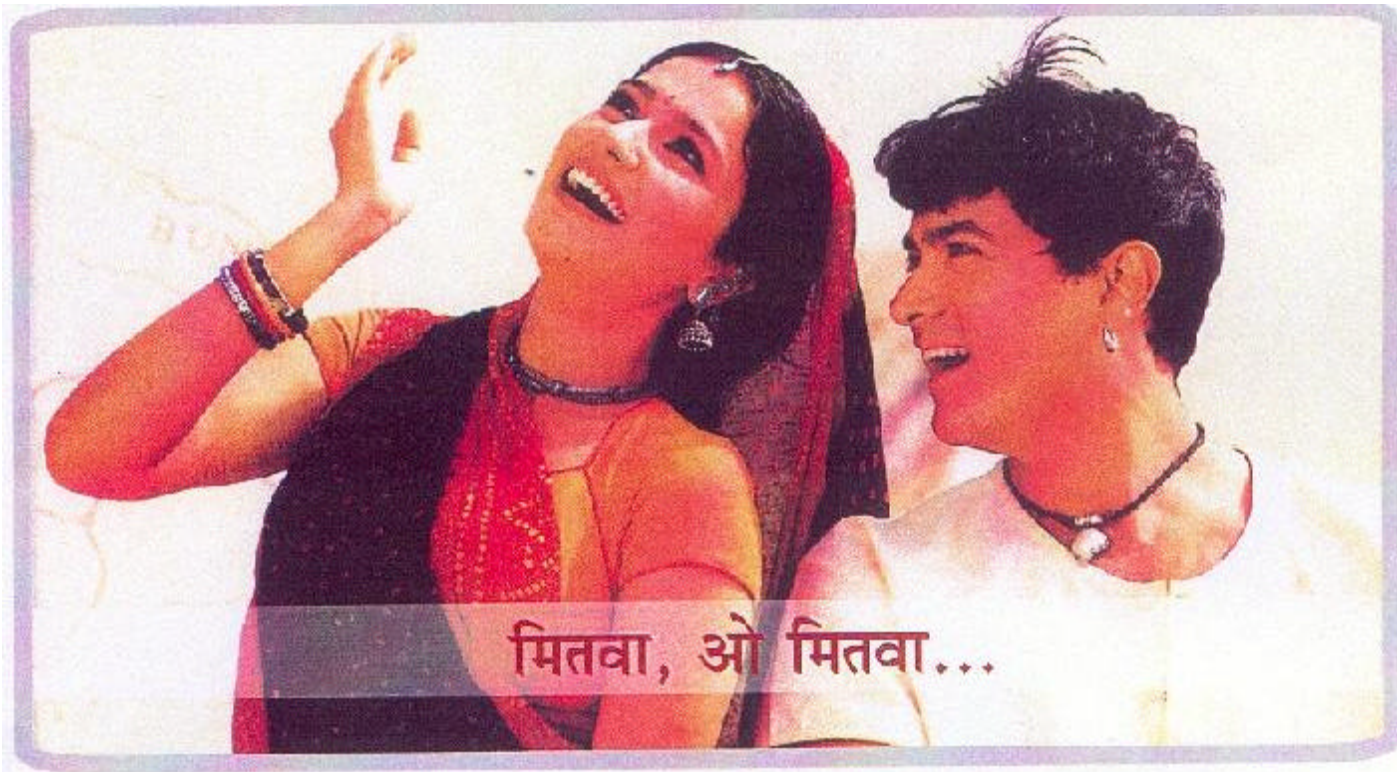


Can Bollywood Film Songs Help Improve Literacy in India?

A Development Marketplace Project



Brij Kothari

Indian Institute of Management, Ahmedabad

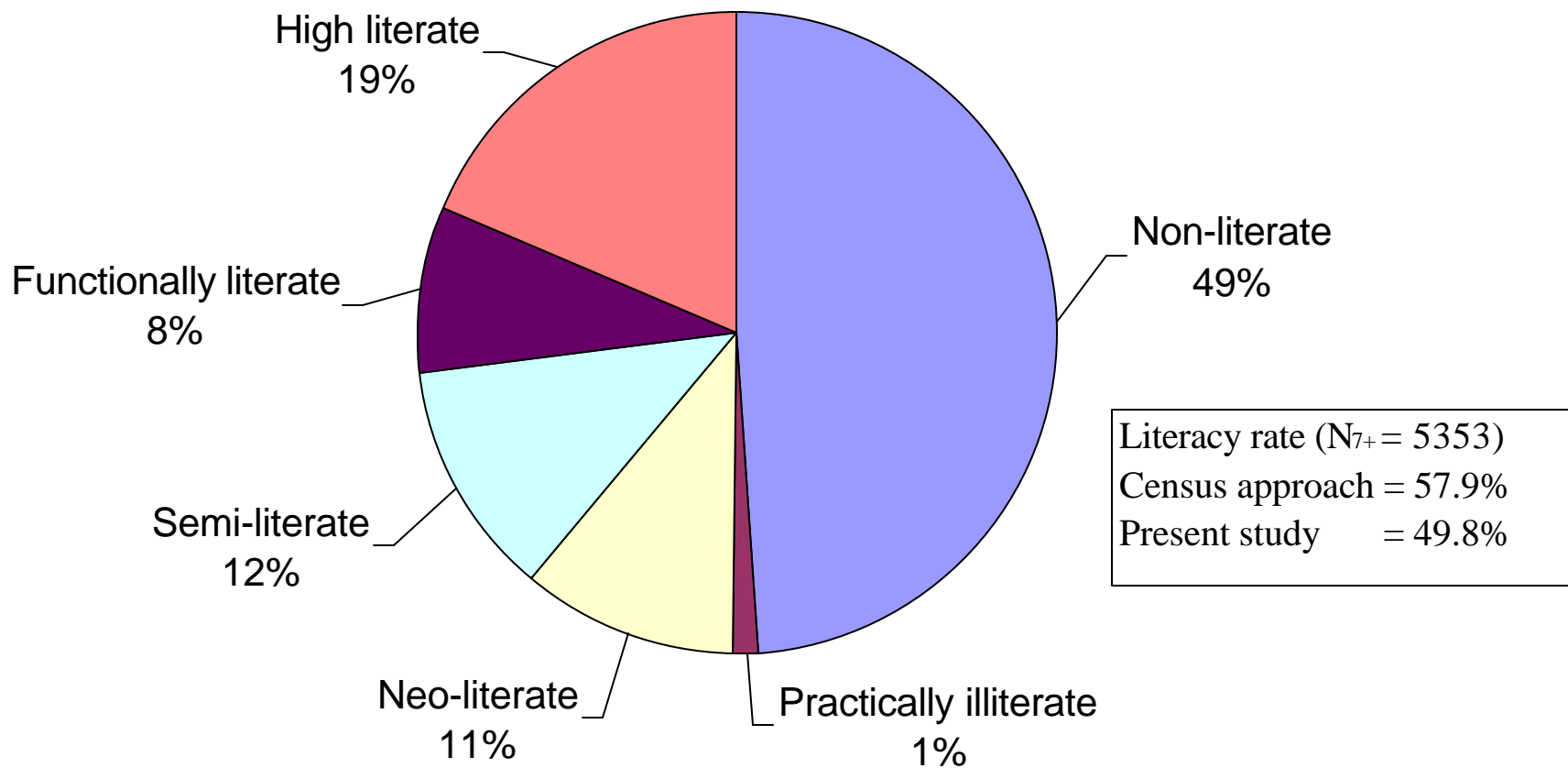
Good News

Decadal literacy growth in India (7+ age group)

Year	Literacy Percentage	Decadal Growth	Non-literates (millions)
1951	18.3	--	--
1961	28.3	10.0	249.4
1971	34.4	6.1	283.03
1981	43.5	9.1	305.31
1991	52.5	8.7	328.88
1997	62.0	--	--
2001	65.6	13.1	295

