



**PRATHAM  
BOOKS**

A book in every child's hand



How will we get  
a book in every child's hand?  
**Together.**



**Together,**  
we can.





It would be no exaggeration to describe the year gone by as an exceptional one – not only for the expansion of our work, but also for the ways in which this expansion has taken place. We are still relatively small, but collaboration and partnerships have enabled an impact far beyond our expectations. And certainly, farther than what we could have achieved on our own.

Together, we've managed to create more books, both, in print, as well as digital-first titles. Together, we've put our minds to transforming scientific and mathematical concepts into nonfiction stories. Together, we've translated stories for different tribes, different regions, and different countries – starting at 21 languages, our family of translators now work in 84 languages. Together, we are creating even more joyful stories as a result of content generation campaigns like *Retell*, *Remix*, *Rejoice!* and *Spotathon*.

In our quest to find new ways to spread the joy of reading among children who have little or no access to supplementary reading books, we have been delighted to discover that digital distribution via our content platform, StoryWeaver, has transformed the landscape. Many organisations have begun to distribute books in their networks, by downloading them from StoryWeaver and either using them digitally or even printing them themselves. Our committed community of donors make a huge impact on thousands of children through our crowdfunding platform, Donate-a-Book, while the equally enthusiastic tribe of Pratham Books Champions, our volunteer storytellers, take the magic of storytelling to more and more kids each year.

What next? More innovation, and even newer ways to put a book in every child's hands. A voice on the mobile phone telling you a story. Perhaps, a series of mobile first stories. Reviving classics in Indian languages. Creating stories collaboratively. Distributing them to places where the need is the greatest. And continuing to find even more wonderful ways to spark a lifelong love of reading among children.

What will not change, however, is how we will make those things happen... **Together!**

**Suzanne Singh**  
Chairperson

**R Sriram**  
Managing Trustee





# A wealth of communities. An ocean of stories.

At Pratham Books, we believe that the more stories we create, the more we draw children into the world of reading.

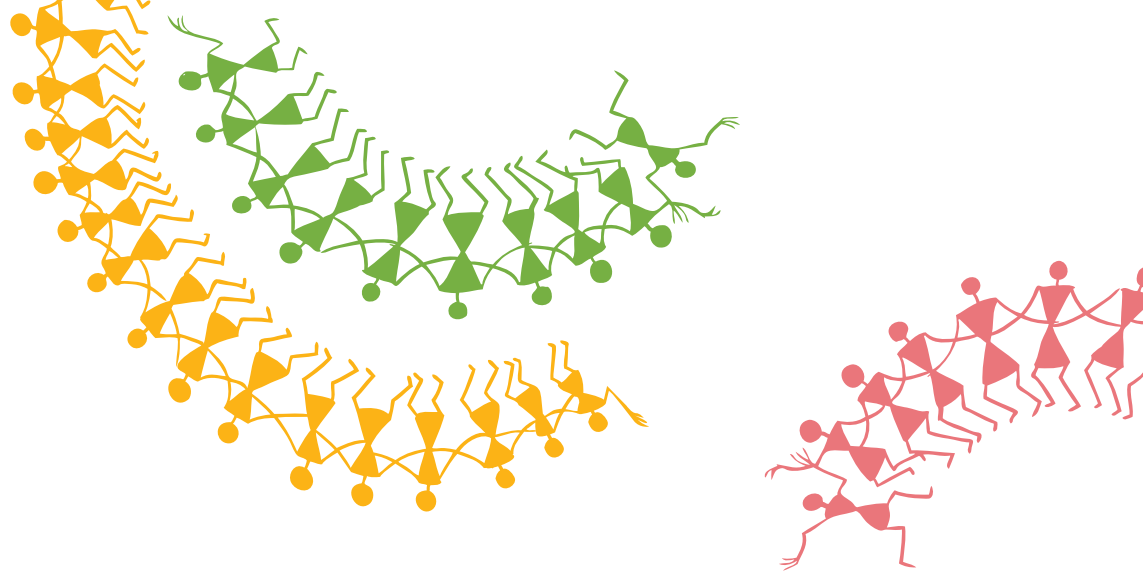
This year, our books encompassed a wide range of subjects, both in print and digital formats. Our growing community of motivated and talented people has helped craft stories as fascinating as Nayan Chanda's *Around the World with a Chilli*, which tells of globalization through the humble chilli, and manages to throw in some history, mystery, geography and storytelling, too. Another landmark book was Khwaja Ahmad Abbas' *Five Faces of Mother India*, a collection of five endearing portraits of women by the legendary scriptwriter and columnist.

Hockey and cinema gave rise to two inspiring stories, *Dhyan Singh Chand: Hockey's Magician*, and *Lights... Camera... Action!* starring Dadasaheb Phalke. *A Meeting in the Street* and *A Stranger Comes Calling* brought history to life, while

*Brushing is No Fun* and *The Boink Mystery* were playful stories that helped make their little readers aware of hygiene. Pakistani writer, Rumana Husain, reached across the border to pen *The Lal Badam Tree*, and a subject as relevant as environmental conservation became the centre of *Sabzpari's Jaltarang*, originally written in Urdu. *The Dance of the Flamingo* was another story that showcased the beauty of the natural world through vivid photographs.

