

India

Preparatory Survey on BOP Business for  
Picture Books through Reading Out Loud Activities  
In India  
Final Report

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Independent Administrative Institution  
Japan International Cooperation Agency(JICA)

Kodansha Ltd.

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# 1. Executive Summary

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## 1.1 Research Background

In India, issues of waste disposal and open defecation are becoming a serious problem with the increase of population and economic development. There is a lack of toilet facilities for 600 million people, who are resorting to open defecation, which in turn causes serious environment and health problems to society and specially the BOP segment.

In addition, improper waste disposal issues in the cities are being focused recently. Waste in Indian cities is increasing year by year, with 40% being disposed illegally\*. Due to lack of thorough public awareness campaigns and required infrastructure, even separate collection of wastes is not observed in municipalities. In Delhi NCR, the issue of waste is even more serious with a huge number migrants coming from various regions in search of livelihood.

Air pollution is also a serious problem and in recent years Delhi's air pollution is rated highest in the world. In 2014, WHO (World Health Organization) announced that air pollutants such as PM2.5 and PM10 have reached a seriously dangerous level in India. However, the government of India has been implementing various policy measures to reduce vehicular emissions, which is considered one of the key causes, but some of the fundamental issues remain unaddressed.

In 2014, the government of India started "Swachh Bharat (Clean India)" mission to solve issues such as open defecation and waste disposal. With a budget of 2 trillion Rupees, "Swachh Bharat" is an environment/hygiene campaign aiming for a clean and hygienic country, with ambitious plans such as implementation of 120 million toilets for individual households as tangible measures.

On the other hand, to promote "Swachh Bharat", it is indispensable to change people's mind by educating why toilets are necessary, why separating waste is important, what is recycling, etc., in addition to infrastructure measures such as installing toilets. However, public awareness programs yielding positive results are not tangible yet.

\* From The Economic Time, July 7, 2015

## 1.2 Approach to solve development issues through the business

### **Strength of comparative advantage and leadership**

There are many publishers in India for picture books, but there are few books on the theme of modern society such as environmental/hygiene education. On this point, there are many creative books in Japan, covering a wide range of themes, and highly evaluated globally. Kodansha Ltd. retains many educational books, which are easy to understand and interesting for children, with a motto of publishing content which is “Joyful and Useful”.

### **Introduction and sales in Japan and abroad**

“Mottainai Grandma” (author: Mariko Shinju) considered for publication in India is a series on the theme of environmental education with more than 1 million copies published in Japan and abroad, with Chinese (simplified Chinese) version published in 2007, and French version published in 2013.

For picture books on toilet training, there are books such as “Pants Pankuro” series by Tadashi Akiyama and “Unchi derukana” by Hiroyuki Arai.

### **Killer contents identified through preparatory research**

Preparatory research in Delhi NCR was conducted in July 2015. With the cooperation of Dr. Varsha Das, a renowned person for children books and retired as Director of governmental publisher National Book Trust (NBT), 5 books were selected from Kodansha Ltd.’s English books collection and translated into Hindi. Large size picture books were produced and were read-out to BOP and MOP children and teachers. Reactions to “Mottainai Grandma” by Mariko Shinju on the theme of environmental issues were very positive. It is considered that the current environment surrounding children is the reason behind such acceptance.

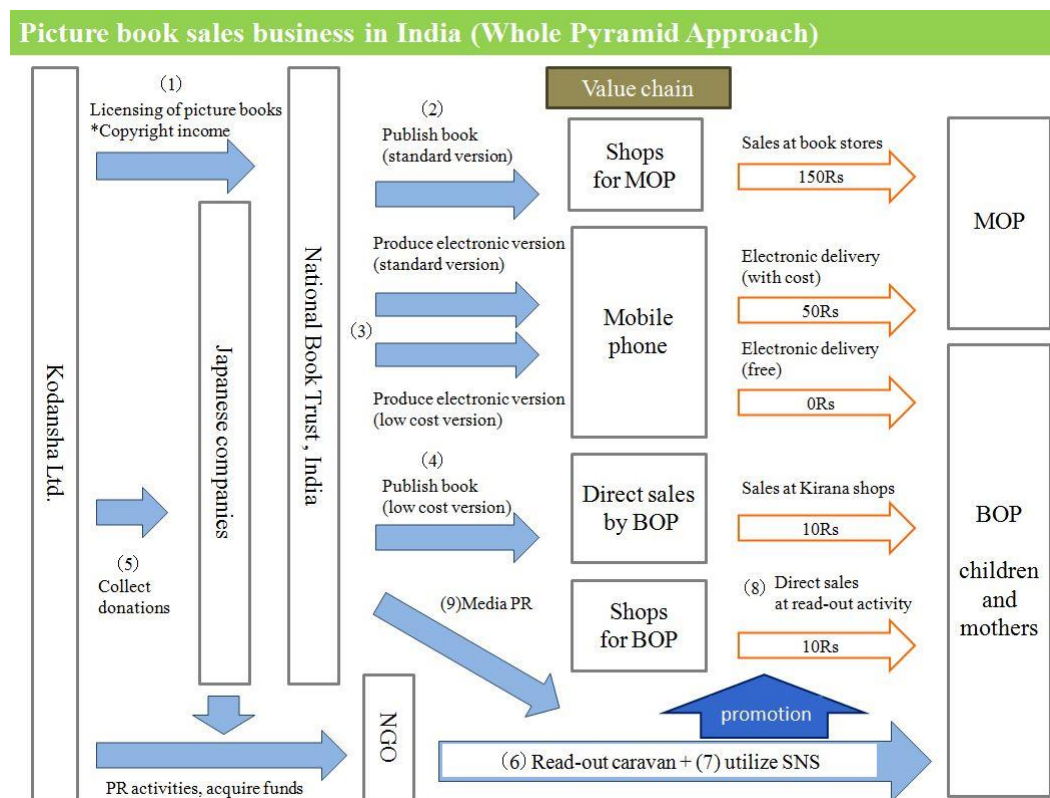
Dr. Varsha Das who translated the book into Hindi, observed during the research that, “The concept of “making good use” itself is not new to us, but it is unique to introduce a ubiquitous character “Mottainai Grandma” to communicate it. In the beginning, I did not expect the Japanese word “Mottainai” to be accepted by Indian children, but I was wrong. When we read-out this picture book to children from two very different social classes, both children got enthusiastic and they cried out “Mottainai” together. Children understood how important it is to make good use of things and recycle waste. This book communicates an extremely important value for the Indian society which is currently so materialistic and self-centered.”

Based on such results from the preparatory research, we considered to promote

developing picture books for children, keeping focus on the theme of environment/hygiene education such as “Mottainai Grandma” series as a starting point.

