



Note from the Chairperson

As Pratham Books enters into its second decade, the need for large-scale availability of children's books in mother tongue languages has never been so urgent. Reading skills among children in India are still languishing. The latest ASER report shows that reading skills have declined over a four-year period from 2010 to 2014. It also shows that after the first few years of school, the learning curve remains flat. It is, therefore, absolutely critical to invest in the early grades, when children should be encouraged to read, discuss, and express their thoughts. For this to happen, children need to have lots of engaging, enjoyable supplementary books to read in their own languages. Storybooks help develop children's imagination by introducing new ideas into their world. They foster curiosity, expand their horizons and help children become autonomous learners. This is the single idea upon which Pratham Books was founded.

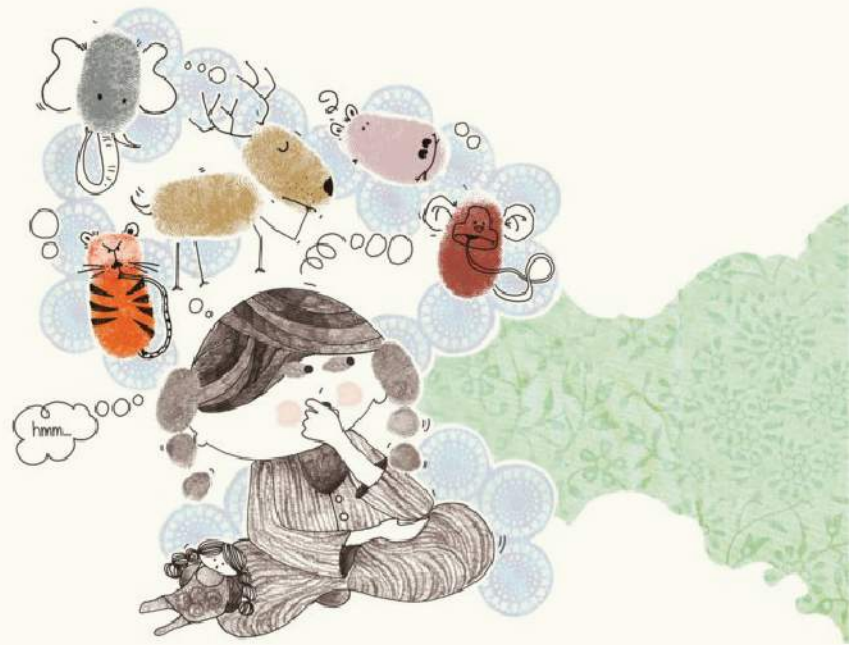
MANY HANDS MANY IDEAS



In our decade-long journey to help stories reach children, we have been fortunate to work with like-minded individuals and organisations. We learnt that with collaboration, we could run the distance we earlier struggled to walk. So, we worked with writers and artists, translators and reviewers, with other publishers and partners, with volunteers and educators – with anyone, actually, who would help us share the magic of reading with children.

This year, we had a range of partnerships that took us further on that path. Ignus ERG, a stellar partner, helped us create a set of primary readers, Adikahani, in four different tribal languages of Odisha. Their on-ground work with tribal communities helped us tap into an age-old oral tradition, and uncover stories that will now travel the length and breadth of the country, perhaps even the world.

ChildFund India reached out to us to help select and distribute half a million books to 38,500 children in 14 states. It was an honour and a delight to be part of a project that created a little home library for each of these children, and started them on their very own reading journey.



Our openly licensed stories, all 450 of them, carved out a path of their own, embarking on journeys to Malaysia, Pakistan and South Africa through partner organisations. New language versions include Sanskrit, Swahili, Dutch, French and Spanish. A couple of American colleges are converting our stories into sign language. And in a breakthrough of sorts, our stories have found their way into ICSE textbooks.

One of our favourite ways of connecting with children has always been through storytelling. Nothing matches the joy of seeing kids lean forward with attention as Takloo tries to solve his mother's problem, or the way their eyes light up when the auto rickshaw begins to fly in Ken Spillman's delightful book. At literature festivals, book fairs and cultural events, we've always enjoyed bringing readers and writers together, and watching the magic take place.

Our flagship community event, 'One Day, One Story' is now a 1300 volunteer-strong movement across India. Hundreds of committed volunteers read a single story to thousands of children on one day, and we're deeply grateful to the storytelling champions of Pratham Books. Read all about this growing community at www.champions.prathambooks.org

We were delighted when Madhuri Purandare and Subhadra Sen Gupta, received this year's Bal Sahitya Puraskar awards for their invaluable contribution to children's literature. We are privileged to have had them write stories for Pratham Books over the years.

We are grateful to all our donors who have supported our work and the wonderful team at Pratham Books who has made all this possible.

As you can see, our collaborations have made light work of reaching millions of children. Creative Commons licenses, and the power of technology will only propel us further on the path of collaboration to create more stories, and share their magic with more children and take us further in our mission of seeing "a book in every child's hand".

Thank you all, for your support and encouragement.