## **STEM reinvented: The joy of discovery**

In the past, we have struggled to find engaging, multilingual nonfiction books for early readers, and we have long believed that children deserve simple, fun books that make science, technology, engineering and mathematics (STEM) more accessible. The last year has seen us collaborate with some of the finest writers, illustrators, editors, art directors, and subject matter experts to create over a hundred such books across a variety of languages – *I Spy* brings alive



the concept of subtraction, while *Ammachi's Amazing Machines* features a brilliantly inventive grandmother who makes coconut barfi for her grandson using simple machines. *A Cloud of Trash* sheds light on waste management through the eyes of a litterbug, and *The Best House of All* features different types of houses from around the world.

We invited some of the most talented editors of children's books to be our commissioning editors, and commission stories on specific themes. At the same time, we kept adding to our existing community of gifted writers and illustrators.

### **Participation encouraged: Growing and nurturing talent**

We believe that fostering inclusive, collaborative communities will help create rich, engaging stories for children, and we have focused on building them.

The fifth edition of our annual story writing contest, *Retell, Remix and Rejoice*, moved to a new playground with our StoryWeaver platform, where it drew a whopping 119 entries in 4 languages. We mentored some of the writers who participated, and eagerly await

their future efforts. We have also been collaborating with guest art directors to create more visually rich books, and widen our network of illustrators.

During this year, we ran an immensely successful campaign called *Spotathon* which invited illustrators to create spotting illustrations for children. These illustrations are being widely used in schools today by teachers, and some of the *Spotathon* entries also found their way into this year's Pratham Books calendar!



A plethora  
of languages.  
**A variety of  
adventures.**



In a multilingual and multicultural nation like India, a child's fluency in her mother tongue helps her speak, read and write her first language with ease. We exist to serve children across the length and breadth of the country, and our books help us reach them through stories in Hindi, Marathi, Kannada, Telugu, Tamil, Odia, Gujarati, and even several tribal languages.

Our print catalogue has books in 20 languages already, and on our digital platform, StoryWeaver, there are books available in a staggering 84 languages. It's enlightening to know that about 40% of them have been added in response to user requests, which points to a great need for mother tongue reading materials for children. This makes the ever-important role of a translator even more critical.

We support our translator community with helpful resources, so they can focus on crafting joyful stories for children in a multitude of languages. From special workshops for translators at Pune, Bangalore and Delhi, to online tutorials, we are keen that our translator community thrives and grows.

### **Joy multiplied: The magic of translation**

As our digital footprint has grown with StoryWeaver, so has our engagement with translation groups from international non-profits like The Rosetta Foundation and Translators Without Borders, as well as with organisations like the Uganda Christian University, which has translated 80 stories into 11 Ugandan languages already.



The StoryWeaver community has been quick to use the platform to preserve their mother tongue language – Pavithra Solai Jawahar translates stories to Saurashtra and Gnanaharsha Beligatamulla translates in Sinhala for his children. Maharani Aulia is the flag-bearer for Bahasa Indonesia stories and translations. Muhamadreza Bahadur translates stories to Kurdish, Meenu Joshi to her beloved Kumaoni, and many other translators contribute their time and talent to champion a language.

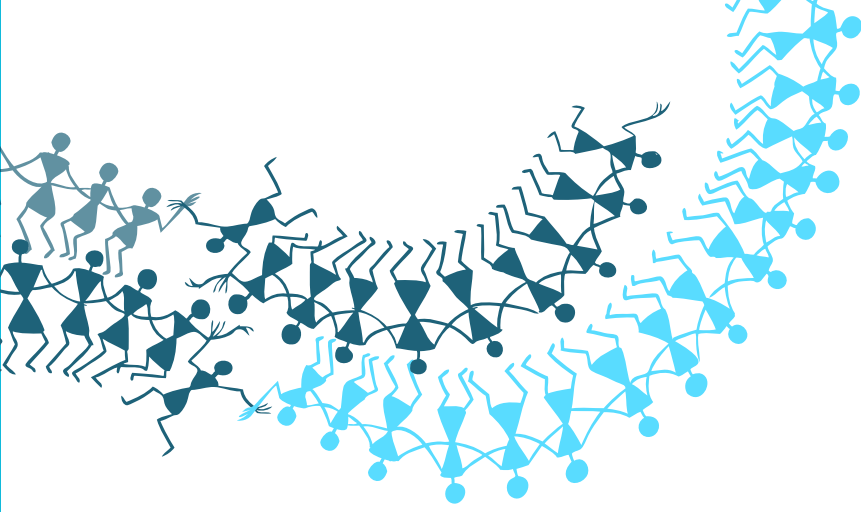
Last year, volunteer translations for the *One Day, One Story* campaign also retold the story in 8 new languages thus extending the reach of the program further.