### Overview of the Business Model

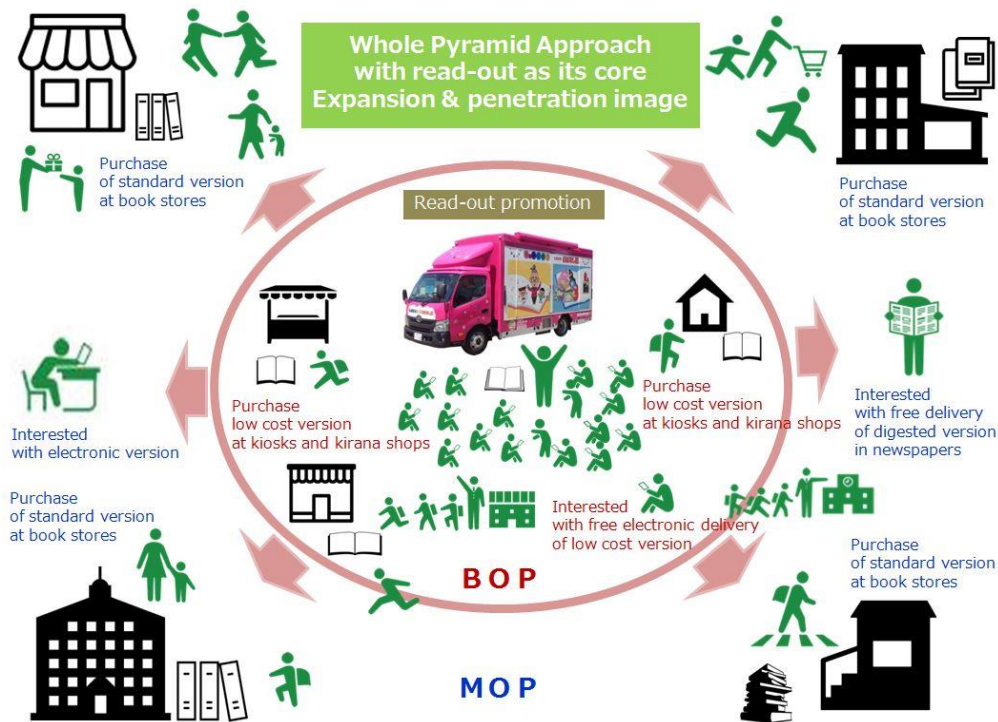
Based on the concept of “Whole Pyramid Approach”, this project targeted both MOP and BOP segment. Synergetic impact was aimed by selling standard version to MOP and supplying low cost version to BOP. Selling of picture books along with popularizing it through “reading aloud” taking, a caravan became the core strategy.



- (1) Picture book licensed to local publisher
- (2) Local publisher target MOP for sales
- (3) Electronic picture books delivered for MOP
- (4) Low cost version picture books published for BOP
- (5) Acquire funds for “read-out caravan” from companies in Japan/India
- (6) Conduct picture book read-out at BOP and MOP schools
- (7) Spread the activity with SNS etc.
- (8) Direct selling to BOP with read-out caravan
- (9) Develop promotion-utilizing media such as TV, newspapers

For execution of various localized surveys and the core activity of reading aloud activity, local partner of the project, IJ Kakehashi Services Pvt. Ltd. (IJK) carried out reading aloud caravan activity in Delhi NCR region. Dr. Das and other professional storytellers read out Mottainai Grandma picture books to children in private, government and NGO run schools. A caravan loaded with children books accompanied the survey team. The content was further widely accepted by children, parents and teachers. Such promotions resulted in growing interest in Mottainai Grandma series of books and in January 2018, National Book Trust published the first book of Mottainai Grandma. With the content published, various promotions and popularizing activities carried out, a self-sustainable business model started evolving. Cost of “read-aloud caravan” was envisaged to be funded from CSR budget from Japanese and Indian companies. The new Company Law 2013 (effective from April 2014) of India mandates large corporates to contribute 2% of their profits to CSR activities subject to stipulated guidelines. Given this background, a JICA impact assessment survey was further conducted between July to November in 60 government schools across Delhi and Haryana. For this survey, the CSR contribution of Maruti Suzuki India Ltd. and Itochu Corporation (Japan & India subsidiary) was received and the project was executed with support of Govindalaya, a not for profit organization. The design and evaluation of this project was carried out by JICA impact assessment division and the results were encouraging too.

With this the self-sustainable model of awareness and promotion through reading aloud caravan activities, funded by corporates and selling / reaching of books to larger masses could be well established.



### Scenario to problem solving

1. Start caravan to read out picture books translated into Hindi at BOP schools
2. Change the awareness of children about environment/hygiene issues through reading-out aloud of picture books
3. In addition to supplying picture books used at the caravan in schools, environment/hygiene education activities were suggested, so that all the students get enlightened.
4. Educate BOP children to communicate to their parents, so that awareness of grown-ups in the area will change too.
5. Picture books and reading-out caravan will gradually expand to the neighboring areas as well through word of mouth.
6. These activities were picked up by newspapers, TV, SNS, etc. and soon it became known beyond the Delhi-NCR region as well.
7. Exposure to media accelerating sales of picture books at bookstores, book fairs etc.
8. In addition to MOP sales, low cost version targeted at BOP are being introduced.
9. Through the continued caravan activities and picture books selling, awareness of people in India will change gradually and the issue of environment/hygiene improve.

### 1.3 Research Area

South and East Delhi were the target area to be researched.

Map of Delhi ↓



(Research area marked in the map)

1. BOP, South, Navjeevan Camp, Govind Puri
2. BOP, South, Navjeevan Camp, Govind Puri
3. BOP, South, Navjeevan Camp, Govind Puri
4. MOP, South, Kalkaji
5. MOP, South, Kalkaji
6. MOP, South, Govind Puri
7. BOP, East, Khurania
8. BOP, East, Near Pandit Park
9. BOP, East, Near Pandit Park
10. MOP, East, Geeta Colony
11. MOP, East, Geeta Colony
12. MOP, East, Geeta Colony



