



Tamil Nadu Reading Marathon Case Study

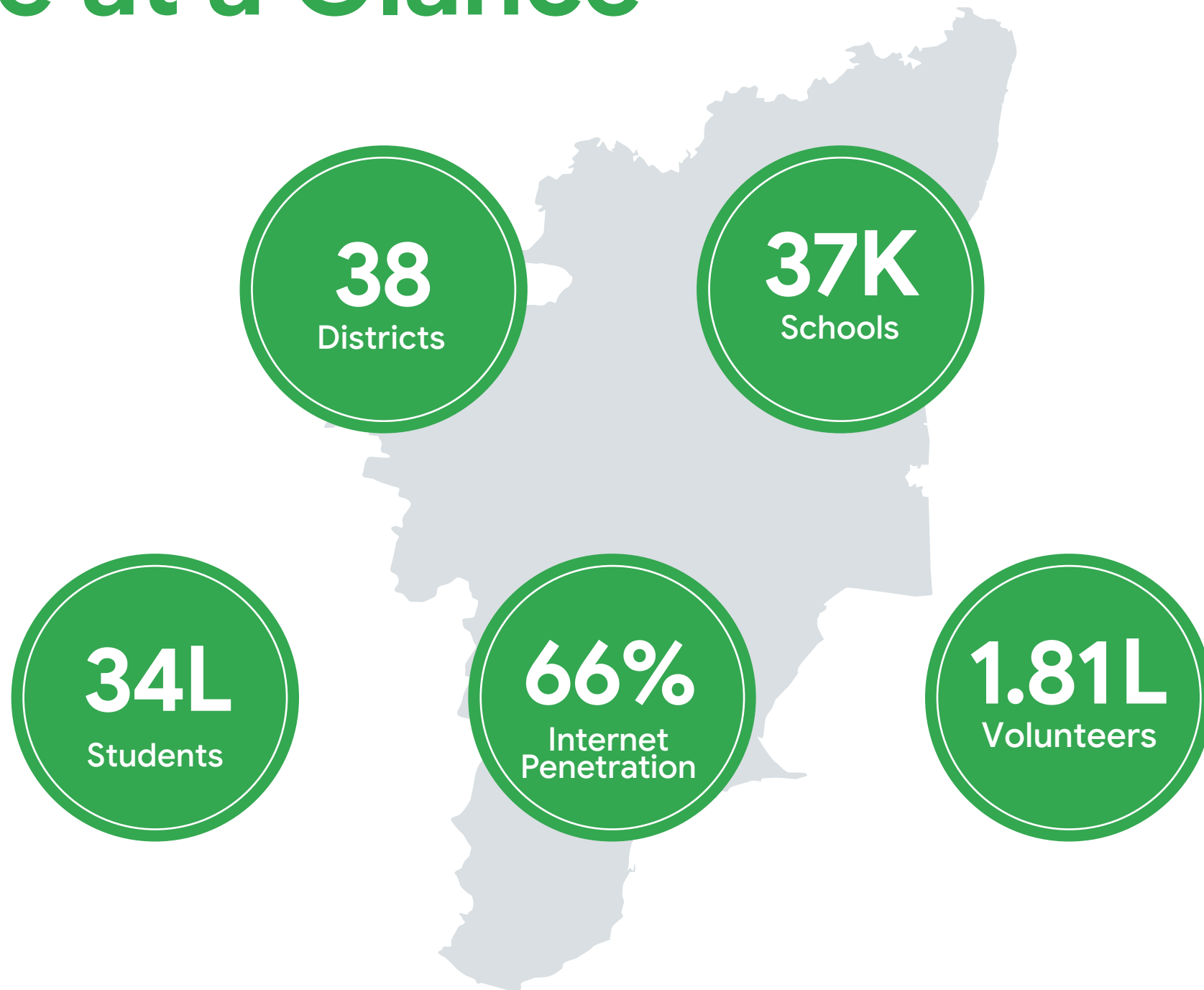
Google



1.81 Lakh volunteers of the School Education Department of the Government of Tamil Nadu used Read Along by Google to conduct a reading marathon in June 2022.

Over 18 Lakh children read 1 crore+ stories during the course of two weeks as they returned to school after the pandemic.

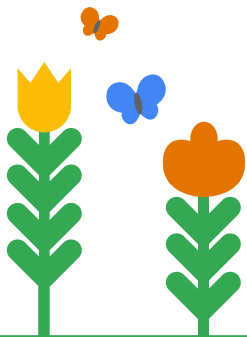
State at a Glance





The Challenge

School closures due to COVID-19 have resulted in learning losses setting back the learning levels of students by several years.