A world  
of stories.  
An audience  
of millions.







Our foray into the world of digital stories with StoryWeaver — India's first open source, digital repository of multilingual children's books — has changed the game in the most profound way. On StoryWeaver, Pratham Books has openly licensed most of its content under the CC – BY 4.0 licence which allows anyone to use, reuse or remix the stories as long as due attribution is given. Users can read, download and even print the stories; they can translate or version them into new languages or even create new stories using the large bank of images. This has helped significantly scale the creation of reading material in mother tongue languages and has enabled organisations and communities to create stories in languages they are fluent in. The open source and open format nature of the content has led to our stories being used in myriad ways.

The response to StoryWeaver has been nothing short of astounding: From a repository of 800 stories in 24 languages, StoryWeaver is now a digital treasure house of over 4,000 stories in 84 languages of the world. Our 330,000-member community is sprawled across 180 countries, and have read our stories both online and offline, two million times.

**Languages preserved: Digital resources endure**  
StoryWeaver has enabled Suchana, an NGO working in Birbhum, West Bengal, to create over 60 books in the tribal languages of Kora and Santali. 10,000 copies of these books have been printed

for distribution through mobile libraries. In Goa, the Konkani Bhasha Mandal is a pioneering non-governmental institution striving for the cause of Konkani in social, educational, literary and cultural spheres. The organization has translated 102 stories to Konkani on StoryWeaver; keenly aware that children's literature is a means to ensure the continued usage of the language. Plans are underway to print the books and distribute them widely across schools and libraries in the state. The Azad India Foundation uses StoryWeaver to translate stories to Surjapuri, a lesser known dialect of Bengali, and the storybooks help retain students' interests and preserve the local culture and language. As they reported, the children were "amused and amazed to hear a story in their mother tongue for the first time."

We are proud of the role we can play in preserving languages for future generations, as well as the creation of resources in languages that just do not feature in mainstream publishing.

#### **Context retained: Rooted in the local**

While StoryWeaver was developed as a digital platform to address the paucity of mother tongue language literacy material in India, in the last eighteen months the platform has found a receptive community across the globe. Organisations and individuals all over the world have discovered in StoryWeaver a platform that allows them to tailor engaging content to the needs of the children they work with. The Asia Foundation

integrates translated content from StoryWeaver into their *Let's Read!* initiative to make quality storybooks available to more children in developing Asia. The Global Digital Library (GDL) has used StoryWeaver to create 50 translations to Amharic, while Little Thinking Minds has translated stories to Arabic on StoryWeaver for IReadArabic, an online reading platform to advance mother tongue literacy.

#### **Engagement encouraged: Building through social media**

StoryWeaver has always engaged with authors, illustrators, translators, educators and language champions through social media. The *Freedom to Read* campaign, launched on International Literacy Day 2016, drew the support of stalwarts like Dr. Ganesh Devy, Sujata Noronha and Professor Sukantha Choudhary. The campaign inspired contributions in endangered and threatened languages. The *Spotathon* campaign invited illustrators to help crowdsource a spotting book for children, and we received over 70 brilliant entries from seasoned, award-winning illustrators and newcomers alike.

Sreedevi Gopakumar's *Mangoes for Moidooty* was one of StoryWeaver's earliest runaway hits. Our most read community story, it became a part of our *Weave-a-Story* campaign and was translated to a number of Indian languages by other community members.

From video tutorials by senior editors, demonstrations by illustrators, and interviews with translators, StoryWeaver shone the light on the talented people behind the stories. Social media also helped showcase the uplifting stories

from the field by our outreach partners – in particular, our stories on The Better India blog have elicited great appreciation.

#### **Classrooms reimaged: From screens to schools**

Since the launch of StoryWeaver, our partner organisations have worked tirelessly to leverage the platform and take more books to more schools, more libraries, more educators, more organisations and ultimately, to many more children! Our efforts have been directed towards making classrooms more engaging, and libraries more diverse. With more stories to capture their imagination, we believe that many more children will discover the joy of reading.

In the year 2016-17, our partner organisations took StoryWeaver into 3,900 classrooms across 22 Indian states. At the same time, we conducted 7 workshops, demonstrating the complete functionality and potential of the StoryWeaver platform to over 400 participants. StoryWeaver content is being used to establish digital libraries, enhance reading and learning in classrooms, and serve as part of resource and curriculum material. Several education technology partners are using our stories by integrating them on their apps or devices. Some have even gamified the stories to make learning more interesting.