## 1.4 Research Timing and Fieldwork Schedule

	Timing	Main Objectives
1 <sup>st</sup> Fieldwork	Aug. 2016	<ul style="list-style-type: none"> <li>• Interview Indian government offices working on “Swachh Bharat”</li> <li>• Partner survey (business negotiation)</li> <li>• Understand market (picture book market)</li> </ul>
2 <sup>nd</sup> Fieldwork	Oct. 2016	<ul style="list-style-type: none"> <li>• Conduct life condition survey (depth interviews, home visits)</li> <li>• Meeting governmental publisher NBT, discussions with company T</li> <li>• Survey of picture books market</li> </ul>
3 <sup>rd</sup> Fieldwork	Nov. 2016	<ul style="list-style-type: none"> <li>• Conduct read-out caravan, interview survey</li> <li>• Second home visit. Survey change in awareness and action of children after the picture book read-out at the previous home visit.</li> <li>• Discussion on cooperation of this project and JICA India domestic project, also on cooperation with Japanese firms in India for CSR budget.</li> </ul>
4 <sup>th</sup> Fieldwork	Dec. 2016	<ul style="list-style-type: none"> <li>• Partner survey (Publishers/NBT • Penguin Random House、 NGO/Plan India)</li> <li>• Survey to verify development index</li> </ul>
5 <sup>th</sup> Fieldwork	Jan. 2017	<ul style="list-style-type: none"> <li>• Partner Survey (Publishers/NBT • NGO/CRY • OISCA、 JICA、 Japan Foundation)</li> <li>• Sponsor company survey (Japanese embassy in India, Japan Chamber of Commerce and Industry in India)</li> <li>• Promotion survey (meeting with INE for production of PV)</li> </ul>
6 <sup>th</sup> Fieldwork	Mar. 2017	<ul style="list-style-type: none"> <li>• Promotion survey (conduct read-out event held by embassy in India &amp; JICA)</li> <li>• Localizing survey (with author Mariko Shinju)</li> <li>• Business survey (meeting with NBT for publishing contract)</li> </ul>
7 <sup>th</sup> Fieldwork	Apr. 2017	<ul style="list-style-type: none"> <li>• Promotion survey (meeting with Japanese embassy in India, public relations)</li> <li>• Sponsor company survey (Japan Chamber of Commerce and Industry in India)</li> <li>• Partner survey (MOUD、 NGO/CRY、 NGO/OISA)</li> </ul>
8 <sup>th</sup> Fieldwork	Jun. 2017	<ul style="list-style-type: none"> <li>• NGO survey</li> <li>• Sponsor company survey (JICA Delhi office, Japan Chamber of Commerce and Industry in India, JETRO India, Japanese embassy, Japanese companies)</li> <li>• Development Index survey (Mottainai calendar)</li> <li>• Promotion survey (meeting with PR specialist utilizing SNS)</li> <li>• Business survey (Contract negotiation with publisher NBT)</li> </ul>
9 <sup>th</sup> Fieldwork	Aug. 2017	<ul style="list-style-type: none"> <li>• Publisher survey (NBT, Tara Books)</li> <li>• Sponsor company survey</li> <li>• Development Index survey (Mottainai calendar)</li> <li>• NGO survey</li> </ul>
10 <sup>th</sup> Fieldwork	Oct. 2017	<ul style="list-style-type: none"> <li>• Sponsor company survey</li> <li>• Offer cooperation with Delhi Metro to JICA Delhi office</li> <li>• Final stage of contract with NBT</li> <li>• Possibility of cooperation with Bookaroo(NGO) activity</li> </ul>
11 <sup>th</sup> Fieldwork	Dec. 2017	<ul style="list-style-type: none"> <li>• Development effectiveness survey (home visits, interviews)</li> <li>• Meetings and negotiations with sponsor company candidates</li> <li>• Meeting with Delhi Metro staff, negotiation to hold joint event</li> </ul>
12 <sup>th</sup> Fieldwork	Jan. 2018	<ul style="list-style-type: none"> <li>• Publication ceremony in cooperation with NBT at the Delhi World Book Fair</li> <li>• Localization survey (inspection of the Gandhi’s river area with the author)</li> <li>• Development Index survey (visiting and awarding excellent students)</li> </ul>
13 <sup>th</sup> Fieldwork	Mar. 2018	<ul style="list-style-type: none"> <li>• Meeting and negotiation with sponsor company candidates</li> <li>• Promotion survey (meeting with Japanese embassy and ambassador)</li> <li>• Partner survey (meeting with publisher, NBTchairman)</li> </ul>
14 <sup>th</sup> Fieldwork	Apr. 2018	<ul style="list-style-type: none"> <li>• Preparatory survey for impact evaluation survey (in cooperation with JICA Evaluation Dept.)</li> <li>• Cooperation survey with the state government (meeting with Delhi State Government Education Dept.)</li> </ul>
15 <sup>th</sup> Fieldwork	May, 2018	<ul style="list-style-type: none"> <li>• Promotion survey (for joint event with the embassy, ministry of the environment)</li> <li>• Promotion survey (event with Delhi Metro)</li> </ul>
16 <sup>th</sup> Fieldwork	July, 2018	<ul style="list-style-type: none"> <li>• Partner company survey (cooperation with sponsor companies)</li> <li>• Impact evaluation survey (base-line survey conducted)</li> </ul>
17 <sup>th</sup> Fieldwork	Aug. 2018	<ul style="list-style-type: none"> <li>• Impact evaluation survey (read-out caravan conducted)</li> <li>• Promotion survey (1<sup>st</sup> event with Japanese embassy, ministry of the environment conducted)</li> <li>• Localization survey (inspection of the Gandhi’s river area with the author)</li> </ul>
18 <sup>th</sup> Fieldwork	Sept. 2018	<ul style="list-style-type: none"> <li>• Impact evaluation survey (preparations for read-out caravan and end-line survey)</li> <li>• Promotion survey (2<sup>nd</sup> event with Japanese embassy, ministry of the environment conducted)</li> </ul>
19 <sup>th</sup> Fieldwork	Nov. 2018	<ul style="list-style-type: none"> <li>• Impact evaluation survey (read-out caravan and end-line survey conducted)</li> </ul>
20 <sup>th</sup> Fieldwork	Dec. 2018	<ul style="list-style-type: none"> <li>• Survey in cooperation with the stage government (meeting and negotiation with education depts.in West Bengal and Orissa)</li> <li>• Selection of “Mottainai Poster” award</li> </ul>

21 <sup>st</sup> Fieldwork	Jan. 2019	<ul style="list-style-type: none"> <li>• "Mottainai Poster" exhibition at Japan Foundation, awarding of excellent students</li> </ul>
22 <sup>nd</sup> Fieldwork	Feb. 2019	<ul style="list-style-type: none"> <li>• Participation in an event to purchase 4000 picture books at schools in Gujarat</li> <li>• Reporting of the impact survey to sponsor companies and embassy</li> </ul>