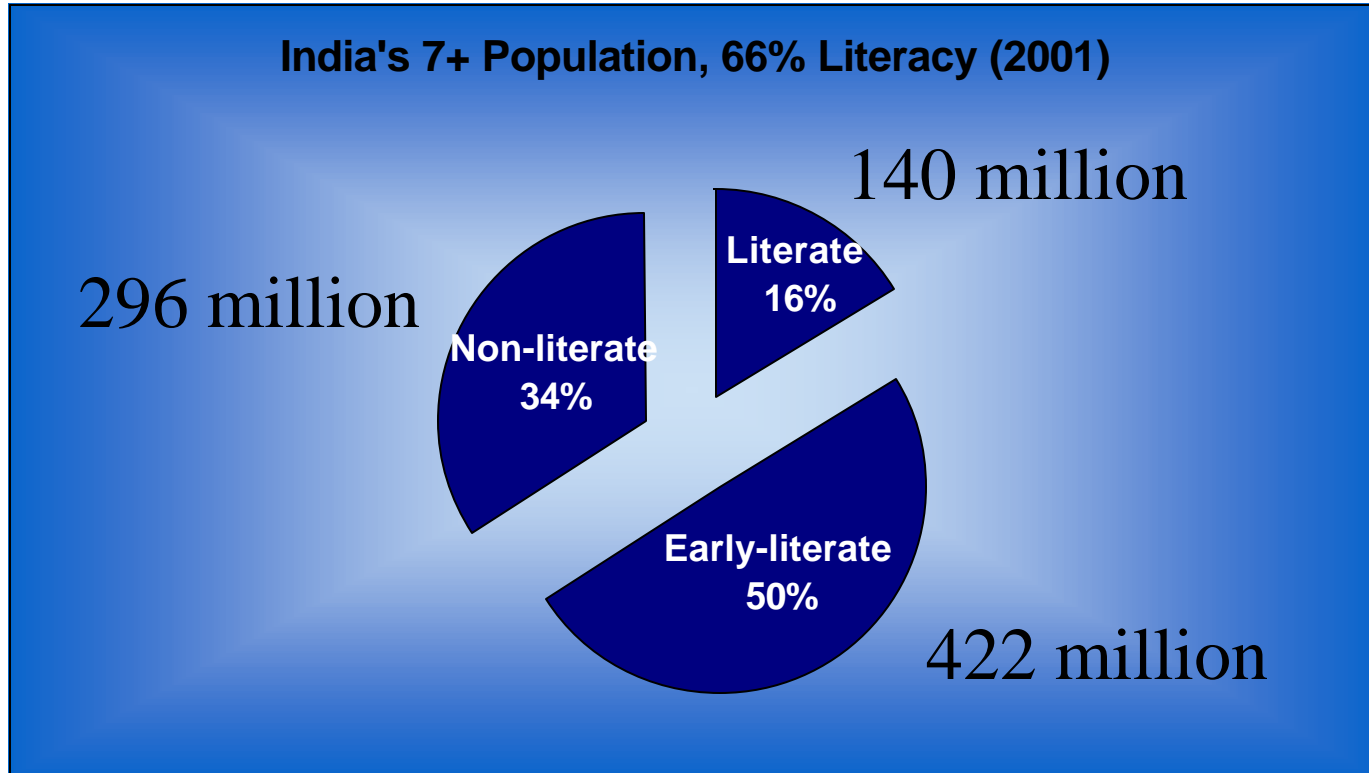
Source: NSSO and 2001 Census

Literacy Levels, 7+ (six villages)



	Non-literate	Practically non-literate	Neo-literate	Semi-literate	Functionally literate	High literate
Score (max=40)	0	1-9	10-29	30-36	37-38	39-40

Problem



Based on 5-state ORG-MARG survey:

75% of “literates” read simple passage with difficulty

Women: 70 % of early and non- literate

Hindi belt: 50% of early and non-literate

Why?

- Average years of schooling: 1.8 (female) & 2.9 (male) (minimum class 5 required for newspaper reading)
- Less than 30% complete 8 years of schooling
- Pupil/Teacher ratio: 50
- 33% Children aged 6-14, out of school
- 33% Head teachers out of school at any given time
- Girls are primary victims of a lack of upper primary school (classes 6-8) in village

Source: PROBE Report (1999)

Context

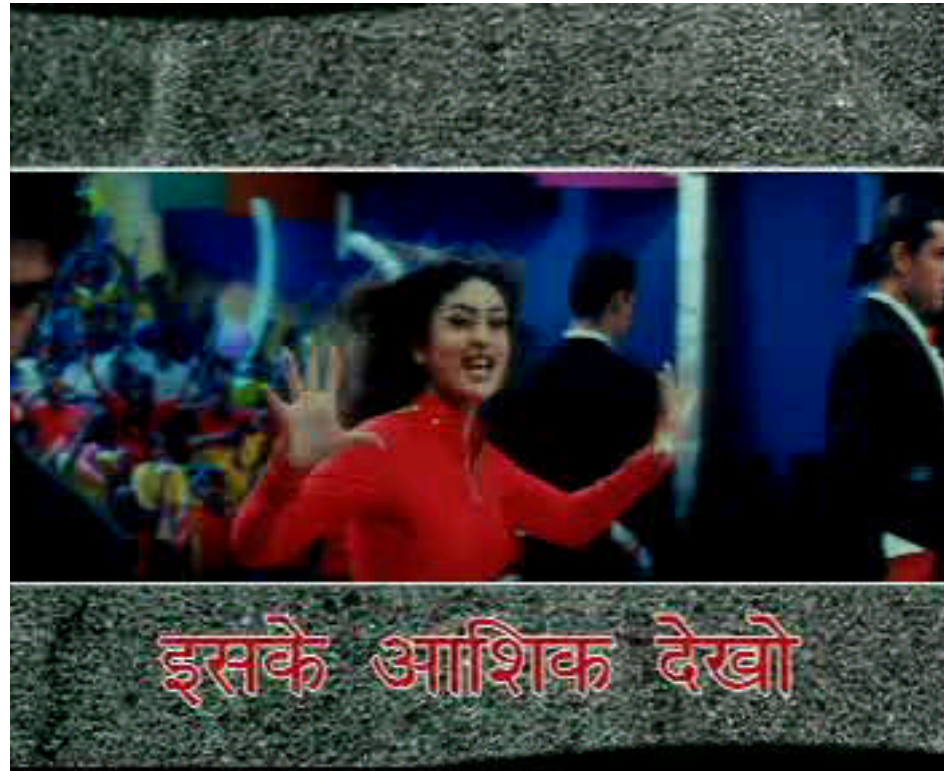
- What do people do in everyday life?
Television for entertainment!
TV commands 72% of media contact (NRS 2002)
- Access: 500 million (81.6 million TV homes;
12% growth, 1999 to 2002)
- Viewership of Chitrahaar: 150 million
(100 million early literate)
- Popularity of film-song programmes in many regional
languages and states

Solution?

**Same Language Subtitling
(SLS)**

What you hear is what you read.

