

**Fields:** Education, Technology  
**Name:** PlanetRead  
**Location:** Pondicherry, India  
**Names of Positions:** Intern - Business Development & Market Research  
Intern - R&D and Application Developer

**Brief Description of Organization:**

PlanetRead is a non-profit that innovated Same Language Subtitling (SLS) on TV for mass literacy. Currently we air SLS on 10 weekly programs, in as many languages. 200 million early-readers get regular reading practice as a result. BookBox is a social enterprise with the mission of creating a 'book' for every child in his/her language. In our conception, a book is a reading experience that can be launched on any audio-visual media platform, including print. We, therefore, innovated the 'AniBook' or animated book, to support early reading and language skills in children. Our stories in over 30 languages receive one million views a year on YouTube.

**Information specific to the internship:**

**Intern - Business Development & Market Research**

**Primary Responsibilities**

1. Study cross-platform content and understand our existing business partnerships. The look for strong/aggressive marketing/distribution companies that can do retail as well as wholesale distribution.
2. Analyze the existing children's content in the Indian market in various platforms TV, CD, DVD, Mobile, print books etc.
3. Do a detailed study and prepare reports on most popular content, produced by whom etc. Substantiate with reliable information.
4. Based on the current trends, estimate which platforms are going to be most used for children's content in the near future and in the long term.
5. Based on the above two studies, prepare a marketing plan in consultation with R&D and Production.
6. Establish contact with suitable marketing & distribution partners – put the BookBox team in touch so that a partnership can be formed.

**Intern - R&D and Application Developer**

**Qualifications**

Intern must be technically sound programmer who can develop applications for iPad and the upcoming tablet market.

**Schedule:**

Flexible start and end dates, internship duration typically a minimum of 2 months.

**Stipend / Assistance:**

PlanetRead can provide Rs. 8000/- per month as a stipend. They provide lunch for a token amount of Rs. 1/- per meal per day for all employees who would like to eat in the office. The intern is welcome to avail of this facility. PlanetRead will NOT be able to pay for accommodation or transport but will assist the intern in all their housing requirements.

**Additional Information:**

Interns should be dynamic and passionate students who will take up challenging tasks. PlanetRead will review the candidates profile, conduct telephone or skype meetings and see if candidates meet requirements, and then decide if they can take them in. Staff members will help with all the interns' requirements and he/she will also orient them with the local language, culture etc. PlanetRead is a small team and will make sure that the interns have a good time while they also work there. Interns are recommended to look at the organization's work in detail by visiting the websites: [www.planetread.org](http://www.planetread.org) and [www.bookbox.com](http://www.bookbox.com) and <http://www.youtube.com/user/bookboxinc>.

**Apply through:**

Parthibhan Amudhan, General Manager, PlanetRead and BookBox,  
([parthibhan@planetread.org](mailto:parthibhan@planetread.org))

**Website:**

[www.planetread.org](http://www.planetread.org)

[www.bookbox.com](http://www.bookbox.com)

<http://www.youtube.com/user/bookboxinc>