## 1.5 Research Findings Main Point

Survey Topics	Status	Details
<b>■ Survey of Macro Environment</b>		
Survey for current status of publishing market	Finished	<ul style="list-style-type: none"> <li>• Survey finished</li> </ul>
Feasibility survey to cooperate with local government	Finished	<ul style="list-style-type: none"> <li>• Negotiated with state governments in West Bengal, Orissa, and Delhi. Delhi state government purchased 1000 picture books to be distributed to 1000 government schools.</li> </ul>
<b>■ Survey related to value chain construction</b>		
Negotiations/contract with publisher candidates	Finished	<ul style="list-style-type: none"> <li>• License contract concluded with NBT for three picture books.</li> </ul>
Negotiations/contract with NGO	Finished	<ul style="list-style-type: none"> <li>• Reading-out caravan activities conducted in cooperation with Govindalaya.</li> <li>• Reading-out aloud events conducted with Muni International School (NGO school)</li> </ul>
Negotiations/contract with sponsor companies	Finished	<ul style="list-style-type: none"> <li>• Read-out caravan conducted with Itochu Corporation and Maruti Suzuki as sponsors</li> </ul>
Study of promotional methods	Finished	<ul style="list-style-type: none"> <li>• Read-out events conducted in cooperation with Delhi Metro and NGO schools</li> </ul>
<b>■ Planning &amp; Implementation of Pilot Business</b>		
Understanding acceptance of contents and decision on selling picture books	Finished	<ul style="list-style-type: none"> <li>• Acceptance confirmed and published from NBT. Book launched at the World Book Fair in Jan., 2018.</li> </ul>
Survey for localization	Finished	<ul style="list-style-type: none"> <li>• Ganges river area inspected with the picture book author. A picture book on river was published in March 2019, in Japan, and NBT is likely to publish translated version in India.</li> </ul>
Demonstration sales for BOP version	Canceled	<ul style="list-style-type: none"> <li>• License agreement with NBT signed prior to test marketing.</li> </ul>
Demonstration sales for MOP version	Canceled	<ul style="list-style-type: none"> <li>• License agreement with NBT signed prior to test marketing.</li> </ul>
Acceptance survey of electronic version	Canceled	<ul style="list-style-type: none"> <li>• Publisher of the paper version, NBT, likely to publish electronic version.</li> </ul>
<b>■ Verification of Development Effect</b>		
Life condition survey	Finished	<ul style="list-style-type: none"> <li>• "Mottainai" calendar survey conducted with 12 MOP and BOP families. Effect of the picture book verified.</li> </ul>
Development Index survey	Finished	<ul style="list-style-type: none"> <li>• Impact evaluation survey conducted in total 60 governmental schools in Delhi and Haryana.</li> </ul>

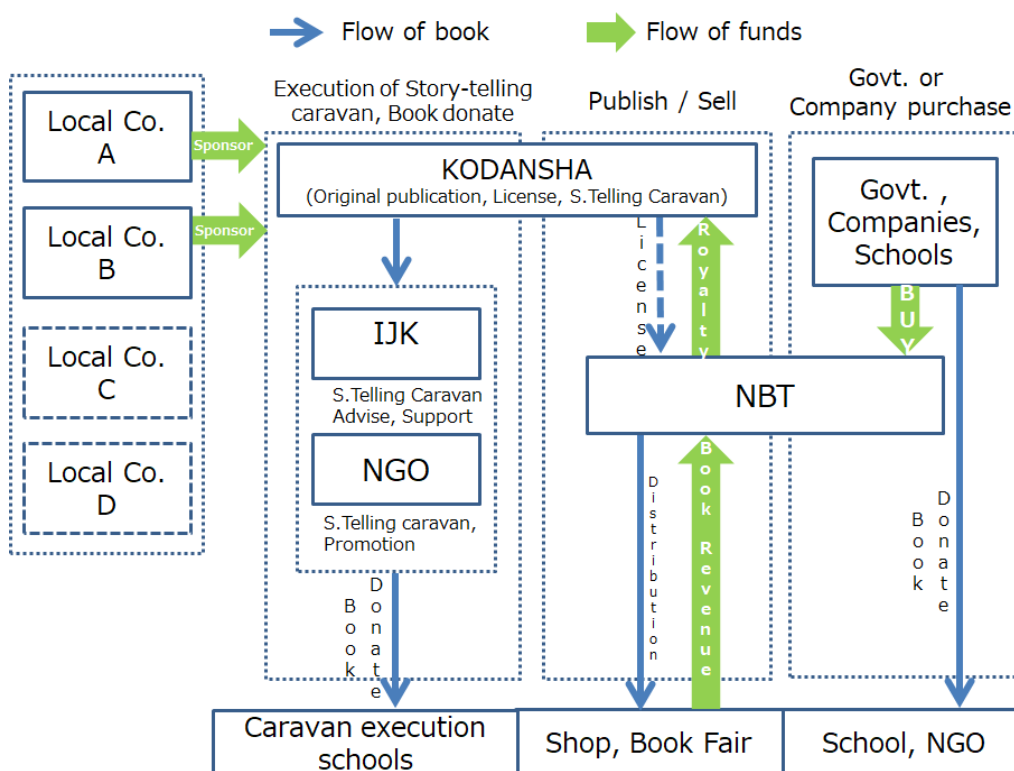
## 1.6 Probability of Commercialization and reasoning

We concluded that commercialization of “reading-out aloud and selling of picture books” is feasible.

About publishing and selling of picture books…There are no risks observed as this is a license based publication and there is no need for holding on any books in stock. It can also be conducted continuously, as there is no need to find new sponsors to raise funds for caravan read aloud activity.

About picture book read-out activity…two local companies are showing the intention to “continue”, and funds for the activity can be assured. However, depending on the increase in the scale and spread of the reading aloud caravan activity fresh “funding” may be received from companies coordinated by the existing sponsors for the necessary duration and locations, etc. needs to be coordinated among those involved.

## 1.7 Business Model towards Commercialization



- Read-out caravans to be operated by Kodansha, with local activities to be delegated to NGO. IJK will provide guidance and advice to NGO.
- A major trading company and 2 major automobile companies are still the expected sponsors, but propositions to other companies are also being considered. Funds from the sponsors are to be used for caravan activities and operation purchase of picture books to be donated to schools.
- Kodansha Ltd. Will receive royalty from the licensee, NBT.

- Sales routes for the picture books are expected to be 1. Sales at bookshops and book fairs, 2. Those to be donated for read-out caravans, 3. Purchase by governments, companies and schools, as mentioned earlier.
- Educational read-out caravans will be used for promotions so that awareness and sales of the picture books will be increase.
- By conducting and expanding the reading-out aloud activities of picture books continuously, we expect the read-out to stay in India, also interest in Japanese, especially Kodansha picture books to spread in India. Hence, Kodansha can carry out its business and contribution activity by spreading “Joyful and Useful Reading”.

### 1.8 Remaining Issues for Commercialization, Countermeasures and Survey Principles

Remaining issues for commercialization, countermeasures and survey principles are as below:

Remaining Issues	Countermeasures/principles	Expected Timing
<b>① Verification of Development Effect</b>		
Results from the impact evaluation survey provided positive evidence to prove effectiveness of the read-out activity, but the effect was more obvious with children who could understand the contents correctly to start with, or schools where environmental education or cleaning activities had been conducted.	It will be more appropriate to expand the activity to schools with higher environmental awareness at this time. We also consider it important to customize the activity for other schools by producing picture book contents more appropriate for the local context, or adjust difficulty and frequency according to the level of children.	Continue survey and verification with actual read-out caravans to be conducted after July 2019.
<b>② Promotion of picture book to be published</b>		
NBT being governmental publisher, they have limited channels of sales and promotions.	More cooperation with Delhi Metro as conducted earlier. Read-out events in Chennai utilizing Tamil version, events in cooperation with JICA projects in West Bengal or Varanashi are also considered.	After June 2019.
<b>③ Expansion of the picture book line-up</b>		
To maximize licensing income, it is necessary to introduce more picture books in addition to the 3 books from “Mottainai Grandma” series as planned.	By introducing other children’s books to governmental publisher Sahitya Akademi and other local publishers, increase the number of books to be published in India.	After June, 2019.

