

Press release

22 September 2016

HSBC and British Council Launched second edition of “Kids Read”

The Hongkong and Shanghai Banking Corporation (HSBC) and British Council launched the second edition of ‘Kids Read’, a storytelling programme for primary school children (grades 1 – 6) in Bangladesh. This programme aims to reach over 10,000 (ten thousand) students from eight primary schools in Dhaka city. Each school will receive a set of ninety popular storybook titles from the United Kingdom (UK) to improve the English language skills of the participating children.

‘Kids Read’ is an award-winning scheme developed to help children enjoy reading, as teachers and parents often struggle to find ways to motivate children to read. Since 2015, Bangladesh has been one of eight countries in Asia, where the programme has been implemented to support the Ministry of Education’s work in English language and literacy development. Through this initiative the teachers from the selected schools are also taught to be more interactive and engaging with the students.

The first edition of the ‘Kids Read’ programme was implemented in three Madrasas and three Government Primary Schools in Chittagong and Cox’s Bazar. Over three thousand students and thirty-six teachers participated in the previous edition. The institutions were selected based on the needs of the students and each school received a set of around 50 popular UK storybook titles.

‘Kids Read’, developed by The British Council, and supported by grants from HSBC, has been supporting many different aspects for the children, teachers, school administration staff and parents of Bangladesh through school events, community events and competitions.

Abdullah Al Jubayer, Manager, Corporate Sustainability, HSBC Bangladesh and Sarwat Reza, Library Manager, British Council Bangladesh was present at the launching ceremony.

List of institutions selected for the project

1. Udayan Higher Secondary School
2. University Laboratory School & College
3. Engineering University School & College
4. Kakoli High School & College
5. Aroni Biddaloy, Dhanmondi, Dhaka
6. Chayanaut: Nalanda
7. Willes Little Flower School
8. Junior Laboratory High School



Caption: The Hongkong and Shanghai Banking Corporation (HSBC) and British Council launched the second edition of 'Kids Read', a storytelling programme for primary school children (grades 1 – 6) in Bangladesh.

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Notes to Editors:

The British Council is the UK's international organisation for cultural relations and educational opportunities. We create international opportunities for the people of the UK and other countries and build trust between them worldwide. We work in more than 100 countries and our 8,000 staff – including 2,000 teachers – work with thousands of professionals and policy makers and millions of young people every year by teaching English, sharing the arts and delivering education and society programmes. We are a UK charity governed by Royal Charter. A core publicly-funded grant provides 20 per cent of our turnover which last year was £864 million. The rest of our revenues are earned from services which customers around the world pay for, such as English classes and taking UK examinations, and also through education and development contracts and from partnerships with public and private organisations. All our work is in pursuit of our charitable purpose and supports prosperity and security for the UK and globally.

The Hongkong and Shanghai Banking Corporation Limited

The Hongkong and Shanghai Banking Corporation Limited is the founding member of the HSBC Group, which serves around 46 million customers through four global businesses: Retail Banking and Wealth Management, Commercial Banking, Global Banking and Markets, and Global Private Banking. The Group serves customers worldwide from over 4,400 offices in 71 countries and territories in Europe, Asia, North and Latin America, and the Middle East and North Africa. With assets of US\$2,608bn at 30 June 2016, HSBC is one of the world's largest banking and financial services

For more information, please visit: Kids Read webpage address will be included.