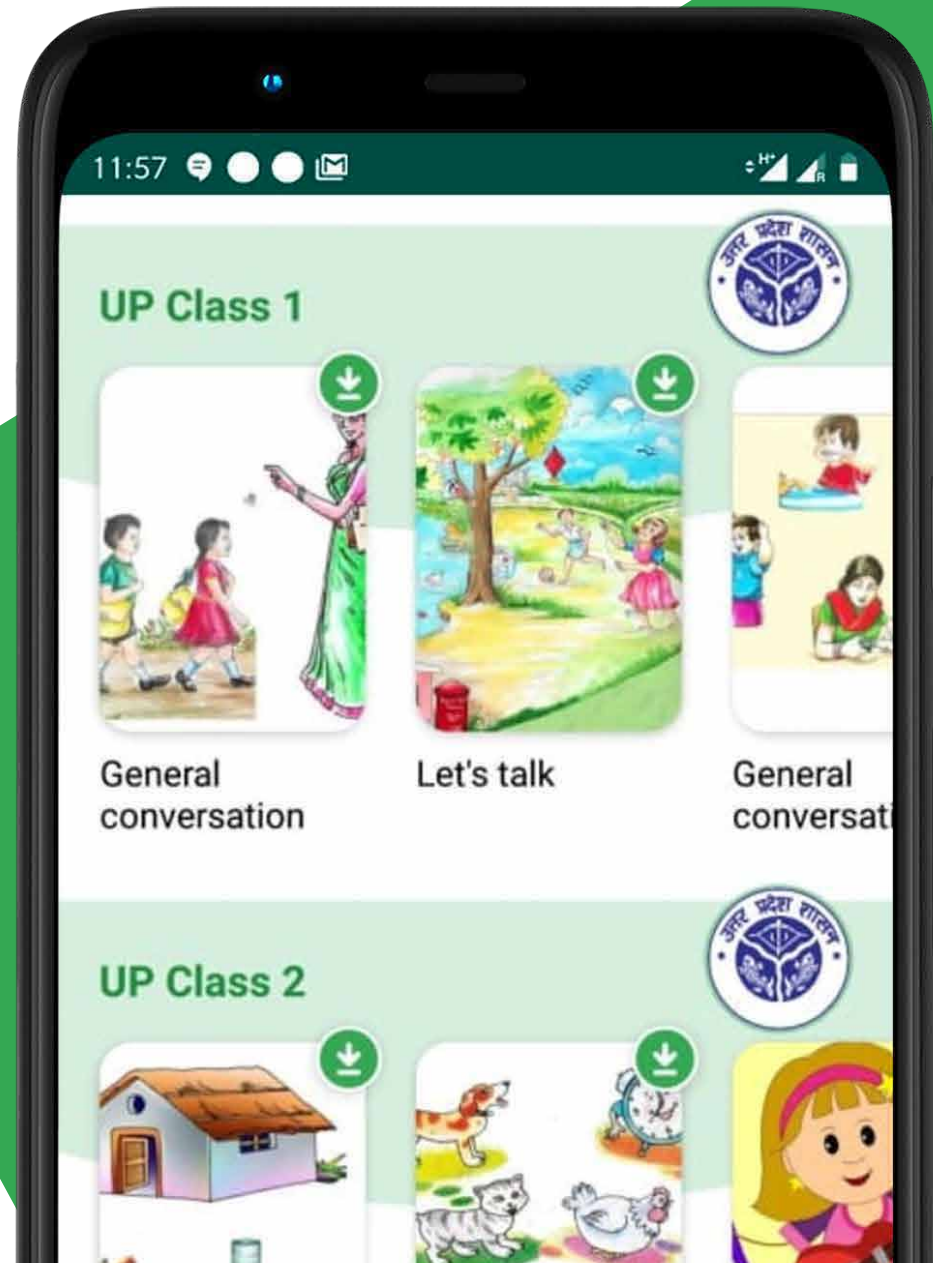
**गतिविधि विवरण:** बच्चों से कहानी से संबंधित स्मृति आधारित प्रश्न पूछें, जैसे आप बच्चों से कुछ ऐसे प्रश्न पूछ सकते हैं, "आयशा का सबसे पसंदीदा दिन कौनसा है?", "आयशा और उसके अब्बा मिलकर उसकी अम्मा के लिए क्या करते हैं?", आदि।

**एप में सुझाई गई गतिविधि:**

अक्षर जोड़कर शब्द बनाना जैसे मैं, फिर, जाते, चाय, हैं।



School textbooks from grades 1- 5 were ingested onto Read Along and would be visible to students in the state on entering the block wise partner code (to be implemented on the signing of the CLA).