④ Expansion of sales channel		
At present, many people from BOP segment cannot afford to purchase picture books. Therefore, it is necessary to consider not only B to C but also B to B (company and firms) and B to G (government).	By utilizing impact evaluation survey data, work on firms interested in CSR to contribute to social causes such as "Clean India". Negotiate with other state governments with results with examples of Delhi government. Promote activities to be selected as recommended book by the Indian government.	After June, 2019.
⑤ Promotion of cooperation with NGO		
Execution curriculum for read-out caravans needs to be inspected carefully to guide and educate NGO.	Schools for the activities to be selected, their educational environment confirmed, and NGO to decide on the contents with guidance from IJK.	After June, 2019.

## 2. Results of negotiation and agreement with publisher

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### License agreement with NBT (\*Concluded in November, 2017)

Agreement was concluded for 3 “Mottainai Grandma” books to be translated and published.



< Book Title >

- ② “Mottainai Grandma” (by Mariko Shinju) 3rd edition, 13,000 copies (by Apr. 2019)
- ② “Mottainai Grandma goes to the magic land” (by Mariko Shinju) 5,000 copies (to be published June, 2019)
- ③ “Mottainai Grandma Itadakimasu” (by Mariko Shinju) 5,000 copies (to be published Jan., 2020)

< Copies for 1st edition and price >

- ①②③ 4,000 copies each for first edition soft covers, ①③ to be 100Rs ② 80Rs
- ①②③ 1,000 copies each for first edition hard covers, ①③ to be 315Rs ② 260Rs

< Language >

Bi-lingual in Hindi and English, bi-lingual versions in other 11 official languages are also approved.

Contents of the current agreement are as follows:

- NBT has acquired translation and publishing rights for the above 3 books.
- After the Hindi & English bi-lingual version, other bi-lingual versions in 11 official regional languages & English to be published gradually.
- NBT pays copyright royalty to Kodansha Ltd.
  
- Tamil - English bilingual version of the same book decided to be published.
- “Mottainai Grandma goes to the magic land” (Hindi & English version)  
… to be published in June, 2019.
- “Mottainai Grandma goes down the river” (by Mariko Shinju)  
verbally agreed to be published by NBT.



### 3. Results of Promotional Activities

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#### 1. Event co-sponsored with Japanese Embassy/Mar. 16, 2017

As part of the event to celebrate 60 years of Japan-India cultural exchange, a picture book reading-out aloud event was conducted at National Bal Bhavan, an Indian government organization, with the support of the Japanese Embassy in India. Mariko Shinju, author of “Mottainai Grandma” attended this event and interacted with children in India. National Bal Bhavan is an organization to promote children’s total creativity, with offices all over the country.

With help from the embassy, approx. 200 children from different schools participated in this event. Author, Ms. Shinju, talked about the meaning of the word “Mottainai”, also of episodes in writing the book, and exchanged lively conversation with the children. Also with the help from JICA Delhi office, office manager Mr.Sakamoto made an opening speech. The event was reported in media in both India and Japan, including NHK.



↑ Read-out event of “Mottainai Granda” (Mar. 16, 2017, in Delhi)

Besides these promotions, various SNS are also utilized. Under the Facebook page name “Mottainai For Swachh Bharat”, activities of this project are regularly updated in following pages using Facebook, You Tube and Instagram.

Reference: <https://www.facebook.com/mottainaihorswachhbharat/>  
<https://www.youtube.com/channel/UC-rZec5R3sXIO08A15JvdTA>  
<https://www.instagram.com/mottainaihorswachhbharat/>  
<https://twitter.com/mottainaiindia>  
<http://ijkakehashi.com/mottainai/>

#### 2. Publishing ceremony event co-sponsored by NBT at the World Book Fair,/Jan. 13, 2018

World Book Fair was organized by NBT on January 5th to 13th, 2018 in New Delhi. On the last day, the 13th Jan, a ceremony event for the publishing of “Mottainai Grandma” in English & Hindi bi-lingual version was held. This picture book was the first bi-lingual version to be published by NBT. Author, Mariko Shinju (2nd from left in the photo), together with people from JICA and Japanese Embassy in India attended this event, and it was reported in NHK news programs together with interviews of the author,

editor and readers. Visitors to the book fair also evaluated the contents and pictures of “Mottainai Grandma” highly.



**3. Contribution to a major Indian newspaper by Ambassador Hiramatsu (Indian Express) /Mar. 27, 2018**

**Courtesy visit to Minister of Housing and Urban Affairs, Shri Puri**

Mr Kenji Hiramatsu, Envoy Extraordinary and Ambassador Plenipotentiary at the Japanese Embassy in New Delhi, (right photo, right) called on the Minister for Housing & Urban Affairs, Govt. of India, Shri Hardeep Singh Puri during the author, Mariko Shinju’s visit to India on Jan. 8th 2018. On this occasion, the author explained the reason and concept of her book to Minister Puri. Ambassador Hiramatsu, sympathizing with the contents, also contributed an article to a leading Indian newspaper “Indian Express” on March 27th 2018 under the title “Mottainai for Swachh Bharat”, introducing the Japanese concept of “Mottainai” and mentioning the picture book as well. Ambassador Hiramatsu also introduced the picture book to Minister Puri, who promotes “Mission Clean India” in the Indian government Sept. 7th 2018. Further, Ambassador Hiramatsu also introduces the picture book “Mottainai Grandma” in a video message on Japanese Association Delhi homepage which aims for exchange between Japan and India, and mentions the contribution of the picture book in India.

[http://delhinhonjinkai.in/?page\\_id=5291](http://delhinhonjinkai.in/?page_id=5291)



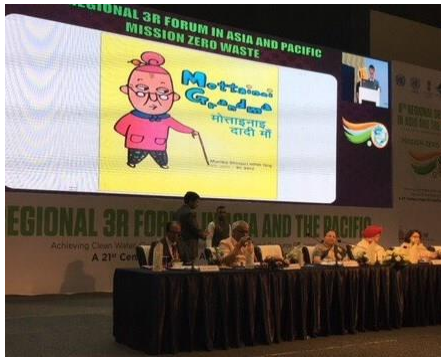
**4. Introduction of “Mottainai Grandma” by Senior State Minister of Environment, Japan at the Asia Pacific 3R Forum on April 9, 2018**

Japanese State Minister of Environment, Mr Tadahiko Ito (right photo), attended “The 8<sup>th</sup> Asia Pacific



3R Forum” held on April 9<sup>th</sup>, 2018, in Indore, India. Mr. Ito introduced in his speech the Japanese picture book “Mottainai Grandma” published in India and spoke about the the Japanese contribution to “3R”. This was achieved by introducing the picture book to the Japanese embassy staff deputed from the Ministry of Environment, Japan who also communicated the impact happening in India prior to the meeting.