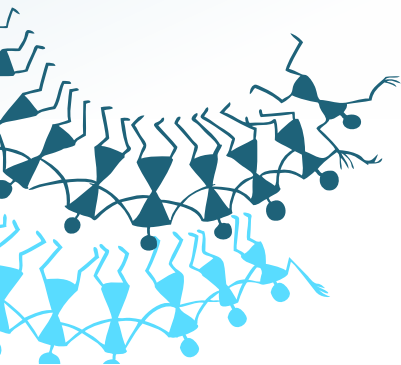


A digital library can consist of pen drives pre-loaded with an appropriate selection of free books from StoryWeaver, and many schools and learning centres download and distribute books to build their students' comprehension skills. For instance, Bohra Bai, a teacher in a Zilla Parishad school in Phaltan, Maharashtra, uses our books by projecting them in her classroom. While she reads the story aloud, she prompts the children to think, predict the next action, and draw connections with their real lives. She uses Marathi stories to build their vocabulary. In Bangalore,

Meghshala uses many of our books in 'teach kits' that teachers use to complement their lessons for the state syllabus.

Several other organisations use our stories as part of assessment tools, lesson plans for teachers, and for English reading programs. The circulation of memory cards and pen drives, as well as the existence of a digital infrastructure within schools has helped us reach more children, in more ways than we imagined.

An army of allies.  
**A road to joy.**



The past year has seen us distribute over a million storybooks in print across all four regions of the country. As our partnerships have grown, so has our reach, and our ability to delight more children with more stories.

### **Purpose shared: Reaching more children**

14,000 storybooks in Odia, Hindi, and English reached libraries in Odisha with the partnership of Kusuma Foundation. CARE India distributed 45,000 books as part of their program in Uttar Pradesh, and another 22,000 in Odia for their program in Odisha. World Vision, a first-time partner, distributed 6,000 books. The Asia Foundation helped distribute another 6,000 books, and we are working closely with them to set up libraries in Karnataka, Andhra Pradesh, Telangana, and Tamil Nadu. Our partnership with ASPIRE and ICDS, Kolkata, has resulted in the distribution of nearly 25,000 Odia books, as well as 2,500 books to anganwadis in Kolkata.

Our collaboration with Prajayatna helped distribute 3,000 Hindi books for their programs in Uttar Pradesh, while a partnership with Savera Foundation helped 1,000 books find their way to Jharkhand's Giridh district, where a library was established for the first time ever.

### **Stories at hand: Classroom libraries**

Over the years, our innovative and compact classroom library, known as the Library-in-a-Classroom (LIC), has become hugely popular among schools and organizations. Designed in response to the needs of schools and organizations which are, typically, infrastructure and resource-scarce, the Library-in-a-Classroom, is literally a library on the wall. It contains over a

hundred books for children to enjoy – displayed attractively, in a modular unit that can be locked at the end of the school day for safe-keeping. The library adds colour and provides a print-rich environment for children within their classroom itself.

The classroom library model has proven to be a resounding success in getting more books to children across India, even in the remotest of locations. With support from our donors, collaborators, and partners, this year, we set up 1,280 classroom libraries with 154,000 books across 18 Indian states.

Through a generous grant from P.A.N.I. Foundation, we were able to distribute over 100 classroom libraries to 72 organisations in 18 states across India including Bihar, Jharkhand, Telangana, Andhra Pradesh, Uttar Pradesh, Madhya Pradesh, Rajasthan, Manipur, and Punjab. With support from Dell EMC, we set up 162 classroom libraries in 30 government schools in Bangalore, helping thousands of children read and enjoy stories. Kalaari Capital helped more children celebrate the new year by donating 25 classroom libraries in January 2017. Their donation helped us reach out to children across India with more than 3,100 books, on our crowdfunding platform, Donate-a-Book. From a Zilla Parishad school in Telangana, to a Bangalore school for disadvantaged children, to the *Padho, Padhao* campaign, these books reach the children who need books the most.



### STEM revisited: Making concepts fun

As part of their CSR activity, Oracle supported the distribution of 100 libraries with nonfiction STEM books through the Library Grant which invited applications from NGOs, as well as government and affordable private schools. We received an overwhelming response – 120 organizations and schools across 22 Indian states seeking 980 libraries.

An extensive screening and evaluation led us to a shortlist of 29 beneficiaries from 15 states, to receive the 100 libraries with STEM books in English and Hindi. The original estimated impact was 5,000 children, however, the overwhelming response from larger organisations has helped us directly impact over 20,000 children through these libraries.

Communities rising is one of the beneficiaries of the STEM Library Grant. Their extensive work with government schools in remote areas and focus on reading-led and experiential learning saw them receiving 10 STEM libraries for government schools and centres around Villupuram in Tamil Nadu. There, teachers use books like *Jadav and the Tree Place* to talk about the environment and how we can do our bit. It led to school children planting saplings around their school, with the help of their teachers. Another teacher used *Dum-Dum-a-Dum Biryani* and common vegetables to establish mathematical concepts like division and multiplication. At the computer centre, children read *One-By-Two* to understand the concept of fractions, and *Apu's Giant Earthquake* to learn about seismic activities. The delightful stories had children giggling away at the thought of *Bey-asura*, the asura who loved to sing, triggering an earthquake!