Same Language Subtitling



Same Language Subtitling



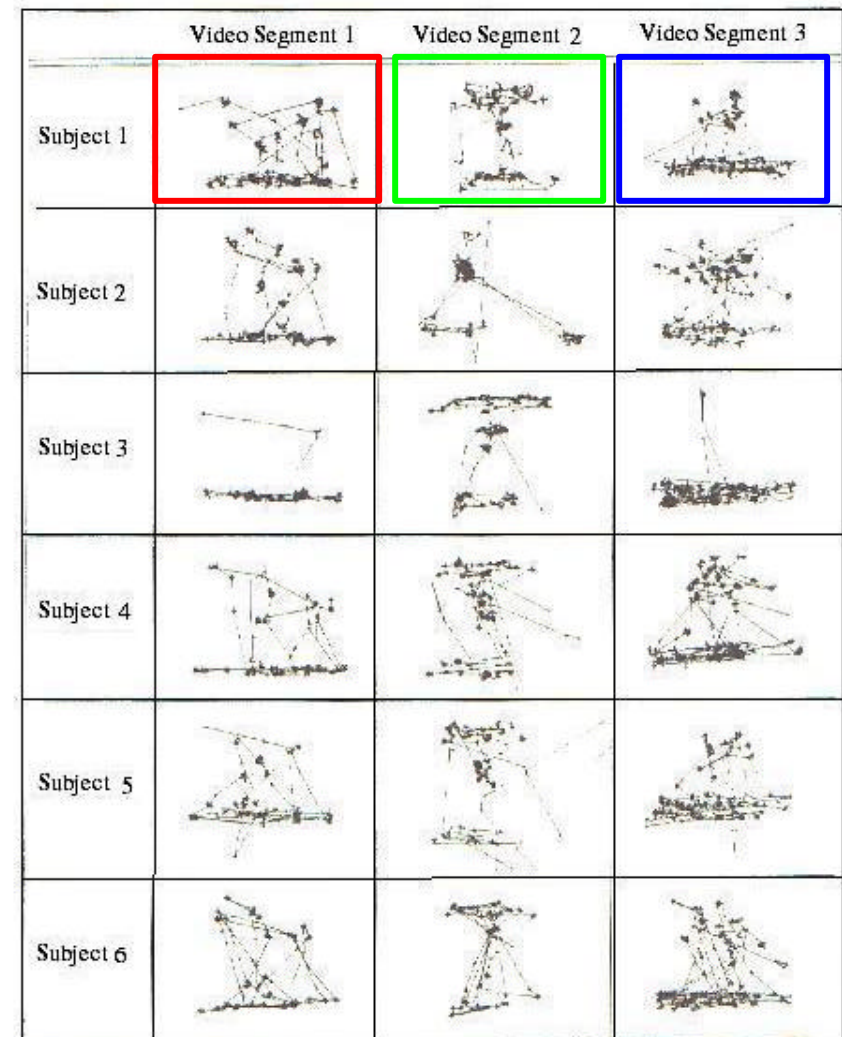
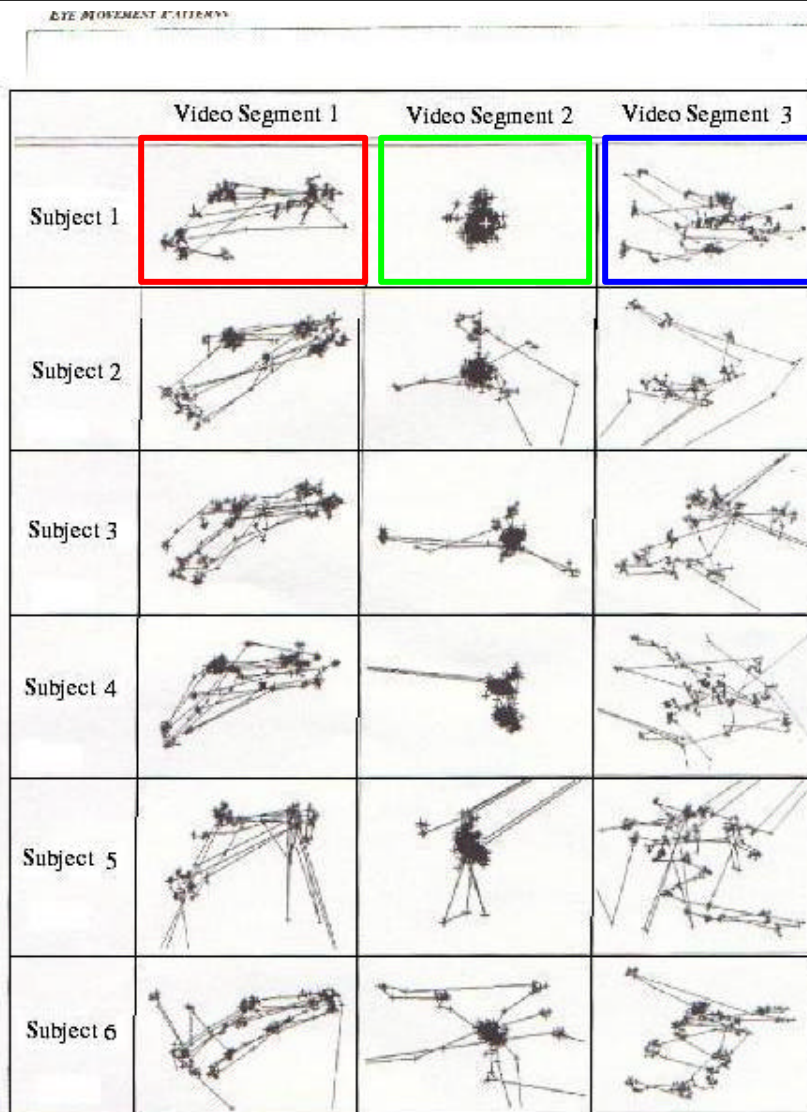
Same Language Subtitling

- Why? Reading becomes automatic, subconscious, in everyday entertainment
- Why songs? Hugely popular, repetition, anticipation and instant gratification, adds value for all
- Motivational value for non-literate
- Print-exposure with text-sound association for pre-reading children

Literature on Language Learning

- Stephen Krashen's input hypothesis: comprehensible input needs to be just above linguistic competence
- Language learning: Acquired versus learned distinction
- Vanderplank: Effectiveness of subtitling depends on process of "taking out"
- d'Ydewalle, Jensema: Reading of subtitles is inescapable
- Decoding ability linked to comprehension
- Print exposure

Eye Movement Patterns (Jensema *et al.*, 2000)



No Subtitling

Same videos

Subtitling

Experiments

- 1997: Field visits to villages, slums in Gujarat
- 1998: School experiment in Ahmedabad (3 mos.)

On TV

- 1999 - 2000: Chitrageet (Gujarati, Film)
- 2001: Geet Tamaara Bol Amaara (Gujarati, Folk)

Development Marketplace Grant

- 2002: Chitrahaar (Hindi, Film, National)
- 2003: Chitrahaar and Rangoli (Hindi, National)

Geet Tamaara, Bol Amaara (folk songs)

- Competition mode
- Questions to focus on lyrics
- Questions for social awareness and knowledge
- Lyrics posters
- Two-in-one player
- 6010 postcards received (26 episodes)

School Experiment

18 hours of viewing SLS songs (3 month-period)

Average syllable-level reading improvement

<i>Group</i>	<i>Mono syllable</i>	<i>Two syllable</i>	<i>Three syllable</i>	<i>Four syllable</i>
<i>With subtitle</i>	1.57*	2.93*	4.15	5.27*
<i>W/O subtitle</i>	0.62	1.33	2.49	3.72
<i>Control</i>	-0.56*	0.84*	1.95	1.49*

N=46 in each group * $p < 0.05$

- Improvement most apparent in 2-syllable words

Gujarat TV pilot



Gujarat State Experience

Average, 13 Chitrageet programmes seen (over 6 months)

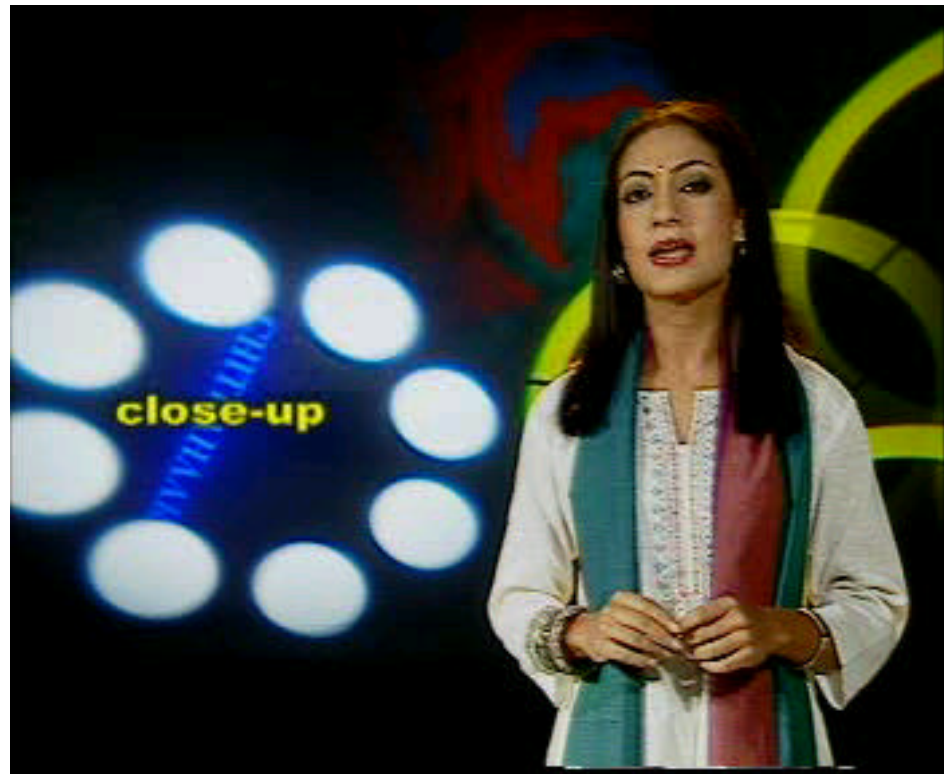
Improvement in reading

		Exercise One	Exercise Two		Exercise Three	
Group	n	d_S	d_S	d_W	d_S	d_W
Exp.	358	4.4	3.5	2.4	3.9	2.8
Control	121	0.4	0.9	0.5	2.9	0.9
p<		0.00*	0.00*	0.00*	0.27	0.00