In May, we met Mr. Ito again this time along with the author, Mariko Shinju in Japan. State Minister Mr. Ito offered on this occasion that he would present 1,000 picture books to children in India. It was decided that an event would be held in Delhi with the support of the Ministry of Foreign Affairs.



5. Picture book reading-out aloud activity conducted in Delhi Metro, co-sponsored by NBT

On June 4, 2018, a day before “the World Environment Day”, a picture book reading-out aloud activity was held inside a Delhi Metro train stationed at Dwarka Metro station. Around 150 children and teachers from government schools, NGO schools and private schools attended the event, where a storyteller read out “Mottainai Grandma” and “Mottainai Grandma goes to the magic land” in Hindi, explained the concept of “Mottainai” and the importance of “4R” to the children. Besides the reading-out activity, the event also taught “origami” using newspaper and contributed to cultural exchange between Japan and India. The picture book publisher NBT co-sponsored this event which was also supported by Delhi Metro, JICA and IJK. Together with publicity by Delhi Metro, the event was covered by more than 30 media channels including the Hindi newspaper Dainik Jagran (right photo) and proved successful. Cooperation with Delhi Metro was realized through introduction by JICA Delhi office.



6. 1,000 picture book presenting ceremony by Japanese Embassy (Muni International School)/Aug. 24, 2018

A picture book reading-out aloud event was attended by over 200 children at Muni International School in Delhi, where Japanese lessons are held by Japanese Overseas Cooperation Volunteers. Ambassador Hiramatsu attended this event sponsored by the Japanese Embassy to commemorate the presentation of picture books by the State Minister Ito of Ministry of Environment, Japan. Local media also attended this event and it was reported in Hindi TV news.



On Sept. 3, 2018, reading-out aloud events of “Mottainai Grandma” sponsored by the Ministry of Environment were held at two international schools with Indian students, GIIS (Nishi Kasai, Edogawa-ku) and IISJ (Oshima, Koto-ku), with the attendance of the author, Mariko Shinju.

On Oct. 2, 2018, on the birthday of Mahatma Gandhi, another reading-out aloud event was held at Muni International School in Delhi, during the visit of Senior Vice Minister Ito..

## 7. Cooperation with NHK reporters and exposure

For the promotion of this project, appeal to Japanese media was considered. From the theme of this project, reporting by NHK was considered most appropriate, so contents and proceedings of the project was communicated and reporting such as the visit of the author was suggested. Actual exposures are as below:

- ① NHK News (Jan. 14, 2018)... Publishing ceremony in Delhi
- ② NHK BS1 “Kokusai Hodo 2018” (May 10, 2018)... Accompanying report to the author’s localization survey
- ③ NHK World (May 15, 2018)... From publishing ceremony to localization survey

## 8. Events/promotions in Japan

- Events at JICA “Global Plaza”... Talk event by Mariko Shinju “Let’s think about the world with Mottainai Grandma” (Sept., 2, 2017), Talk show by Mariko Shinju & Sanjay Panda of IJK “Mottainai Grandma goes to the Ganges” during the “India Day” event (June 16, 2018, Global Plaza)
- Event by the Mainichi... Talk show by Mariko Shinju to commemorate publishing in India “Mottainai Grandma goes to India” (Mar. 29, 2018, Mainichi Hall)
- Event at Itochu... An exhibition to introduce this project was held. “Mottainai Grandma’s World Report in AOYAMA” by Mariko Shinju. (Nov. 16 to Dec. 1, 2018, Aoyama Art Square)



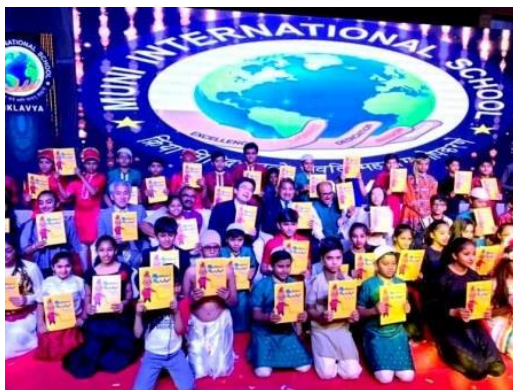
## 9. “Mottainai” Poster Exhibition (Jan. 14 to 28, 2019)

With the cooperation of the Japan Foundation, New Delhi, a poster exhibition titled “Mottainai Kya Hai? (What is Mottainai?)” was held at its gallery in Delhi. Approx. 150 posters were selected and exhibited as selected from the total 900 posters painted by children in groups and by individuals during the read-out caravan activities conducted from July to October 2018.. Some outstanding posters were selected by a panel of judges comprising of members from the Japanese Embassy, JICA, sponsoring companies (Maruti Suzuki and Itochu Corp.) and NBT. Finally three group posters and five individual posters were selected and also awarded during this poster exhibition. The awarded five individuals and three groups students attended the awarding ceremony on 19 Jan. 2019. Sponsoring companies commented, “It is a pleasure to see the fruit of the activities where we have partnered as sponsors”.



## 10. Participation in presentation event for 4,000 “Mottainai Grandma” (Feb.,18, 2019/Surat)

Mr. Ghanshyam Patel, founder of the Muni International School in Surat, Gujarat, which is a sister school of Muni International School in Delhi, purchased 2,000 books each of “Mottainai Grandma” and “Mottainai Grandma goes to the magic land”, for distribution to the students of the school with a view that “they are indispensable for the environmental education of children”. An event for distributing these books to the students was held at the school, and the project leader for this project from Kodansha, Mr. Yoshiaki Koga and Mr. Sanjay Panda of IJK also attended this mega event. It was also decided to take this opportunity further by publishing a Gujarati version of these books. At this event, a play of “Mottainai Grandma” in Japanese was presented by the students of the school, and Gujarat state government officials, many local media also attended the program. Deputy Director of JICA India Office, Mr. Takayoshi Tange, who made the opening speech, was surrounded by TV reporters (right photo).



## 4. Results of Impact Evaluation Research (July 2018 ~ October 2018)

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### Source:

“Impact Evaluation Report of the Reading Caravan Project in India” by JICA and Metrics work Consultants on April 2019.

## Abstract

- We evaluated the impact of the reading caravan project in India conducted in the JICA Public-Private Partnership project using the method of randomized control trials.
- We found that the project had positive effects on “Mottainai” awareness, attitudes toward environment, and environment-friendly action of students and that the project was more effective for students with the foundation of understanding the project and schools with high consciousness.
- We confirmed that students and teachers had good impressions to the project and some of them actually practiced what they learnt.
- These findings support the effectiveness of the project and are considered as the important evidence for the expansion of the project.