### Impact multiplied: Fairs and festivals

Since 2009, our partnership with the Jaipur Literature Festival has gone from strength to strength, and this year, our outreach program



started in December in Delhi and then went to Jaipur. A total of 95 sessions were conducted with 17,000 kids from government schools, affordable private schools, and institutions focused on children with special needs. Some of these sessions were conducted by award-winning personalities in literature, history, wildlife, mountaineering, and cinema.

The Cipla Foundation hosted a hugely successful three-day book fair in Sikkim that helped distribute 3,000 books. In another project, the Foundation helped us distribute 50 Library-in-a-Classroom kits in the pediatric wards of their hospitals. We were also able to distribute 15 more kits to Thalassemia daycare centres and hospitals in Delhi and Uttar Pradesh. It is heartwarming to see little children enjoying our books despite being admitted in hospital for treatment.

At the Jumpstart Festival, a workshop was conducted for 100 science teachers teaching Classes 6-8 in Delhi. The National Council for Promotion of Urdu Language (NCPUL) conducted an 8-day Urdu Mela at Bhivandi,





in Maharashtra. Our stall there featured Urdu, English, and Hindi books, and drew almost 25,000 visitors. We participated in an event organized by Maharashtra State Council of Educational Research and Training (MSCERT) in celebration of *Vachan Prerna Diwas*, or *Inspiration Reading Day*. The event allowed us to showcase our 63 bilingual books, that brilliantly combine Indian languages with English.

The IIFL Foundation works with tribal children from Jawhar Taluka, Palghar district, and has distributed 100 Library-in-Classroom kits to promote a reading culture among children there.

For the Kala Ghoda Festival, we conducted a storytelling session at Bombay International School, where author, Rupali Bhave, read her story about Dadasaheb Phalke, *Lights... Camera... Action!* Young participants also enjoyed the Story Hunt that we created for them.

*A Perfect Match* found a match of its own, with *Sarva Shiksha Abhiyan* of Andhra Pradesh, which selected it for their reading program in 11,217 Upper Primary government schools. This story will reach almost 100,000 children in 13 districts in Andhra Pradesh.

### Imagination on call: Dialing a story

At Pratham Books, we enjoy finding new ways for children to gain access to joyful stories. We do believe that mobile phones and the audio medium can be used to reach more children, especially those who have little or no access to having stories read out to them.

Following an extremely successful pilot program, we opened the *Missed Call Do, Kahaani Suno* campaign to everyone in April 2016. All you had to do was give a missed call to a phone number, and you would receive a free call back with a Pratham Books story read aloud in English or Hindi. At the end of the story, the caller could choose to have it repeated, or have another story to listen to. Callers also received a free text message with an online link to the story on StoryWeaver.

Mirchi Cares, the CSR wing of Radio Mirchi, recorded the stories for us, while our cloud telephony partner, Exotel, helped us develop and execute this campaign for two whole days across India. Publicized solely through the Pratham Books and StoryWeaver social media platforms, our phenomenal online community helped spread the word about the campaign wide and far.

We were fortunate to have the support of an amazing group of reading evangelists: Some pitched in to spread the word. Others asked for an extension because their children didn't get to hear it. Still others informed their circles over WhatsApp. One of our friends on Twitter stuck a placard with the phone number on his backpack, so more people would call.

On the first day, we received close to 2,700 calls, and an overwhelming demand saw us extending the event by another day.

Exotel received the Digital Empowerment Foundation's mBillionth Award, in the Learning and Education category, for the campaign. The initiative also received the Mobile for Good Award 2016 given by the Vodafone Foundation in India, which will help us extend the campaign's reach through a generous grant.



A team of Champions.  
**A day of delight.**







The Pratham Books Champions project was conceived to create environments that fostered reading, and made reading fun for children. It also gave us a way to collaborate with our enthusiastic, motivated online community, who wanted to help. In the past five years, this annual, nationwide read-along has grown from strength to strength, and helped make our tribe of Pratham Books Champions evangelists of reading. The event has also grown to become a stepping stone for people to begin to engage with children in their own communities, and even conduct sustained reading programs after.

Volunteer-driven, self-organized, customized, and localized, the Champions initiative is unique in every way. It takes shape around International Literacy Day in the form of *One Day, One Story*.

From 250 volunteers in our first year, to over 3,000 now, our Champions read aloud one story to a group of children in their neighbourhood, in nearby schools, in remote areas, and more. The Champions choose their audience and venue, and Pratham Books shares a book every year.



This year, Arefa Tashin's magical story, *The Elephant Bird*, illustrated by Sonal Goyal and Sumit Sakhuja was selected – and was enjoyed by children in villages, in cities, in government schools, in reading groups, in private schools, in education centres, and even at the Pranab Mukherjee Presidential Library.

A story rich in themes like friendship, courage, and endangered species, *The Elephant Bird* was available in seven languages, and translated by community volunteers and shared in no less than 25 languages. Our annual celebration of reading is growing to become a reading movement that connects committed volunteers to children who have little access to books or storytelling.