# Campaign monitoring

**Data** was shared on a weekly basis outlining the highest and lowest performing districts, and a monthly progress report was shared with the DG, State Education Department.

Read Along was also integrated into the state's [Prerna Laqshya app](#) to assess the student's **oral reading frequency and reading comprehension**. Students log into the Prerna Laqshya app, choose their grade, and are then directed to Read Along, to read a story, and then back to the Prerna Laqshya app where their ORF is displayed along with a few questions to assess comprehension.



## Read Along Dashboard

### Read Along App Download

Month	October	November	December	January (till 2 <sup>nd</sup> Feb'21)
Total Downloads	6,15,172	6,93,268	8,49,359	11,46,094
Monthly Increase		78,096 ▲	1,56,091 ▲	2,96,735 ▲

\*Month on month increase in the total downloads with maximum downloads happening in month of Jan'21.

### BEO's Feedback (Insights gathered based on calls placed by Read along Saathi)

यह जानकर अच्छा लगा कि आप लोग शिक्षा के लिए कार्य कर रहे हैं हम Read Along app से बच्चों को learning करा रहे हैं, और आपका सहयोग जरूर लेंगे।

BEO – Muzafarnagar

Google Read Along से related बहुत अच्छी activities teacher करा रहे हैं। बहुत अच्छा काम हो रहा है। अगर कोई support चाहिए तो Toll free number पर call करेंगे।

BEO - Bankeganj

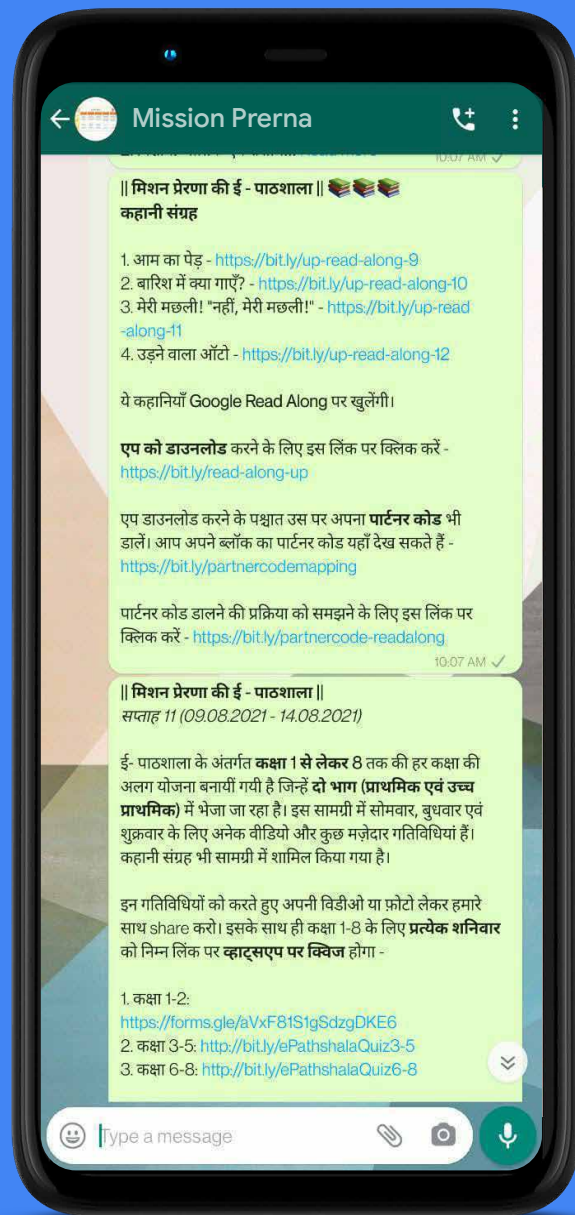
### शीर्ष 5 जिले

जनपद	कुल डिवाइस जिसमें दिया गए पार्टनर कोड भरा गया है
Varanasi	65,309
Jaunpur	39,732
Gorakhpur	37,190
Prayagraj	32,500
Hathras	28,907

### निचले 5 जिले

जनपद	कुल डिवाइस जिसमें दिया गए पार्टनर कोड भरा गया है
Ghaziabad	2517
Sant Kabir Nagar	4211
Kannauj	4337
Gautam Budh Nagar	4421
Chitrakoot	4843





## Phase 3

### Teacher capacity building (April - Present)

Teachers are the main drivers for Read Along's adoption. It was therefore imperative to educate teachers on the importance of foundational literacy and the pedagogy of Read Along, and showcase how it can benefit students to improve their reading.