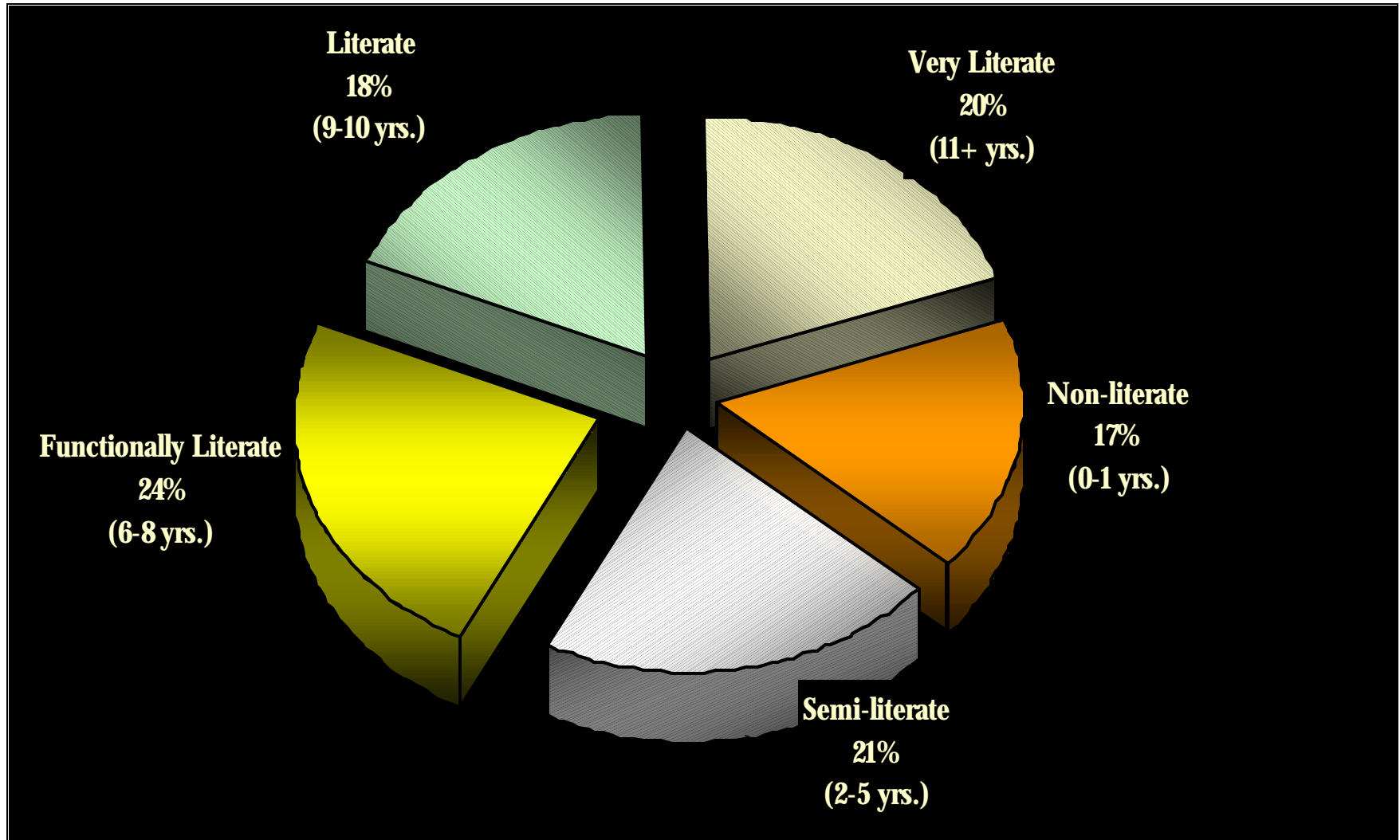
Chitrahaar

- Since Aug. 21, 2002
- Feedback: E-mails, postcards to DDK Mumbai and Inland Letter Survey by IIMA
- Survey by ORG-MARG to evaluate acceptance of SLS on Chitrahaar
- Baseline survey for literacy improvement, ORG-MARG

Chitrahaar on National TV

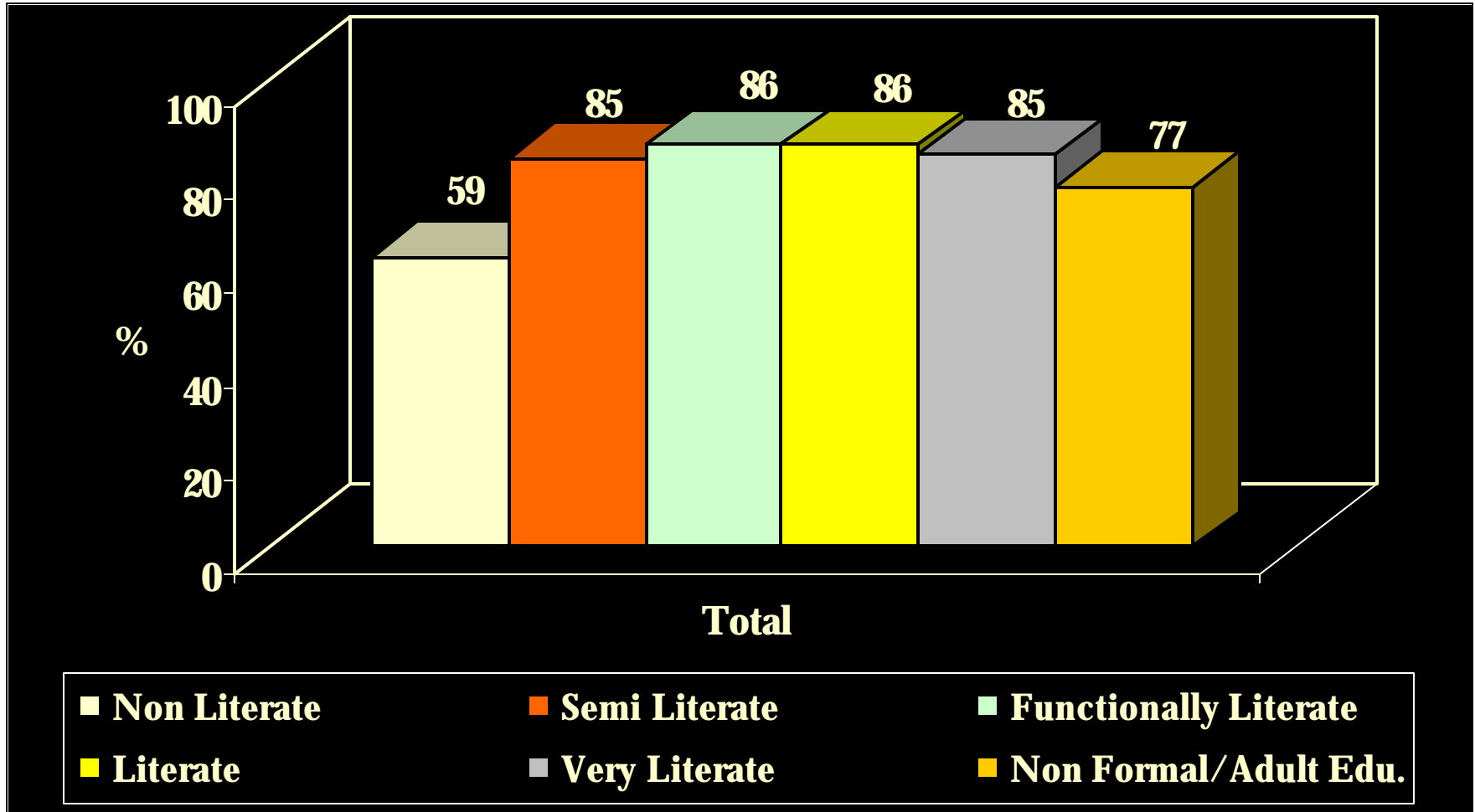


LITERACY LEVEL IN SAMPLE (yrs. of schooling) (N=2539)