2016	3,000+ Champions 3,200+ storytelling sessions 25 languages
2015	2,500+ Champions 2,300+ storytelling sessions 24 languages
2014	1,300+ Champions 1,500+ storytelling sessions 21+ languages
2013	600+ Champions 1,000+ storytelling sessions 25+ languages
2012	250+ Champions 250+ sessions

“This year, we also conducted orientations for anganwadi workers of Ahmedabad (urban and rural) because we thought that if they also understood the importance of storytelling, and its impact, it would make storytelling happen in the true spirit. Sometimes, these small ‘how to do’ sessions act as a support and encouragement for many of us.”

- Renu Seth, Head of the Second Chance Programme, Pratham

A wealth of  
relationships.  
A wellspring of  
inspiration.





## Donors

### Organisations-India

Charities Aid Foundation, India  
Dell EMC Corporation  
Google India  
Help Your NGO  
Kalaari Capital  
Kalpataru Trust  
Mahindra Susten  
Oracle  
Tata Trusts

### Organisations - International

Benevity  
Charities Aid Foundation, USA  
Dasra, USA  
P.A.N.I. Foundation  
Pratham, USA  
The Ammado Foundation  
UK Online Giving Foundation

### Individuals

Farooq Mohammed  
Samina Vazirali  
Sudhir Krishnan  
Vishwanath HM

## Initiatives recognized: Awards and Prizes

Two landmark awards, sponsored by the Vodafone Foundation in India and the Nasscom Social Innovation Forum, have ensured that we can share our work with a larger audience of companies, non-profits, and other children's organisations. Pratham Books received the Mobile for Good Award given by the Vodafone Foundation in the education category, and this will help us widen the scope of our audio stories project, *Missed Call Do, Kahaani Suno*.

In another milestone for the platform that is widely recognized for its depth, reach, and user base, StoryWeaver received the Nasscom Social Innovation Forum award for the most innovative solution.

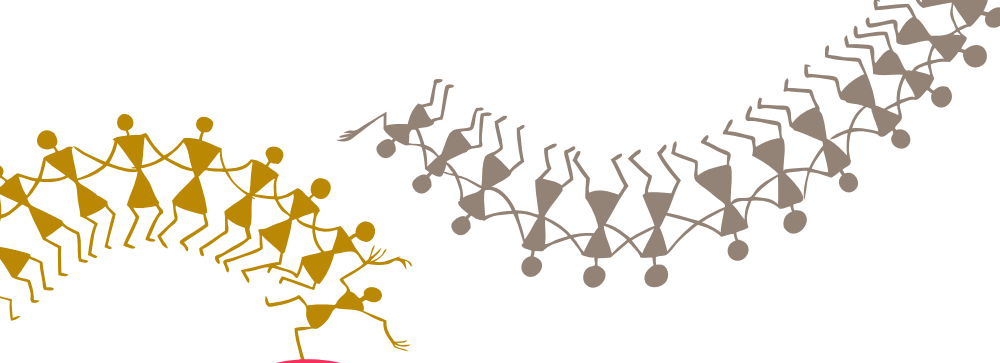
We also received the Runner up Award for 'Publisher of the Year' by Publishing Next.

Several of our books were awarded as well. *Badshahi Park* - Second Prize, Excellence in Book Production by The Federation of Indian Publishers' Award for Excellence in Publishing

*Bharat Mata ke Paanch Roop* - Certificate of Merit, Excellence in Book Production by The Federation of Indian Publishers' Award for Excellence in Publishing

*The Lal Badaam Tree* - Certificate of Merit, Excellence in Book Production by The Federation of Indian Publishers' Award for Excellence in Publishing

*Jadav and the Tree Place* - Digital book of the year by Publishing Next



Pratham Books is our own little rabbit-hole of adventures filled with linguistically stimulating stories that we get to write and translate. And as authors and translators, working with the Pratham Books team has always been a crunchy-as-a-pakoda, delightfully fun, and kushi experience for us.

- **Praba Ram and Sheela Preuit**, authors, translators and bloggers at [inkpotplots.com](http://inkpotplots.com)

Working on books for Pratham Books was a tremendous learning experience. In working to strike a balance between keeping it simple and not making it simplistic in order to cater to the particular demographic that is their target audience, one had to learn to dismantle a mountain of preconceived notions. It has left me a better writer and editor.

- **Payal Dhar**, Guest editor

I love libraries. The first time I had access to a library was when I moved to Lucknow in 6<sup>th</sup> standard. I remember spending all my free time there. Reading and more than reading, just browsing through the shelves. It was a small one room library but to me it was fascinating with its seemingly huge collection of books! Few years later, I remember walking into the Hindi Sansthan library and the excitement I felt at seeing all the Hindi literature books whose names we had heard and mugged up as part of our Hindi curriculum. It seemed astonishing that all those books actually existed and could be read. It was like an entry pass to the ivory tower.