# Campaign launch

Initiated a **training module** on the pedagogy of Read Along through the WhatsApp groups across the state to familiarize teachers with the **importance of early grade literacy**, and how Read Along can help achieve this goal.

## रीड अलॉग एप की पैडागोज़ी

Google

### सुरक्षित एवं भयमुक्त वातावरण में सीखना

- एप में पढ़ने के लिए बच्चों को दिया के द्वारा सहज वातावरण प्रदान करती है।
- बच्चों के द्वारा पढ़ने में होने वाली त्रुटियों को दिया सुधारने के लिए अलग-अलग निर्देश देती है जिससे भय के बजाय सीखने के अवसर मिलते हैं।
- बच्चे पढ़ने का समय अपने अनुसार तय कर सकते हैं।



### Scaffolding में मदद

- दिया बच्चों को शब्दों के उच्चारण, बार-बार दोहराकर पढ़ने और त्रुटियों को सुधार कर पढ़ने में मदद करती है।

### खेल खेल में पढ़ना सीखना

- एप पढ़ना सीखने के लिए कुछ रोचक खेल के अवसर देती है। जैसे उल्टा-पुल्टा, बलून, फटाफट आदि।



Read Along



विद्यया ऽ मृतमश्नुते



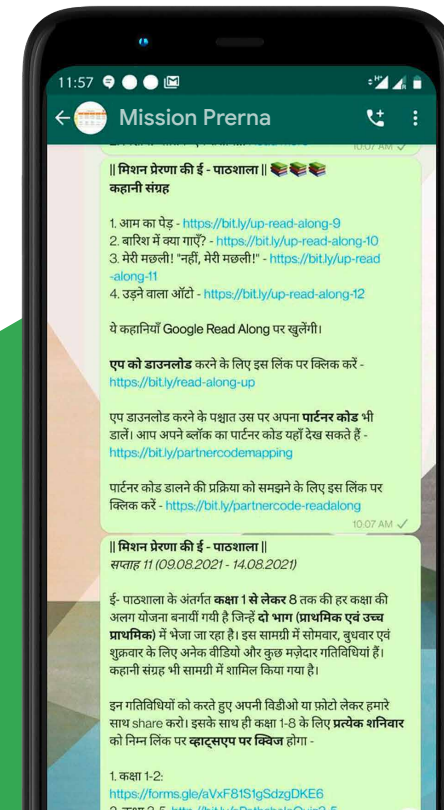
# Campaign sustenance



The Read Along jingle was promoted on **FM radio** to increase brand awareness and recall among parents and students alike.

With schools still being shut due to the second wave of the pandemic, learning needed to continue at home. Through a continued partnership with Samagra Governance, weekly **WhatsApp messages** were sent out by teachers to parents, with links to stories on Read Along. To simplify the process for parents, messages contained **deep links** which automatically directed users to the story within the app.

Illustrations are only for the ease of understanding. Read Along does not promote usage of any specific messaging app for Read Along related communications.







## Phase 4

### Classroom integration (once schools re-open)

Read Along will be integrated into the school curriculum, and be used for remedial classes through the use of tablets/ phones/ chromebook labs at a regular program level.

# Launch

Read Along can be integrated into any classroom for remedial learning, irrespective of the schools device access



## Helping both Students and Teachers

### Benefits for Students

#### Helps Students become Star Readers

Kids can earn stars and badges as they read out loud.



#### Friendly Assistance

Diya, the in app assistant helps children when they get stuck and offers positive feedback when they read well.



#### Wide selection of Interesting Tales

Over 700 stories and games to choose from.



### Benefits for Teachers

#### Personalised Attention

Read Along provides an opportunity for schools and teachers to provide each student with personalised 1 on 1 support for reading practice.



#### Effective and Easy to Access

Read Along is fun, engaging and effective with minimal tech investments.



#### Easy to Track Progress

Teachers can track individual student progress through individual profiles:

- Stars earned
- Minutes read



Videos used here were part of a pilot study conducted by Read Along, and are not specific to Uttar Pradesh. These videos are for indicative purposes only.

## Schools without tablet/smartphone labs



Read Along can be used in classrooms for **fun and interactive group reading activities**.