% WHO LIKE SLS BY LEVEL OF LITERACY

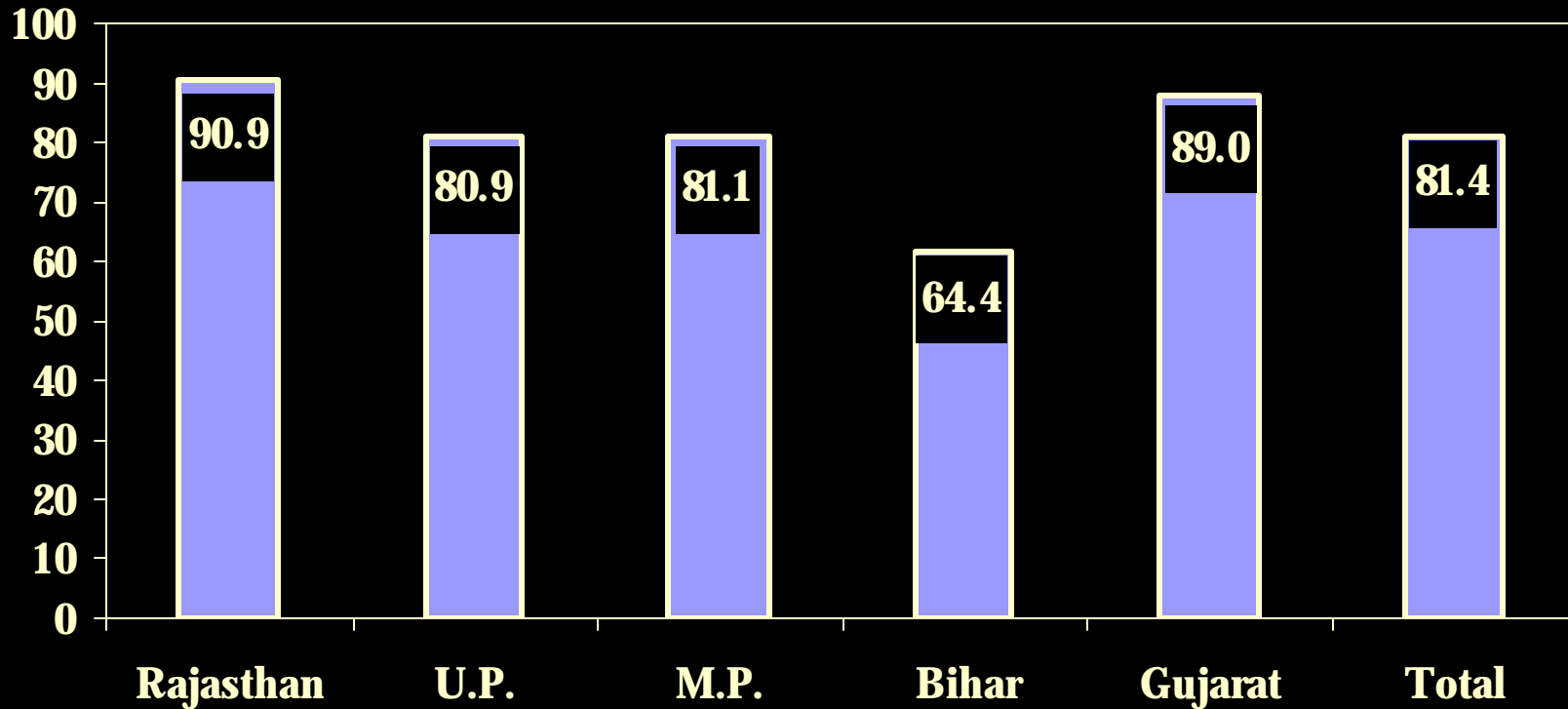
(N=2051)



Around 7% Neutral for all groups

% WHO LIKE SLS IN CHITRAHAAR

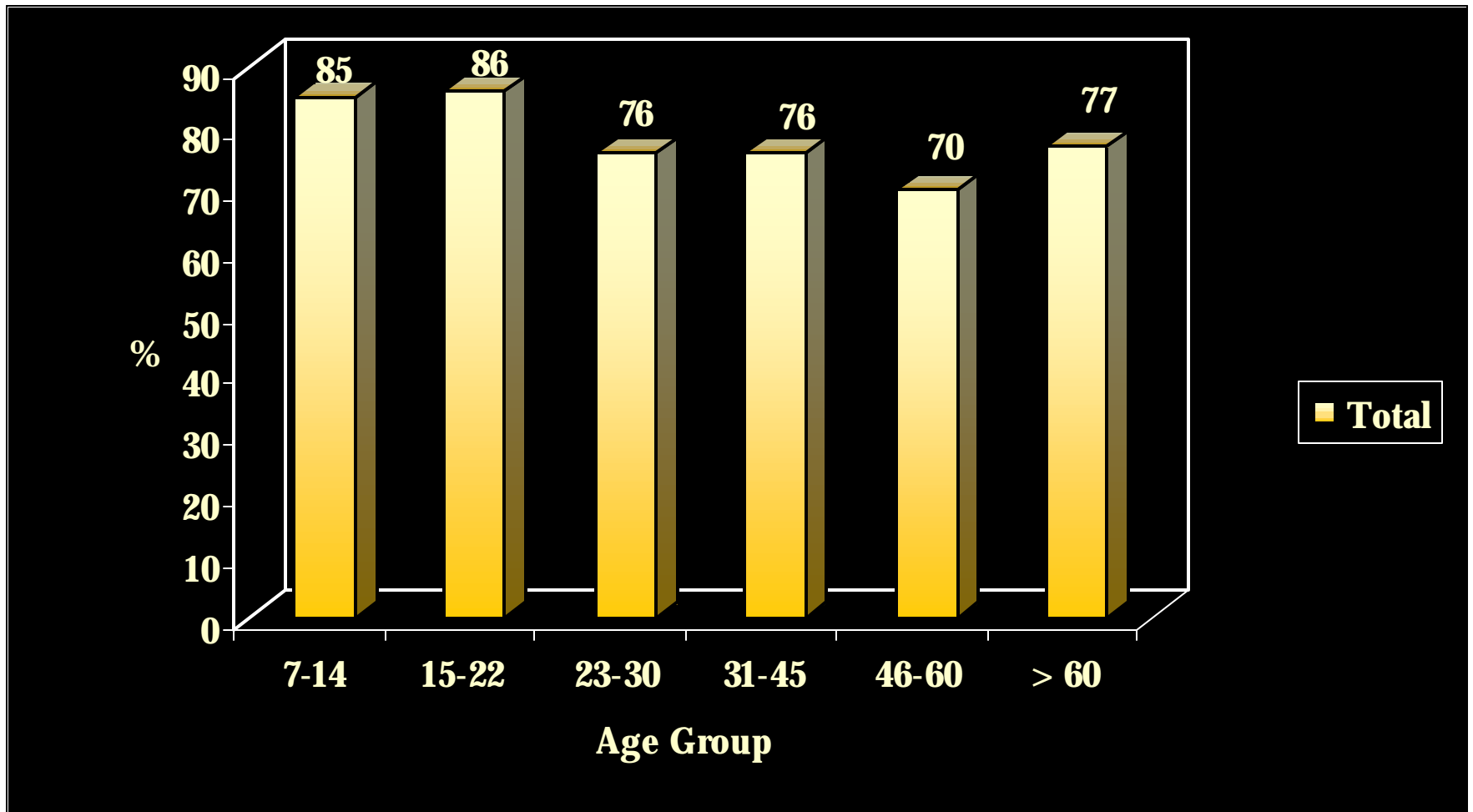
(N=2539)



