

Children's Book Council Asahi 2012 nomination :  
***The Center for the Cultural Development of children***

**1. Proposed group or institution**

Name: *Kanun Tose farhangi Kudakan* (**Centre for the Cultural Development of Children (CCDC)**)

Address: Tehran Ostad Motahari, Fajr, Kamiab, #3 PC 1589786611 Iran

Phone: +9821 88827035 Fax: +9821 88344465 E-mail: [info@ccdc.ir](mailto:info@ccdc.ir) Site [www.ccdc.ir](http://www.ccdc.ir)

**2. Name and description of proposed project**

Give us books, give us wings is the name of the project which provides access to books and non-book materials, promotes reading, develops literacy skills, encourages self expression by writing and other artistic creations, through the establishment of libraries.

Aim of project: The aim of the project is to reach out to the most deprived villages in the country, through the provision of adequate library service.

Target group: The target group is 6 to 18 years, with no restriction for other users. The collection is primarily aimed at the target group, including children with disability. The library is inaugurated by inviting all the village community.

Extent of project (geographic, number of people attained, project staff, etc.):

Extent of the project comprises 14 libraries distributed in different parts of the country (see enclosed map), with the total number of 42479 books, serving 6252 members. The project also supports 30 existing libraries through the provision of books (100 new titles annually). Some 30 volunteers (educators, writers, translators, editors, librarians, children's literature experts) support the reading promotion programs of the project at its headquarters in Tehran and out in the field. In the villages the project employs 14 librarians and 14 assistant librarians (26 female and 2 male). Each library is also provided with audio-visual equipment.

Evaluation (What measures of evaluation have been used to determine the impact of the project on book promotion? Has the project made a difference? How?):

Evaluation of the project is carried out in two ways: monthly reports and visits.

The monthly reports are detailed questionnaires regarding the overall use of the library and its activities. Innovations and creativity related to local needs are particularly important. Librarians and assistants receive the basic training on location, follow up programs are held annually for the whole group in Tehran. The book selection is made in Tehran (open to local suggestions); various parts of the collection are introduced at the workshops, particularly important is the promotion of reference works.

Each library is visited twice a year by the Tehran volunteers' team for a period of 7 to 8 days. The occasion used as a festive event for the whole village, it usually has a specific theme (2011: motherhood) and runs at least 5 other workshops as well; these include human rights, environment, health and hygiene, empowerment of women, etc. The team gets a chance to closely evaluate the library service and to meet with the authorities.

The impact of the project can be judged through the following happenings:

- Growth of library membership and circulation
- Requests for increased activities
- Requests for new book titles
- Demand for new workshops
- Growth of voluntary participation by the village women
- Reports of similar undertakings by members moving to other villages
- Reports by the school teachers on the improvement of reading and creativity among students
- Interest among student-members to participate in the "liaison librarians program" to set up class libraries
- Interest among the adult community to participate in the literacy program and the circulation of Easy Books.
- Interest to set up facilities such as dormitories, technical schools, coops, public libraries, sports facilities, etc. following the project
- Growing support by religious leaders, village chief, elders and government officers

**Project schedule and funding:**

The project started in 2001 and continues to date. The cost for the establishment of each library is Rials 60.000.000/US\$ 6000.00 (estimation) and the annual expenses is Rials 20.000.000/US\$ 2000.00. The libraries are located in 5 rented, 2 owned and 7 free put at disposal facilities.

**Main funding available through:**

The funding of the project is through donations by individuals (encouraged by the results).

**Sponsors or other funding sources:**

The project receives no government or any other regular funding.

**Special material produced for the project (books, leaflets, etc.):**

Special material produced for the project includes: library/ activities questionnaires, the librarians newsletter *Payke Ketabdar*, guides on how to run the library, the different workshops and activities such as storytelling, folklore, local history, oral history, life skills, science in everyday living, etc.

**Unique and outstanding features of the project:**

- Looking at places with no cultural/ information facilities in the printed form,
- Seeing the library as a community focal point,
- Defining the role of the village librarian (vested mainly in women),
- Creating an interactive experience among the village community and children's literature and other professional volunteers,
- Starting a network among Iranian villages with ethnic, cultural, linguistic and religious differences.

**Briefly state how the award would make a significant contribution to the project:**

The ASAHI Award will be significant in two ways: it is prestigious and it will help boost the morale of CCDC and the Project; also it will provide the basic possibility to provide computers, computerize the library systems, and run the necessary training programs for both librarians and users, opening up new possibilities for thousands of children living in deprived areas.

**Two separate letters of recommendation are enclosed with this application:**

1. By Maryam Ahmadi, Executive Director, *Madarane Emrooz*/Modern Mothers Attitudes Institute, established 1999.
2. By Zohreh Ghaeni, Executive Director, *Moaseseye Pajuheshi Tarikh Adabiat kudakan*/Institute for Research on the History of Children's Literature in Iran, established 2000.

If supplementary information (videos, books, etc.) is available, please enclose a list.  
Do not send such materials to the Jury unless requested.

Supplementary information available include: 1) photographs, 2) printed materials, 3) films.

### 3. Proposal submitted by the IBBY National Section of

*Iranian Section of IBBY*

**Children's Book Council of Iran**

The undersigned person certifies that the information on this application is correct:

**Name:** **Noushin Ansari**

Secretary General

**Address:**

Children's Book Council of Iran  
P.O. Box 13145-133  
Tehran  
Iran

**Phone:** [int. +9821] 66 40 80 74    **Fax:** [int. +9821] 88 00 23 69

**E-mail:** [ansari.noushin@yahoo.com](mailto:ansari.noushin@yahoo.com)

[www.cbc.ir](http://www.cbc.ir)

Place, date and signature

Tehran, June 28<sup>th</sup> 2011

Noushin Ansari