Read Along can be used to create fun **classroom competitions** to track each child's daily usage and create weekly/monthly rewards.



Read Along can be used to **assign homework** for students by introducing the app to parents through PTMs and recommend using the app for at least 10 minutes daily to seamlessly conduct Q&As in the classroom.



Read Along | In class group reading activity



## Schools with tablets/smartphone labs



Individual Device Model



Shared Device Model



Read Along can be used for remedial or language classes as individual device models or shared device models



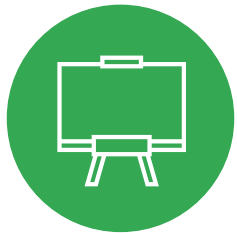
Read Along can be used to **assign homework for students.**



Read Along can be used to create **fun classroom competitions.**



## Schools with smart TVs or projectors



Read Along can be used for **classroom activities**.



Read Along can be used to **assign homework** for students.



Read Along can be used to create fun classroom **competitions**.



# 3 Key takeaway from the UP rollout



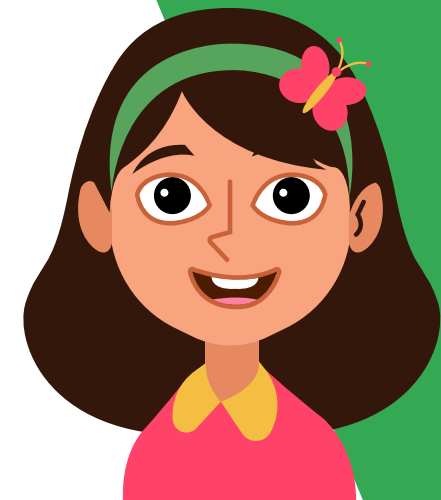
The **WhatsApp teacher networks** helped educate parents about EduTech as a credible source for out-of-school learning for students.



Awareness on Read Along was spread through the state by leveraging **34K+ influencers** (BSA's, SRG's, ARP's and SS's), **1000+ WhatsApp channels**, YouTube webinars, pamphlets and radio.



Training teachers on the **importance of early literacy** and how the pedagogy of Read Along helps their students improve, increases the usage of Read Along among teachers and parents.



# Stakeholders involved



Read Along partnered with the **Department of Basic Education, Uttar Pradesh** to roll out the Reading Campaign in conjunction with the state's Mission Prerna Program, to help children continue their learning while out of school, and attain the state's FLN mission goal by 2022.



Partnered with **Central Square Foundation** to reach out to and work with the UP state government on their FLN mission goals.



Worked alongside **Samagra Governance** to integrate into the existing Mission Prerna program in the state to reach out to parents of students in government schools to help them continue their learning while schools were shut and help improve their foundational literacy skills.



**Kaivalya Education Foundation** was brought on board as the on-ground implementation partner to help spread awareness about Read Along and increase engagement among students by leveraging the teacher network.



# Usage & Impact



**25L+**  
installs



**8.3Cr+**  
books  
opened



**24L+**  
hours read  
on the app



## We surveyed SRG's / ARP's and Teachers and saw



~99% teachers informed parents of their students about Read Along.



90% teachers felt it helped students during out-of-school learning.



~75% teachers liked that it provided reading materials to students during school closures.



~70% SRG's and ARP's felt Read Along should be used at home as well as in schools by the teachers.



85% teachers felt it will also help students when schools reopen.

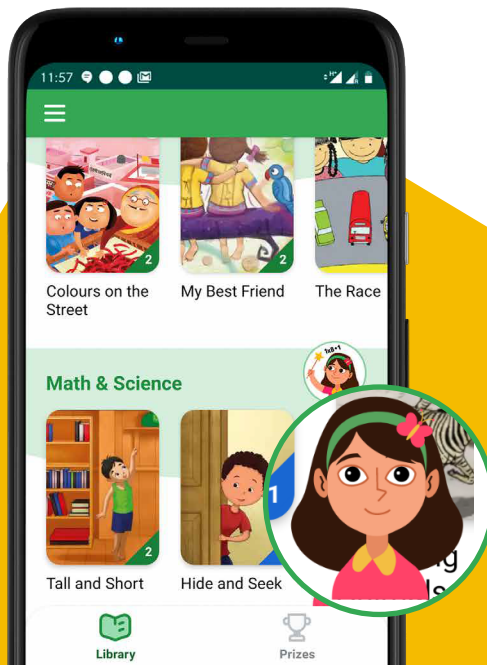


# How Read Along can enable FLN Missions

- 1 Providing access to students to a large number of free, well-illustrated stories in **8 Indian languages**. **Works offline!**