The Solution

- The Tamil Nadu state government launched the "Illam Thedi Kalvi" (Education @Doorstep) initiative in 2021
- The state set up community centers to teach students basic literacy and numeracy through the summer holidays
- 1.81 lakh volunteers signed up to teach students basic literacy and numeracy skills at these centers
- The Tamil Nadu school education department launched the Reading Marathon on Read Along across all centers in the state to help students build a daily reading habit



Campaign Design



Scope & Scale

- The reading marathon was rolled out across 1.8 lakh ITK centers in the state with the support of 1.81 lakh volunteers
- The state aimed to set a reading record with the highest number of Tamil stories read over the 2 week period



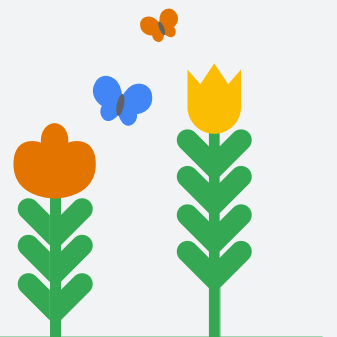
Campaign Launch

- Thiru. Anbil Mahesh Poyyamozhi, Education Minister of Tamil Nadu launched the Tamil Nadu Reading Marathon on 1st June 2022 at an ITK community center



Monitoring & Reporting

- Partner codes were created at a block level to track the downloads and engagement throughout the campaign and shared with the state
- Metrics like cumulative devices per partner code, stories read, mic minutes, correct words read were tracked over the course of the marathon



Outreach & Communication



Official Announcement

A government order announcing the campaign was sent out to all district officials.

01



Communication

Telegram was set up as a key communication medium with the volunteers. Introductory videos about Read Along and the reading campaign were shared via Telegram Groups.

02



Technology

The ITK app was used as a dissemination channel where a list of stories for the day and the partner codes were shared with each volunteer. This enabled block level monitoring of the campaign.

03



Content

A special curation of Read Along based stories in Tamil and English were shared with volunteers along with a schedule to help them plan.

04

Incentivization



Leaderboard

A leaderboard ranking each block and district on the basis of stories read was created. The leaderboard was updated daily and shared with the volunteers on the Telegram group.

01



Acknowledgement

The top 3 blocks on the leaderboard were acknowledged and celebrated with encouragement being provided to the laggards to catch up.

02



Measurement

The number of students read and the number of stories being read collectively as a state were also tracked which helped keep everyone motivated towards the larger goal of reading the most number of stories in 2 weeks.

03



Felicitation

After the conclusion of the marathon, a prize distribution ceremony felicitating the winning blocks, districts and participating students was held.

04

Adoption & Engagement



Daily Active Profiles



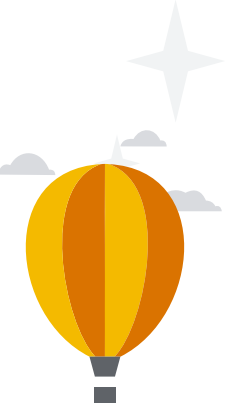
Minutes Spent Reading



Stories Read on Read Along



Stakeholder Testimonials



“... students came to my house to read the stories on Read Along with so much interest and they have won lots of stars.”

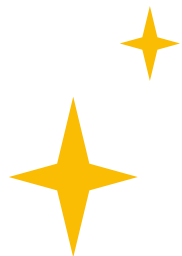
- Volunteer from Lalgudi, Tiruchirapalli

“Even the students who get scared to read English have learned to read. Students read from morning till evening with an aim to accumulate a lot of stars and prizes that Diya awarded.”

-Volunteer from Cuddalore District

“We arranged for an awareness procession for the Reading Marathon to make the parents aware about the marathon and make their children participate in it. As a result, my center holds the first place and my students won the first place by getting the highest number of stars”

- Volunteer from Coimbatore District



Key Learnings



State Champion Ensures Momentum

A state champion in a position of authority is key to ensuring a robust launch and follow through of programs with the state. In Tamil Nadu, a senior bureaucrat Mr. K. Elambahavath IAS led the Reading Marathon by actively sharing data regularly on all communication channels, commemorating successful blocks and acknowledging the efforts made by volunteers.



Integrated Communication Drives Adoption

Outreach and communications when integrated with existing state applications greatly improves dissemination of information and drives adoption. Read Along story deeplinks, partner codes and download links were seamlessly integrated into the state ITK app.



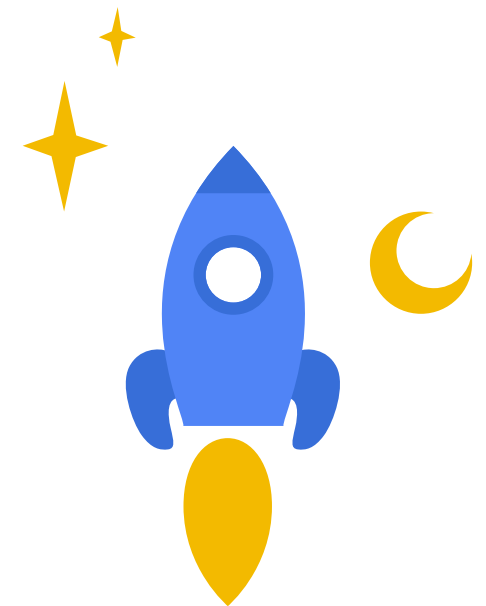
Focused Campaign Mobilizes Resources

Campaigns lasting 2-3 weeks with dedicated resources on ground have better engagement as the state administration is able to create excitement, focus its resources and drive adoption consistently over the shorter time frame.



Dashboards Help Track Progress & Reward

Data dashboards are critical to helping the state track adoption of Read Along and take necessary interventions to improve usage where required. When used as a leaderboard, it can be a powerful way to engage field teams and end users to improve campaign goals.





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