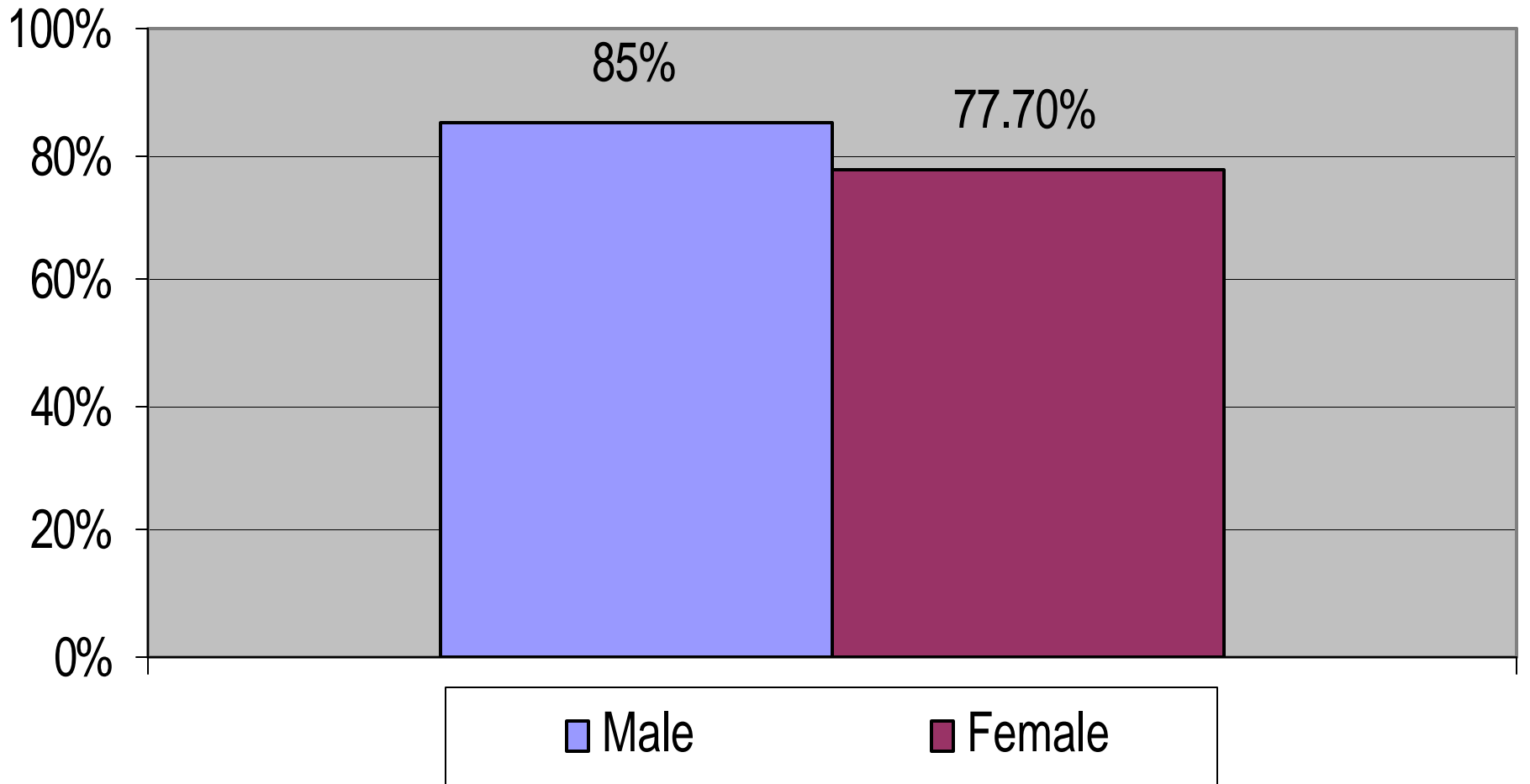
Overall, 7.1% are neutral and 11.5% do not like

% WHO LIKE SLS BY AGE

(N=2051)



Liking for SLS by Sex



Inland responses

- Hindi states: 8.7% from UP, MP, HP, Bihar, Rajasthan, Chhattisgarh
- Non-Hindi states: 91.3% from Maharashtra, Karnataka, Orissa, Kerala, Punjab, Sikkim, Assam, W.B., T.N., J.K.

Inland responses

- Want to see SLS on Chitrahhaar?
 - *Yes: 91.2%*
 - *No: 8.8%*

Viewers' perspective: Why like SLS?

- **We can know/write/memorize lyrics**
- **We can hum, sing along**
- **Can 'hear' songs better (old TV, ambient noise)**

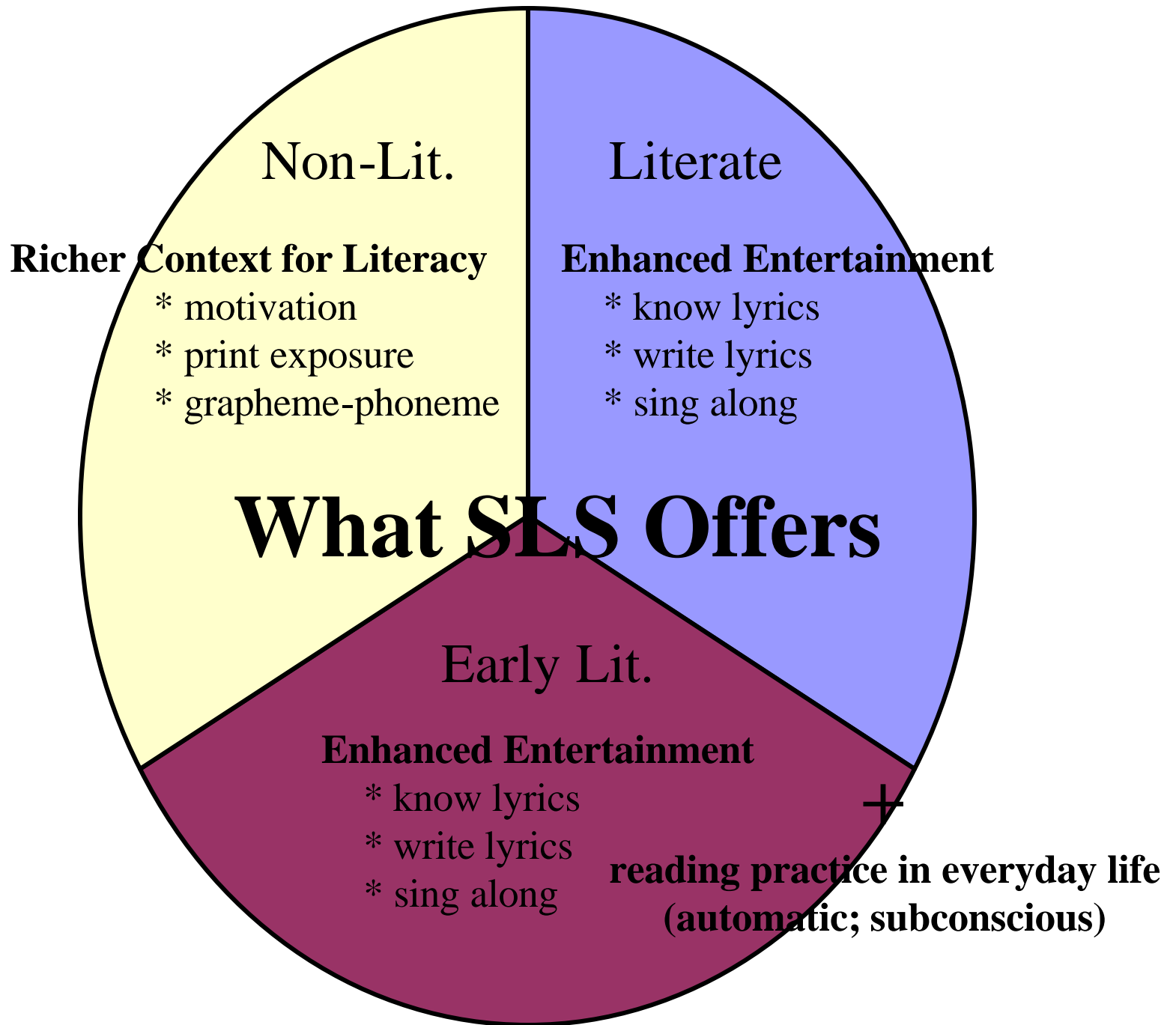
- **Helps us with reading, spelling, vocabulary, language**
- **Deaf and hard of hearing can also enjoy**

SLS contributes to ratings

Chitrahaar ratings **up** 12%

Rangoli ratings **down:** 14%

(average of 23 episodes)



Cost Comparison in Hindi belt

SLS -- 30 minutes of weekly reading

practice at: \$0.000156/person/year

Reach 100 million early literates

Government continuing literacy programs

budget: \$3.00/person/year

Aim to reach 46 million early literates

SLS is 20,000 times cheaper!

Reach is double & growing; more reliable.

One cup of coffee...

**Can make 10,000 people read
for ONE YEAR!**

From: "Sumit Bansal" <sumitbansal_81@yahoo.com>

To: <ddchitrahaar@indiatimes.com>

Sent: Friday, December 06, 2002 11:51 PM

Trend-setting program

Hi Tarana,

I liked the idea of making the songs readable as it is a totally novel and a very great idea which make chitrahaar score more than any songs show on the television.

