



# “One Promoter, One Book Package” Campaign

Annual Report

March 2021



مؤسسہ پژوهشی  
تاریخ ادبیات کودکان

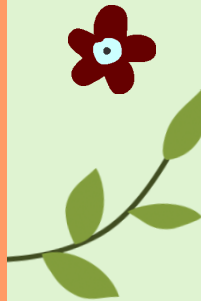


به کمپین  
«یک ترویج‌گر، یک کیسه کتاب» بپیوندید!  
فراخوانی از سوی برنامه «با من بخوان»



کودکانی کتابخوان پرورش دهیم!

## “One Promoter, One Book Package” Campaign



“One Promoter, One Book Package” Campaign is a sub-branch of the Read with Me program, which is implemented with financial support from **Read with Me Fan Club**. The purpose of this campaign is to expand the target group of the Read with Me program and provide facilities and trainings to more children, teachers, promoters and librarians across the country.

# “One Promoter, One Book Package” Campaign

In March 2019, Read with Me had started a campaign called “**One Teacher, One Classroom, One Library**” to provide quality books and class libraries to volunteers in order to cover a larger group of teachers and classroom within the Read with Me program. With the expansion of this campaign, promoters and libraries who didn’t have access to quality books became part of the campaign in addition to teachers. They all received book packages and participated in the Read with Me workshops. Therefore, the name of the campaign was changed to “**One Promoter, One Book Package**”



# “One Promoter, One Book Package” Campaign in 2020

COVID-19 and the closure of schools transformed the activities of schools, teachers and promoters. The methods of sharing quality books with children has changed shape. A number of teachers and promoters read-aloud to children online, and some others try to deliver books to children living in deprived areas and read to them in person, and with health protocols. During such times, the role of teacher and librarians as promoters is of importance. So that each of them makes quality books accessible to children, outside of their classrooms and libraries.