When Pratham Books launched the Donate-a-Book platform, I was reminded of all those and many more memories that still give me goosebumps. Every time I go back to the platform and make a contribution, I imagine some kid somewhere feeling the same sense of excitement and possibility. And I love it that the platform makes it so easy and transparent. I wish it would grow to include more publishers, reach out to more children and that one day, every child in India will have access to a well-stocked library. My best wishes to the Donate-a-Book team!

- **Abhaya Agarwal**, Donor

Stories can be an excellent medium for introducing, teaching, reinforcing concepts and check for learning. It works beautifully when behavioral and other life skill related issues need to be communicated. It also helps in breaking the monotony in a classroom and energizes children and teachers. The stories available on StoryWeaver are thematic and lend themselves to many topics in the Grades 1-3 state texts. Thus, it complements many of the Grade 1-3 lessons that we at Meghshala create for schools. The vibrant colors and images with easy to read text helps kindle an interest in the children to read. This being a digital platform adds to the interest it generates in the current digital age. An interest to not just read but also write gets ignited with StoryWeaver's inbuilt creator tool allowing children to script their own stories and have them published on the platform.

**- Jaimala,** Master teacher, Meghshala

We keep the books in the library or in the classes where there is no library space. With these books, we do library activities such as read-alouds, storytelling sessions, lending of books. Improving their reading and comprehension skill is one objective apart from building a reading culture in the schools. Children were very excited to see the books they have never seen. I found many children started reading seriously on the first day itself as if they have been reading since before. Everyone is quite happy to see the books in their schools. But the number of books is less to serve all the children. So, we need to get more for them.

**- Yasin Khan,** Co-founder, Library for All



The organisation offers training to teachers on improving reading fluency and comprehension skills of students. To practice those techniques, teachers need access to a wide spectrum of interesting books that can cater to different reading levels. To this end, StoryWeaver offers huge support as the platform has a variety of stories for children at different reading levels. We have a collection of these stories downloaded as e-books on the computers installed in the library at some of our schools and children look forward eagerly for their turn to read these e-books. By being readily accessible, open-source, digital content on StoryWeaver helps us improve the availability of quality reading materials for our students. This is of tremendous help considering the under-resourced environment that we operate in. It is definitely a boon for children and schools who can't otherwise afford access to such a wide range of paperback story books. Plus, with access to multilingual content on the platform, children learn faster because they are able to relate new words to their own vocabulary. It does not only help them pick up new language quickly, but also acts as a great motivation.

**- Khushboo,**

Co-founder and Director,  
Mantra4Change





I believe that it is very important that every child has a favourite book to read, a beautiful story to dream of, a lovely theme to live by, and a strong and brave character to aspire to be. By translating books for Pratham Books, I feel fortunate to be able to reach out to many more children. The Kannada books with contemporary stories and characters have been an excellent way to connect with children in the distant and remote areas. I also find that these Kannada books are what the city bred, English speaking children need, to fall in love with their mother tongue.

**- Janhavi Lakshminarayanan,**  
Kannada translator

Stories are a great way to learn many things, from emotional to pure knowledge-based skills. As stories transcend language boundaries, multilingual books add another dimension to this process, by introducing a new culture to young minds. This prepares them to become global citizens, yet remain grounded in their culture, understanding its uniqueness and importance. I enjoy this journey with Pratham Books, being a translator of children's books, which open up new worlds to our young generation, providing high quality books to them in an affordable manner.

**- N Chokkan,** Tamil translator

Mother's tongue is easy and vast. It is as lovely as mother's smile, taking us happily to a place where there is no barrier of language. A story written in mother's tongue is very close to one's heart and helps a child to understand it like his/her mother does. Working with Pratham Books is such a pleasurable journey for me culminating in unfathomable ecstasy.

**- Sanghamitra Ghosh,** Bengali translator

As an education-communications practitioner and as an Indian, I am proud of my association with StoryWeaver. This platform fills a long-felt void in the area of affordable multilingual books for children. It has allowed me to be part of a process that brings more and more books in more and more languages to children, some of whom are in danger of losing their language and heritage and have no access to stories, the best-known extenders of horizons.

**- Madhubala Joshi,** Hindi translator





Since I was nine years old and wrote my first little children's book, *You Have to Learn to make Friends*, I have dealt with many publishers over 60 years. Working with Pratham Books has been the most pleasant experience. Dignity of the writer and quality of the book is Pratham Books' creed.

**-Syeda Hameed**

English translator of *Bharat Mata Ke Paanch Roop* by Khwaja Ahmad Abbas

My stint with Pratham Books' StoryWeaver began when World Konkani Centre approached me and my friend Palia for translations of children's stories. We enjoyed doing this and I loved the work. It helped me grow my vocabulary in both English as well as my mother tongue Konkani. It was a privilege to contribute my bit in creating digital content for my language which is a minority language in this country. As a team, we have managed to translate 102 stories within a year but we have a long way to go. In the globalized world, multilingual books for children will be a bridge for them to get connected to more than one language that they speak at home or in the school. Also, there is a need to pass on the rich heritage of various regions like Goa. And this can be done through the linguistic tools. Stories are a great source of various indigenous terms and concepts. Thus, there is a need to get that content into the stories for children.