And the last song should also have the subtitles these can be made on the top instead of bottom of the song. Because it does not suit that chitrahaar which has started the trend should have a song without a subtitles.... So with best wishes... one of your admiring viewer

Sumit Bansal,
Chandigarh

From: "mrudula madhavan" <mrudulamadhavan@hotmail.com>

To: <ddchitrahaar@indiatimes.com>

Sent: Friday, December 06, 2002 2:30 PM

Subject: hai

Feeds interest in lyrics

Hai tarana,

I like ur performance& all those 'bugbug'. U remind me myself. U r different from the typical boring Vjs, my mom also like u.& **i love the new form of chitrahaar - by showing the lyrics. Now we r more clear about the words & its meaning we sing.** Can u get ur personal id so that i can talk to u. If u like, reply.I'm an engg student in kerala. evercome to kerala?where's ur home?

Mrudula

Malappuram

Kerala.

From: "Attul Laxman Ramphale" <attul_aditya@rediffmail.com>

Date: 10 Jan 2003 07:23:25 -0000

To: ddchitrahaar@indiatimes.com

Song request to know lyrics

i want to see a song from gulam featuring mithun chakravarthy, **because i want to know the lyrics** "...tumhara dil ya hamara dil hai" or let us know if u do't show old songs

Subject: At last

From: "kanu khatri" <khatri_jpr@rediffmail.com>

Date: 8 Jan 2003 14:58:38 -0000

To: ddchitrahaar@indiatimes.com

Clarifies lyrics

After all I came to know about the Ladki chaiye khas-khas song from 'Kyonkee Main Jhoot Nahin Bolta' that Sush says "Mujhko aisa hi-fi CHANNAMAHI chaiye". **I always thought that it was "Mujhko aisa hi-fi STANDBY chaiye".** Thank u very much for the same, I am very addicted to the song and **now I know what is the real STANDBY.**

Thanks again.

Manoj Khatri , Jaipur-20

Subject: i like your chitrahaar very much.

From: "sushant kumar sarkar" <sushant_singer@rediffmail.com>

Date: 15 Jan 2003 16:04:58 -0000

To: ddchitrahaar@indiatimes.com

Reading is incidental

Hi, TARANA,

I am **SUSHANT SARKAR** from Hubli Karnataka.

I like your show chitrahaar very much. You are my best anchor.

My friends too like watching chitrahaar especially when you give some interesting facts about Bollywood. Do keep us

telling us more facts. **I & my friends are very happy that chitrahaar has started showing the lyrics of the songs which helps me a lot to learn the songs.** I wish all the members of

chitrahaar. **WITH LOTS OF LOVE**

SUSHANT SARKAR.

From: "RAHUL KHULLAR" <rk_gnaent@yahoo.co.in>

To: <ddchitrahaar@indiatimes.com>

Sent: Thursday, December 05, 2002 9:27 PM

Subject: HELLO

Promotes reading & writing

Hi, Tarana

We are regular viewers of Chitrahaar . **We like it in new mode of writing. We have written some songs from chitrahaar.** But u shows only new songs , sometime show us old popular songs like the songs of Raja Hindustani, Dil wale dulhanea lay jayege, Khush kush hota hai etc.

Rahul & Rachna

Jalandhar Cantt (Punjab.)

Subject: Appreciation

From: bindu spillai <bindu_24us@yahoo.com>

Date: Wed, 4 Sep 2002 18:16:35 -0700 (PDT)

To: ddchitrahaar@indiatimes.com

Promotes reading & writing

Hi Tarana,

I am an ardent fan of CHITRAHAAR. I never used to miss it. **The new version of CHITRAHAAR is wonderful, fabulous,** I do not have words to describe it. **The written lyrics with the song is really a help** to me because I love most of the songs and I try to get the written lyrics but listening to it and writing it down. **It takes almost five listenings** to write down the complete lyrics of a song. **With the help of chitrahaar, now I can get the lyrics of a song in one listening.** Thank you CHITRAHAAR and Tarana. BINDU S. PILLAI, TRIVANDRUM - 695004 **KERALA.**

Subject: hi

From: "swapna swap chetluru" <sopandu@rediffmail.com>

Date: 26 Jan 2003 05:03:04 -0000

To: ddchitrahaar@indiatimes.com

Group viewing

hi tarana,

wow u r superb yaar. we watch this program regularly just to listen ur comments & action. the way u speak & the way u act impresses us a lot. i actually stay in working womens hostel . **so nearly 100 members r there in this hostel. so at the time of chitrahaar we maintain pin drop silence.** just accept our hearty compliments. this weeks chitrahaar was excellent & we expect still good songs from u . bye
swapna & poornima

working womens hostel, dharwad karnataka

From: sajan <jas_smile2002@yahoo.co.in>

Date: Fri, 31 Jan 2003 08:02:13 +0000 (GMT)

To: ddchitrahaar@indiatimes.com

Subject: hi tarana & dd

Institutional recognition

hi tarana . how r u ? hope that u r fine.m sajan from lohian,punjab.i really like u & ur way 2 present DD Chitrahaar. **DDC has really grown up under inhouse production of DD. Now we can read songs as well as hear & see.** I'll feel a lot happier if u'll anounce my name in DDC.& i hope so . ok bye & take care. v'll meet on WED DD CHITRAHAAR TARANA

SAJAN, LOHIAN
PUNJAB

From: "sunil k dasar" <sunil_dasar@rediffmail.com>

To: <ddchitrahaar@indiatimes.com>

Sent: Thursday, December 05, 2002 5:32 AM

Subject: hiii

Institutional recognition

hi tarana,

i am SUNIL DASAR from HUBLI, KARNATAKA. i like chitrahaar very much. The project which chitrahaar has adopted along with IIM, AHMEDABAD is very useful for us as we can know the lyrics also. Please play me a song from the film RAAZ.

byeeee

Subject: Re:

From: anuraj nair <anuraj_3434@yahoo.com>

Date: Thu, 6 Mar 2003 04:05:37 -0800 (PST)

To: ddchitrahaar ddchitrahaar@indiatimes.com

New program identity

hai tarana,

my self anuraj nair from hyderabad, you had promised me to include my name in the forth coming episodes of your progamme, i just simply coment a single thing that, **i sugget your programme name from doordarshan chitrahaar to lyrics darshan chitrahaar** , how is my suggestion.. o.k. i will enjoy watching your programme

Subject: MAIL OF APPRECIATION

From: priya bhat <priyabarla@yahoo.co.in>

Date: Wed, 25 Sep 2002 06:06:03 +0100 (BST)

To: ddchitrahaar@indiatimes.com

SLS enhances entertainment

HI TARAANA, How r u? All of us are regular watchers of your show. Its really wonderful. The way u host the programme is just amazing. **The programme has become more popular after u started putting the wordings of the songs.** Honestly, CHITRAHAAR is one of the best programmes on DD-1. KEEP IT UP.
BYE.

Subject: hello

From: Sushant <sushant@kiit.org>

Date: Fri, 7 Mar 2003 2:40:46 -0000

To: ddchitrahaar@indiatimes.com

Longevity of Chitrahaar

Hello Chitrahaar

"CHTRAHAAR SADAABAHAAR"

I like to watch Chitrahaar and watching it since 1990. And its new feature of reading song is really fantastic. thanx for keeping good job.

sushant

From: "tenzin zin lhabu" <chuksguy@rediffmail.com>

To: <ddchitrahaar@indiatimes.com>

Sent: Friday, December 06, 2002 3:38 AM

Subject: hi

Longevity of Chitrahaar

Hi

I am Rangjung sending this mail from the mundgod. **I am watching the chitrahaar everyday since i was 9 . And now i am in 22**, i love this programme specially you Tarana. I was fall in love with girl with Donzen. If you please i love to dedicate this song to her. Title song of Dhadkhan.

Rangjung [**Tibetan guy**]

Mundgod

From: "itsiagain56" <itsiagain56@indiatimes.com>

To: ddchitrahaar@indiatimes.com

Subject: thanks

Date: Thu, 23 Jan 2003 17:01:51 +0530

Deaf & media access

Dear Tarana didi,

Thanks for giving us a wonderfull chitrahaar. It is the only prog. on T.V. which i watch Because I cannot hear but i can see And note down the lyrics . Its really a boon for the people like us. From this prog. i have learnt what lyrics are & how wonderfull are they? (early i thought songs are just to amuse but after seeing the lyrics i think that they carry meaning with them too) But I am angry with you because you dont give the lyrics of the last song. Sorry for spelling mistakes

-rohit

Subject: aadaab tarana jee!