SUZANNE SINGH



"Pratham Books builds bridges of books
between those who create books and young readers
who want and need them.
If there were more such bridges,
we would be able to celebrate
more commonalities and fewer differences."

- Paro Anand, Author

The Adikahani Series

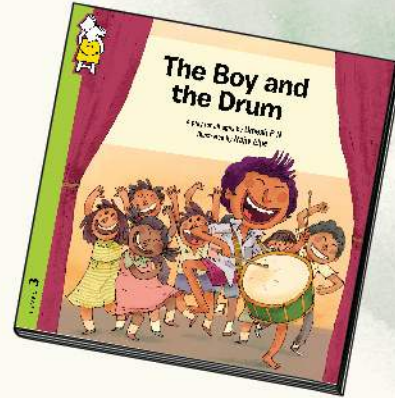
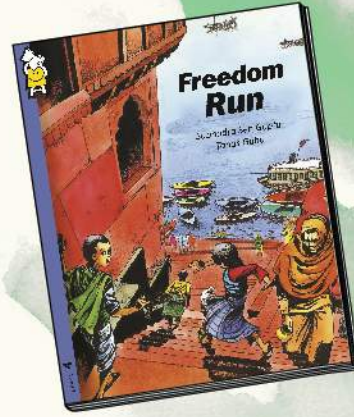
In a bid to reach the most disadvantaged children, Pratham Books made its first foray into publishing in tribal languages. In our series for tribal children called Adikahani, we published 10 books and 4 song cards for beginner readers. Odisha, a state with over 62 tribes is paying serious attention to mother tongue education as large numbers of tribal children are coming to formal schools for the first time. Pratham Books, along with content partner Ignus ERG, held an author workshop in Bhubaneswar with tribal communities who spoke Munda, Saura, Kui and Juanga languages and were involved with early childhood education. The stories were illustrated in the Saura mural style in an illustrator's workshop of tribal artists guided by a professional designer. This truly marked a milestone in Pratham Books' journey to reach the last child. The fact that we won the Publishing Innovation of the Year award at the Publishing Next Industry Awards for Adikahani and we got very favourable reviews in the mainstream press were incidental joys. What warmed our hearts to the core was the joy of seeing tribal children read these books.



New genres

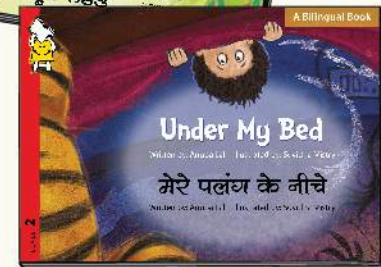
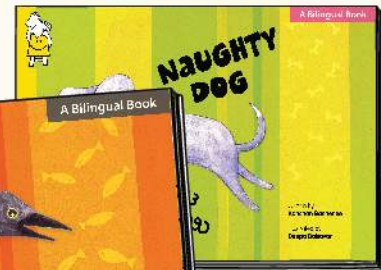
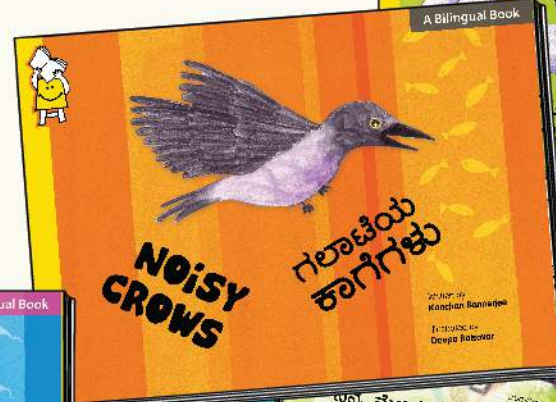
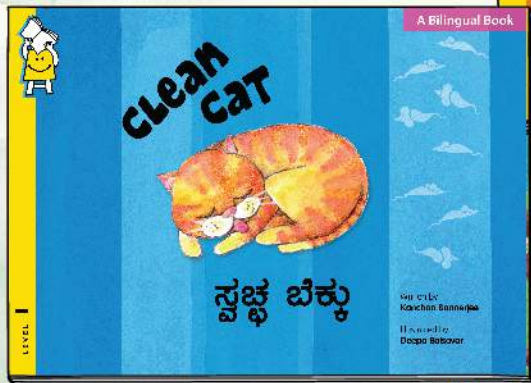
We forayed into another new area with our first comic book, **Freedom Run**, which sensitively deals with the issue of child labour. This wonderful story is written by Subhadra Sen Gupta, who won the Bal Sahitya Akademi award for children's literature this year, and is illustrated by Tapas Guha.

We added a pinch of drama with our first ever play for children, **The Boy and the Drum**, based on a folktale, written by Umesh PN and illustrated by Rajiv Eipe. This wonderful play can be performed by children anywhere, anytime and we hope it inspires children and educators alike.



Top of the popularity charts

We continued to produce more of our ever-popular bilinguals: **Under My Bed, My Best Friend, Clean Cat, Noisy Crows, Clever Dog** and **Busy Ants**.