# “One Promoter, One Book Package”

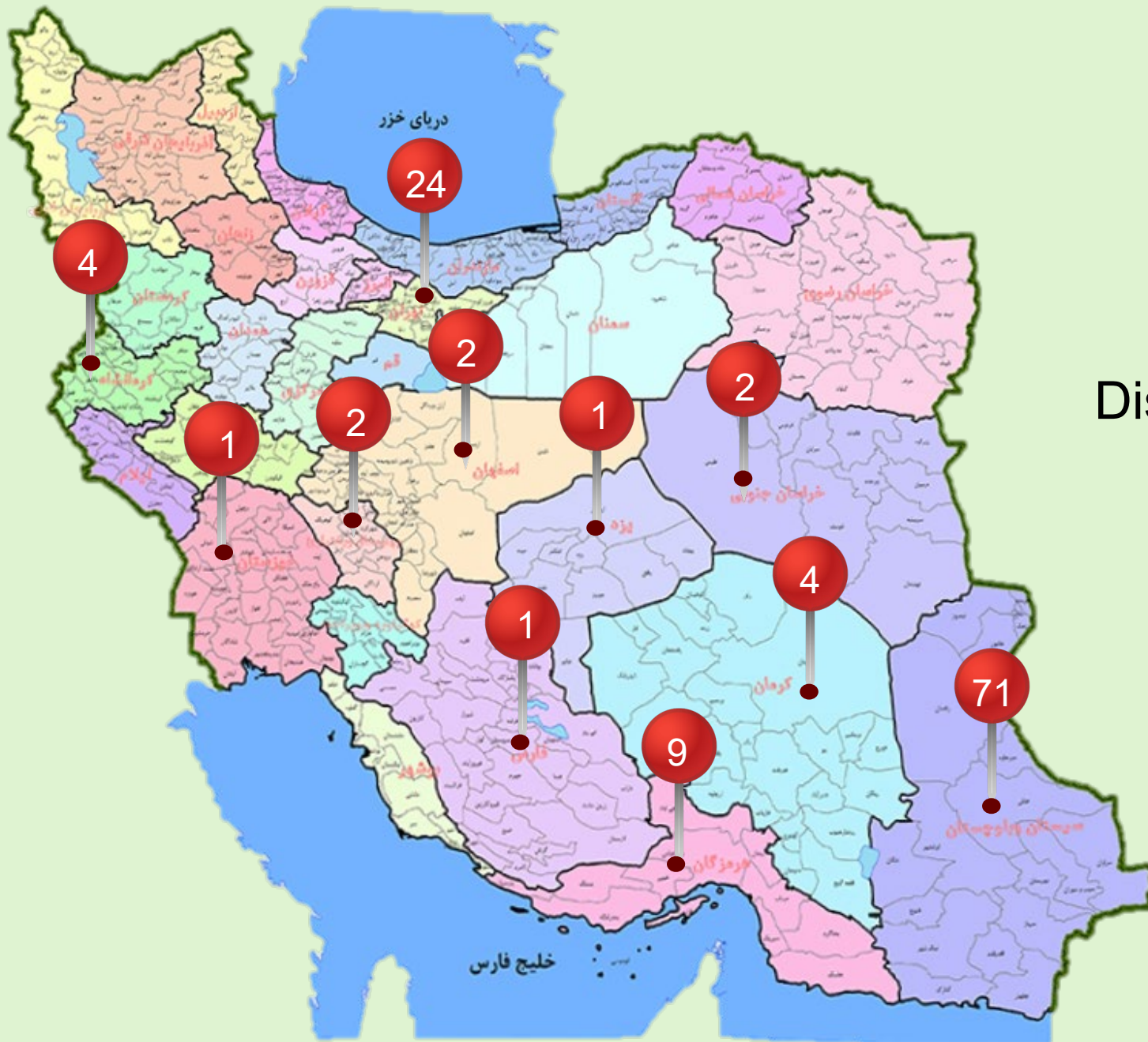
## Campaign in 2020



In 2020, 24 teachers, promoters and librarians across the country joined the “One Promoter, One Book Package” Campaign. They were from Hormozgan, Tehran, Yazd, Kohgiluyeh & Boyerahmad, Sistan & Balouchestan, South Khorasan and Kerman provinces. Their addition to the campaign resulted in a total of 120 teachers, promoters and librarians that have been part of the campaign and received book packages to date. Each book package contains 18 to 20 quality books with handbooks and activity sheets as well as a book display that can be installed on the wall.







Distribution map of members of “One Promoter, One Book Package” campaign

## Sample Activities by Campaign Members who Joined in 2020:



**Maryam Tasheh** is a reading promoter in Jijian Village of Qeshm Island. With immense hard work, she has been promoting reading among the children of her village. She uses every opportunity to share quality books with children. By holding read-aloud sessions at her own home, she has brought joy and excitement to the children.







Maryam  
Tasheh





Maryam  
Tasheh



## Sample Activities by Campaign Members who Joined in 2020:



Ali Shaban from Deyhuk in South Khorasan, joined the campaign in October 2020. He teaches a multi-grade class and promotes reading on the side.





Ali Shaban





## Sample Activities by Campaign Members who Joined in 2020:

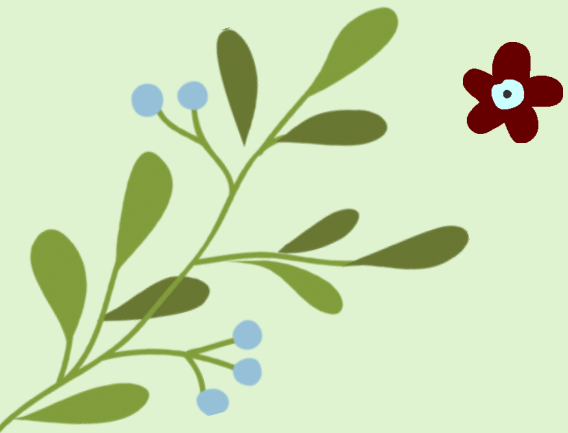


Hanieh Qeshmi is a reading promoter in Qeshm Island. She has established a cultural art center in Dofari Village which has greatly expanded her activities in sharing quality books with children and reading promotion.



Hanieh Qeshmi





For more information on the “One Promoter, One Book Package” campaign, visit its [webpage](#) on Read with Me website.

All Children have the right  
to read quality books.



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