From: nuzhat jabeen <leo_14_1985_nice@yahoo.com>

Date: Mon, 20 Jan 2003 19:36:03 -0800 (PST)

To: ddchitrahaar@indiatimes.com

Pakistan

dearest&sweetest tarana!

aadaab,

how r u?v r regular viewer of your program.v love your comparing style.v like all songs that u play. **lyrics in written form is a nice addition in program but v can't read hindi.** this is r third mail in your program,plz do read it.

wish u all the best.

nuzhat,nosheen,farhat.

from, **pakistan**

Subject: message

From: aditi barman <boilingblood_adi@yahoo.co.in>

Date: Tue, 21 Jan 2003 04:17:28 +0000 (GMT)

To: ddchitrahaar@indiatimes.com

Nepal

hi Tarana

your beautiful face & lovely hosting attract us very much. We know the all the presentations of chitrahaar, 13years ago also .We are so fond of this programme. **The new version of "readingn the song " is so good** .Wishing a happy,peaceful,calm & good REPUBLIC DAY of india to all the citizen of india. Plz being a old viewer of this programme you will annnounce. YOUR VIEWER

Bharati, Rita, Abhishek, Fucchi & dadmum

Bhadrapur-13, **Jhapa, Nepal**

From: "nabin sandhu" <buli999@hotmail.com>

To: <ddchitrahaar@indiatimes.com>

Subject: LETTER OF APPRECIATION

Date: Thu, 23 Jan 2003 18:58:01 +0530

Lebanon

Hi tarana, good evening. Am a regular viewer of close-up-chitrahaar; Whenever time permits i use to see since am working under un mission and presently posted in (unifil) lebanon. Am sending this mail to you for your superb artistic presentation. Its really pleasure to see u in the set. I also love to see your costume as well, but never seen u in suit salwar. I have a **request to playing a song dedicate to my mamma siting in nagaon(assam)** (though it is not a such request programme). The song from file carzIe, hey tumne kabhi kissise pyar kiya, tumne kabhi kisiko dil diya; Maine bhi diya.... La-la-la-la....La-la-lala. I wish you and close-up-chitrahaar for more success and glory in the years to come. Nabin singh sandhu
unifil headquarters lebanon 23 january 2003

Subject: wed chitrahaar complained

From: "devendraverma1" <devendraverma1@indiatimes.com>

Date: Sat, 15 Mar 2003 10:25:59 +0530

To: ddchitrahaar@indiatimes.com

Complaint

Producer DD CHITRAHAAR,

I have a complained for showing chitrahhar on every wednesday. You are showing in bottam of picture song's line which **diverts veiwers mind, veiwers neither see the picture of songs or song's line in bottam accordingly, which create problem to see chitrahaar. Veiwers eyes will be effected to see chitrahaar.** kindly look my complained.

thanking you

devendra kumar verma

chennai

Subject: From Nepal (wel come to Nepal)
From: prakash upadhaya <pbwriter2003@yahoo.com>
Date: Sat, 22 Feb 2003 05:19:10 -0800 (PST)
To: ddchitrahaar@indiatimes.com

SLS situated in dreams and passion

Dear sister Taranajee

Now I am Prakash upadhayay.from Nepal, I always watching your TV Program chitrahaar. It is not only very interesting but also education able, for lover of Film. I am very-very impressive from your presentation. So that I want to start good friendship with you positively, if you don't min. Because I have some very good story to make good film from ballywood. In my story need one **black beauty girl** look like 100% you . Would you healp me to making a film . Please write me letter.

I will hope, you will think very-very positively.

Name :-Prakash upadhayay; Phone no:-0997-056-60928
e-mail:-pbwriter2003@yahoo.com; Fax:-0977-056-61436

Enhanced entertainment

Subconscious reading practice



In People's Words...



Reading effort → Improvement



We see AND read



School for Deaf



Deaf student

School for Deaf



Sign language teacher

International Contexts for SLS



- **Music videos in local languages are popular on TV**
- **Early-literacy and non-literacy high**

Inner cities to remote villages in almost every country

Development Marketplace Grant

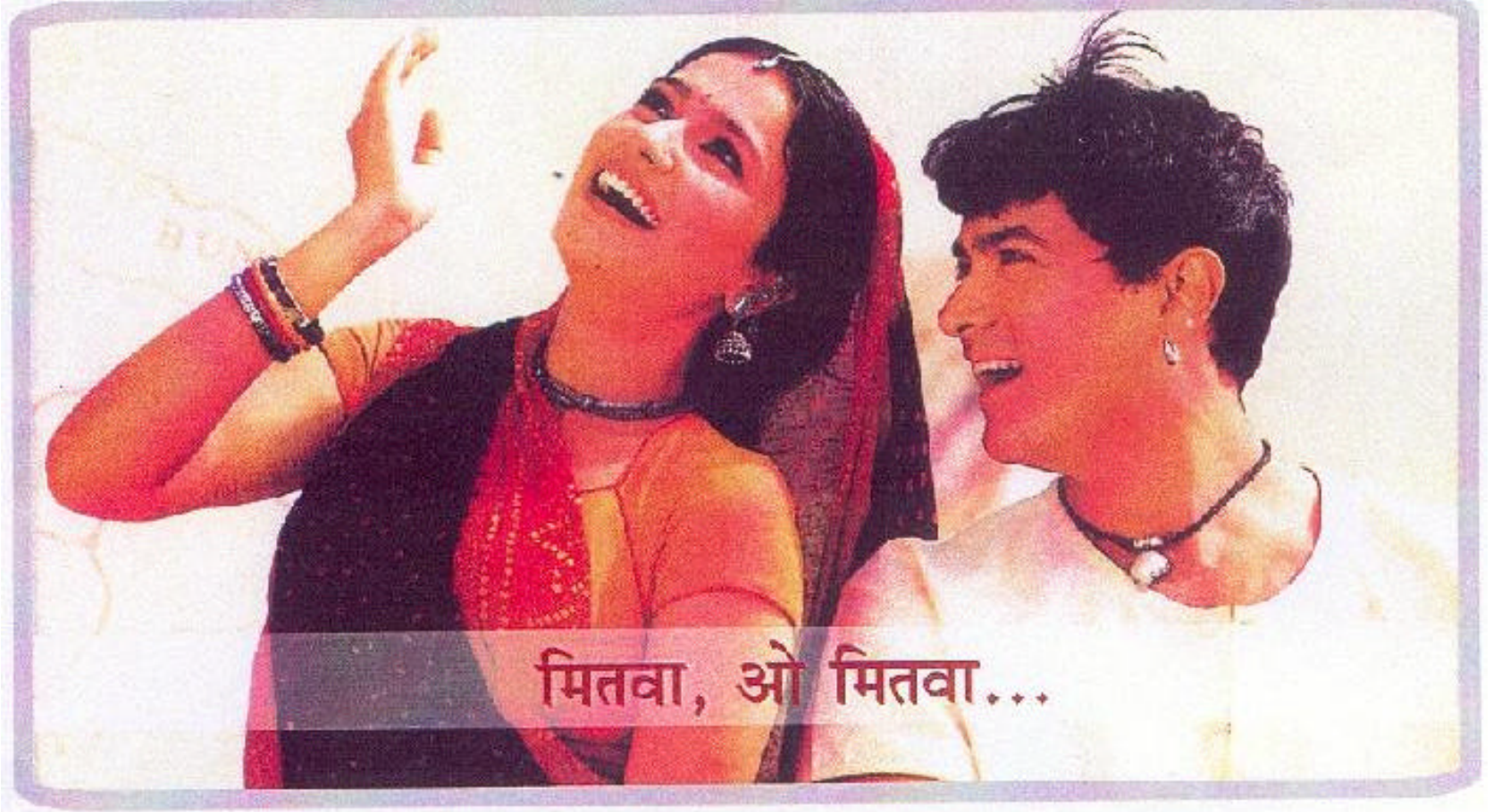
- Timing
- Amount, beyond scope of most agencies
(independent assessment, Center for SLS, publicity, policy push, surveys of early literate and deaf)
- Credibility (stamp of approval)
- Flexibility (own program to existing program; research)
- Won institutional backing from IIM and DD
- Networking
- International exposure of SLS
- Foundation for future

Future

- **Next one year**
 - **SLS on *Chitrahaar* and *Rangoli***
 - **Lyrics website for both programs**
 - **Research impact on literacy**
- **Five-year perspective**
 - **International Center for SLS: IC-SLS**

President's video





Contact: <brij@iimahd.ernet.in>