

Press release

19 February 2017

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

The Hongkong and Shanghai Banking Corporation Limited (HSBC) and British Council launched the third edition of ‘Kids Read’, a storytelling programme for primary school children (grades 1 – 6) in Bangladesh. This programme aims to reach over 12,000 students, 200 teachers from ten primary schools in Dhaka city. Each school will receive a set of ninety popular storybook titles from the UK to improve the English language skills of the participating children.

Sayed Khokon, Mayor, Dhaka South City Corporation attended the programme as the Chief Guest. Francois de Maricourt, Chief Executive Officer, HSBC Bangladesh and Barbara Wickham, Director, British Council, Bangladesh were also present along with officials from both organisation.

‘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.

In the second edition, 10,000 students from eight primary schools directly benefited from the programme. Each school received a set of ninety popular storybook titles from the UK. The programme also trained 150 teachers to implement the programme.

‘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.

List of institutions selected for the project

1. Udayan Higher Secondary School
2. University Laboratory School & College
3. Kakoli High School & College
4. Aroni Biddaloy
5. Nalonda School, Chayyanaut
6. Willes Little Flower School
7. Junior Laboratory High School
8. Viqarunnisa Noon School and College (Five branches: Baily Road, Banasee, Dhanmondi, Azimpur, Bashundhara)

9. Residential Model School and college (Two Shifts)
10. Saint Joseph Higher Secondary School

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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\$2,557bn at 30 September 2016, HSBC is one of the world's largest banking and financial services organisations.

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