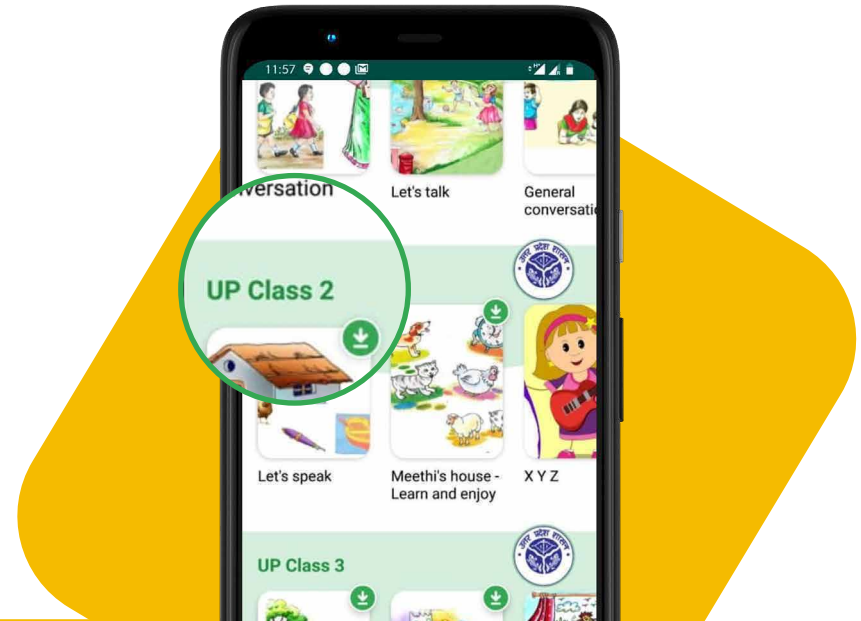


- 2 Diya, the in-app reading assistant provides individual and personalized feedback to every student.

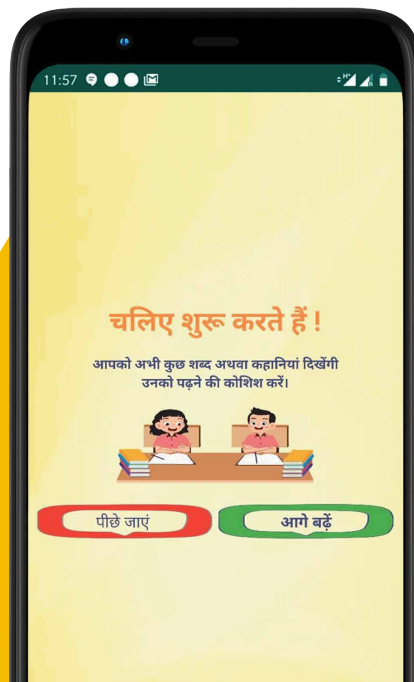


3 Read Along can provide access to **school textbooks** from Grades 1-5.

4 Teachers can use Read Along **in classroom for remedial classes.**



5 Read Along can be integrated into 3P apps for **student reading assessment** (eg: Prerna Lakshya app).



# Ground level impressions

“Schools are closed for children due to the corona pandemic. Whenever schools reopen, Read Along app will really help children.” - **SRG, UP**

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“Covid-19 के समय बच्चों में अगर 20 प्रतिशत बच्चे भी लाभ उठा सकें, बाकि बच्चे एक दूसरे से संपर्क द्वारा सीख सकते हैं, इसकी कहानियां बहुत अच्छी एवम् स्पष्ट है मेरी नजर में कोई सुधार की जरूरत नहीं है।” - **SRG, UP**

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“यह ऐप्प बच्चों की शिक्षा में बहुत ही उपयोगी है।” - **ARP, UP**

Google Read Along से रिलेटेड बहुत अच्छी एक्टिविटीज टीचर्स करा रहे हैं. बहुत अच्छा काम हो रहा है. - **BEO Bankeganj**

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यह जान कर अच्छा लगा कि आप लोग शिक्षा के लिए कार्य कर रहे हैं. हम Read Along app से बच्चों को लर्निंग करा रहे हैं. - **BEO, Muzzaffar Nagar**

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“Very useful app for students during the lockdown period” - **Teacher, UP**







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