## Background

- Government of India is implementing the “Swachh Bharat (Clean India)” campaign to deal with illegal dumping of waste and inappropriate waste separation emerging in recent rapid economic growth.
- Kodansha and IJ Kakehashi Services (IJK) has conducted “Reading Caravan Project” in collaboration with JICA.
  - Story-telling of Japanese picture books “Mottainai Granma” series which contain messages to facilitate environmental and hygienic knowledge and behaviors
  - Aim to promote the Swachh Bharat mission by facilitating better awareness and behavior toward environment of primary school students.
- Kodansha, IJK, and Evaluation Department of JICA implemented an impact evaluation to examine if the project really changes children’s awareness and behaviors.

## Contents of the project



Children enjoyed story-telling in front of a caravan car



Enumerator training for the impact evaluation survey



Survey in the school

Note: see the final report to be published by Kodansha for the details of the project. You can watch the image of the project at the following video: [https://www.youtube.com/watch?v=\\_NUHMZ6uBdE&feature=youtu.be](https://www.youtube.com/watch?v=_NUHMZ6uBdE&feature=youtu.be)

## Contents of the project

### ■ Visit a school three times and conduct the following activities

#### 1. **Make children know "Mottainai = 4R (Reduce, Reuse, Recycle, Respect)"**

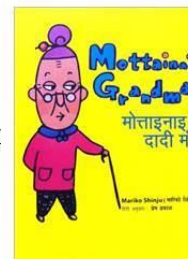
- Story-telling by project story-teller: "Mottainai Grandma" "Mottainai Grandma Goes to Magic Land" (both translated in Hindi)
- Group work: writing and drawing under the theme of "4R"
- Create "Our Mottainai Poster" as a home work

#### 2. **Help children think Mottainai deeply and internalize it**

- Story-telling by teacher: "Mottainai Grandma" "Mottainai Grandma Goes to Magic Land" "Unchi Deru kana" (all translated in Hindi)
- Presentation of "Our Mottainai Poster" by group
- Slogan writing on "Mottainai" and environment protection
- Create individual "Message giving picture/poster" as a home work

#### 3. **Help them realize that they have learnt something new & can be confident to become the new change agent of society**

- Story-telling or roll play by children: "Mottainai Grandma" "Mottainai Grandma Goes to Magic Land"
- Presentation of "Message giving picture/poster" by children
- Quiz and discussion by group



\* The reading caravan visited schools by a caravan car loaded with picture books every time and promoted reading books by making opportunities for students to touch many picture books.



## Overview of the surveys

- Respondents
    - Grade 5 students (25 students randomly sampled at each school)
    - School principals and Grade 5 teachers
  - Sample size of students
    - Treatment school: 753 (80 dropped out at the endline survey)
    - Control school: 750 (81 dropped out at the endline survey)
      - \*About 10% dropped out at the endline survey, but we confirmed that this did not affect the results of the analysis.
  - Method of survey
    - Face-to-face interview using the tablet-based questionnaire
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## Outcome indicators

1. Score of "Mottainai" awareness scale
2. Score of Environmental attitudes scale
  - Each scale, based on Kurokawa (2015) and Musser & Diamond (1999), consists of the answers to multiple questions revised to fit the local context
4. Number of activities related to garbage at home & school
5. Whether family separates waste or not
6. Whether a student knows the symbol of Swachh Bharat or not

M. Kurokawa (2015). Influence of Mottainai Emotional Traits on Environmentally Conscious Behavior in Elementary and Junior High School Students. *Bulletin of Aichi University of Education*, 64 (Educational Sciences), 85-92 (in Japanese).

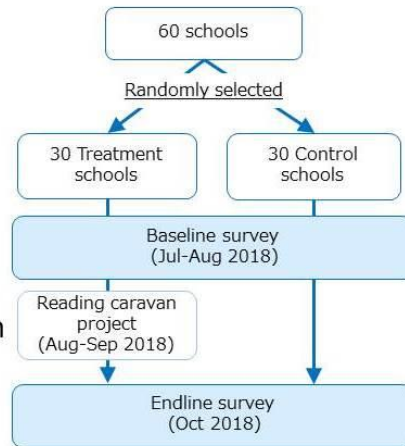
Musser, L.M., and K.E. Diamond (1999). The Children's Attitudes Toward the Environment Scale for Preschool Children. *The Journal of Environmental Education*, 30(2), 23-30.

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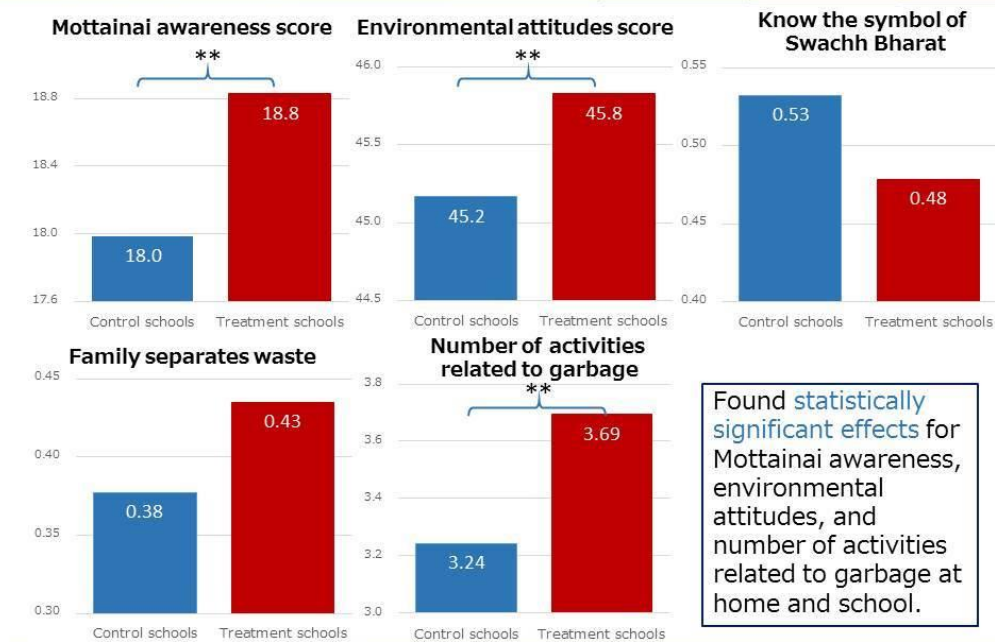
# Design of impact evaluation