**- Tanvi Bambolkar**, Konkani translator



## Balance sheet as at March 31, 2017

(Amount in Rupees)

Particulars	Sch No.	As at March 31, 2017 Amount	As at March 31, 2016 Amount
<b>Liabilities</b>			
Corpus Fund	1	88,88,478	208,11,533
Specified Fund	2	471,23,272	50,05,538
Current Liabilities	3	50,80,630	99,82,515
Provisions	4	66,822	61,105
Other advances	5	3,14,849	5,82,397
<b>Total</b>		<b>614,74,050</b>	<b>364,43,088</b>
<b>Assets</b>			
Fixed Assets	6	12,23,233	14,01,624
Deposits	7	54,85,987	77,20,202
Debtors	8	26,48,140	69,07,756
Loans and advances	9	4,24,491	5,42,270
Stock of Books		27,59,051	56,74,319
Cash in Hand		22,186	7,636
Cash at Bank	10	485,91,630	137,62,009
Deferred Development Expenses	11	99,487	2,26,971
Other Current Assets	12	2,19,846	2,00,300
<b>Total</b>		<b>614,74,050</b>	<b>364,43,088</b>
Significant Accounting Policies and notes to accounts		29	

for Pratham Books



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Chairperson



Ashok R Kamath  
Trustee

As per our report of even date  
for Singhvi, Dev & Unni  
Chartered Accountants  
Firm Reg No 003867S



S Ranganath  
Partner  
Membership No. 201191

Bengaluru  
August 09, 2017

Bengaluru  
August 09, 2017



## Income & Expenditure for the year ended March 31, 2017

(Amount in Rupees)

Particulars	Sch No.	Year ended March 31, 2017 Amount	Year ended March 31, 2016 Amount
<b>Income</b>			
Sale of Books	13	265,04,882	370,00,991
Donations received	14	18,23,361	53,68,381
Other Income	15	25,61,773	35,75,751
Income from Funds	16	591,00,610	79,89,349
<b>Total (A)</b>		<b>899,90,626</b>	<b>539,34,472</b>
<b>Expenditure</b>			
Book Development Expenses	17	208,06,030	246,31,278
Selling & Administrative Expenses	18	102,01,444	98,88,838
Staff Expenses	19	104,99,7933	103,24,013
Promotional Expenses	20	9,20,095	8,84,019
Depreciation	6	3,85,708	5,14,153
Fund Expenditure	21	169,51,836	134,54,666
<b>Total (B)</b>		<b>597,64,907</b>	<b>597,96,967</b>
Excess of Income over expenditure (A-B)		(302,25,719)	(58,62,495)
Add:			
Opening Balance in Funds			
Opening Balance in Corpus Fund		208,11,533	212,08,711
Opening Balance in Specified Fund		50,05,538	104,70,855
Balance of Funds after appropriations			
Corpus Fund		88,88,478	208,11,533
Specified Fund		471,23,272	50,05,538
<b>Total balance in Funds</b>		<b>560,11,750</b>	<b>258,17,071</b>
Significant Accounting Policies and notes to accounts		29	

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# Receipts and Payments account for the year ended March 31, 2017

(Amount in Rupees)

Particular	Sch no.	Year ended March 31, 2017 Amount	Year ended March 31, 2016 Amount
Receipts			
Balance brought forward			
- Cash on hand		7,636	13,595
- Cash at bank		137,62,009	56,67,579
Sale of books	22	318,93,361	318,55,198
Donations	23	18,23,361	53,68,381
Other Income	24	10,71,527	18,12,513
Sale of Fixed Assets		-	21,050
Specified Funds	25	591,00,610	79,89,349
Fixed Deposits - Withdrawn		62,84,406	193,18,972
Professional Fees-Recovered		-	2,50,000
Income Tax Refund - Received (TDS)		2,15,641	-
<b>Total</b>		<b>1141,58,552</b>	<b>722,96,637</b>
Payments			
Book Development Expenses	26	222,41,887	199,96,067
Selling, Administrative and Promotional Expenses	27	115,14,456	104,84,663
Staff Expenses		104,99,793	103,24,013
Fund Expenditure	28	170,31,091	136,74,100
Fixed Assets Purchased		2,07,317	5,54,754
Fixed Deposits		38,50,191	34,39,065
Advance Tax Paid- AY 2012-13		-	-
Rent Deposit		2,00,000	
Balance carried forward			
- Cash on hand		22,186	7636
- Cash at bank		485,91,630	137,62,009
<b>Total</b>		<b>1141,58,552</b>	<b>722,96,637</b>
Significant Accounting Policies and notes to accounts	29		

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