## ■ Randomized Control Trail

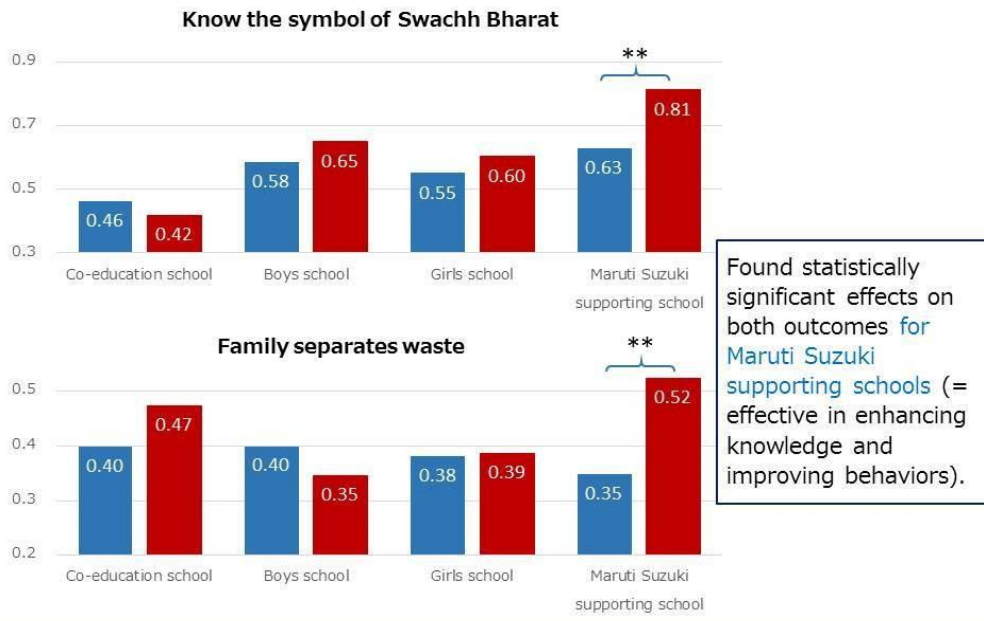
- Randomly selected schools with and without the project (“Treatment” and “Control” schools) in advance and compare both after the project.
- The randomness guarantees that students in Treatment and Control schools have similar characteristics **except for the participation in the project.**
- This enables to accurately capture changes caused only by the activities and to obtain much more reliable results than other methods.



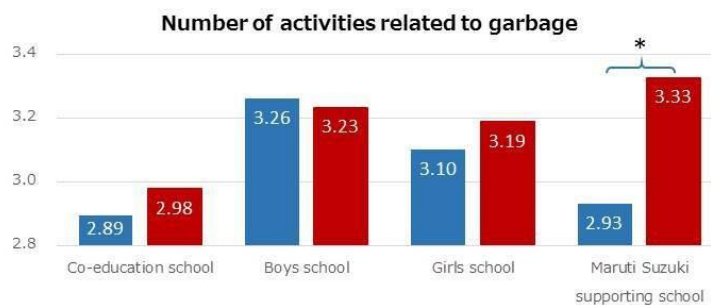
## Results: Delhi



## Results by subgroup: Haryana state



## Results by subgroup: Haryana state

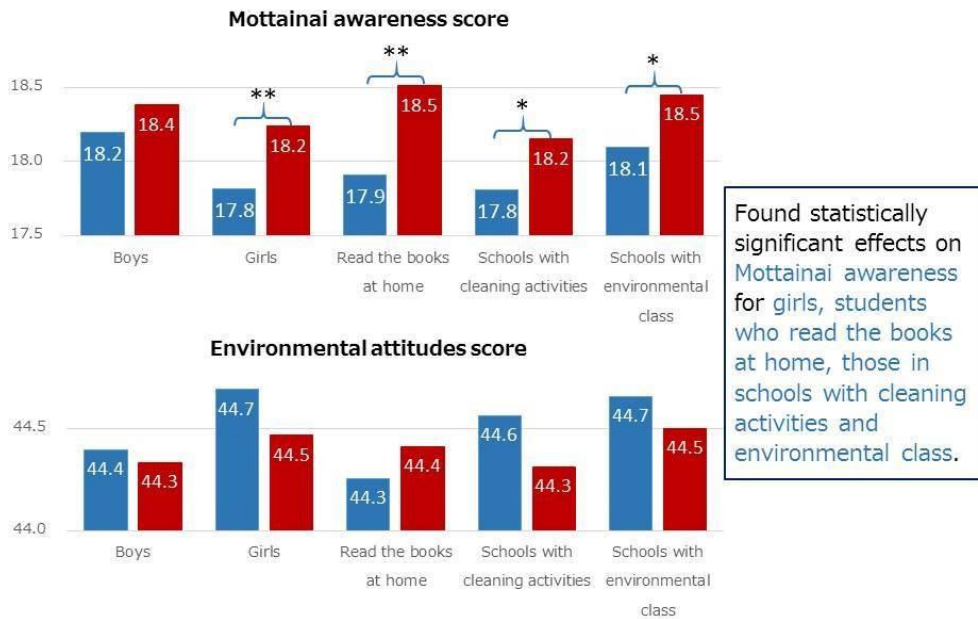


Found statistically significant effects on the knowledge of the symbol of Swachh Bharat, separating waste at home, and the number of activities related to garbage at home and school for Maruti Suzuki supporting schools. Maruti Suzuki supports the schools in the establishment of toilet facility. While we could not confirm the effect of the project in Haryana state as a whole, the project is considered to be effective in the schools with such support due to a synergy effect.

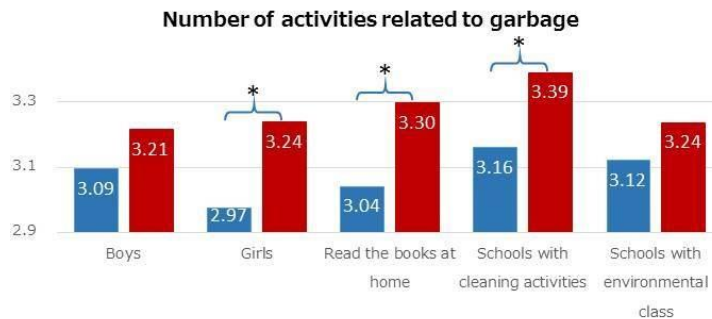
Note: Since all of the sample schools in Delhi are co-education schools and not supported by Maruti Suzuki, we cannot conduct similar subgroup analysis for Delhi sample.



## Results by subgroup: all schools



## Results by subgroup: all schools



Found statistically significant effects on Mottainai awareness and the number of activities related to garbage at home and school for girls, students who read the books at home, those in schools with cleaning activities, and on Mottainai awareness for those in schools with environmental class. These findings imply that the project is more effective for students who are familiar with books in their daily lives and are able to understand the picture books well and for those in schools with high level of environmental consciousness.

## Conclusions

- As a result of rigorous impact evaluation analysis, we found that the reading caravan project contributed to enhancing Mottainai awareness and environmental attitudes and to promoting the environment-friendly activities in Delhi and some schools of Haryana state.
  - We also confirmed that students and teachers had good impressions to the activities and some of them actually practiced what they learnt.
    - => Considering that the project period was very short (three months), these findings provide evidence which supports the effectiveness of the reading caravan project.
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## Conclusions

- The project was more effective for students with the ability to understand the activities well and schools with environmental class and clean activities before the project.
    - => This validates that the project should be expanded mainly to schools with high level of environmental consciousness for the moment.
    - => For other schools, it is important to customize the project, for example, develop the picture books suitable for the local context or arrange the difficulty and frequency of activities based on the understanding of students.
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