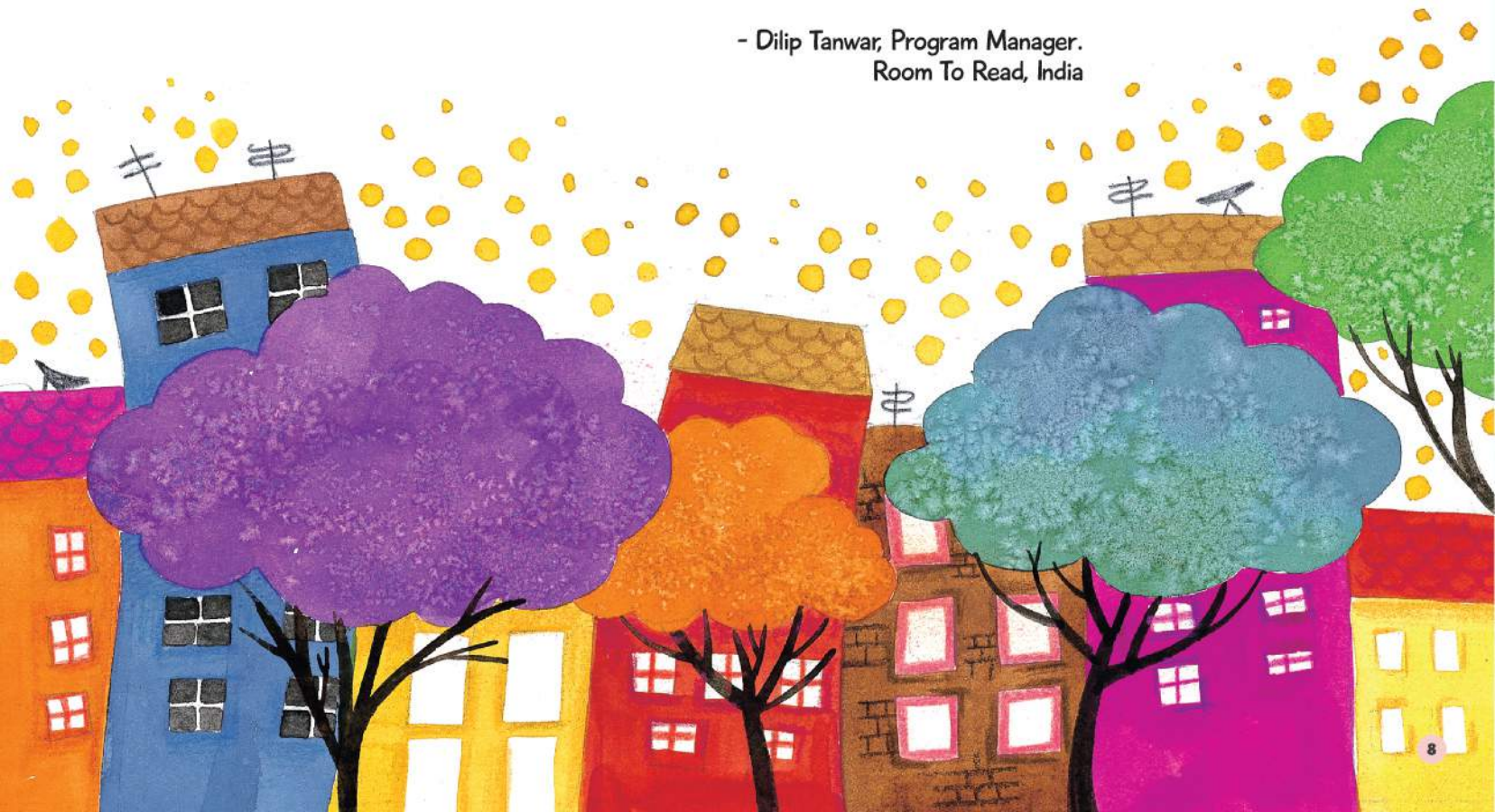


" There is no controversy over the importance of children's literature in a child's life. But finding the right kind of literature, appropriate for children according to their interests, culture, and reading abilities is still difficult in Indian languages.

Very few publishing houses take care of this area and also try to address the huge diversity in a child's world through literature.

Pratham Books is one of those that is paying attention to publishing quality children's literature in Indian languages. We wish them well for their remarkable work in the industry. Well done and keep it up! "

- Dilip Tanwar, Program Manager.
Room To Read, India





BUILDING RELATIONSHIPS

Every book launches a new relationship with our partners, and every new addition to our distribution footprint adds a new ally, a new companion in the journey of putting a book in every child's hand. This year, our partners helped us reach newer districts, and provide young readers there with access to a world of books.

ChildFund India

Pratham Books was delighted to be a part of the cause of distributing books to spread the joy of reading and we certainly reinforced our credentials as a publisher with a mission. We worked on an exciting project with ChildFund India where we were the content partner for their project '**Books, my Friends**'. Under this program, **38,500 children** in **14 states** received a mini home library.



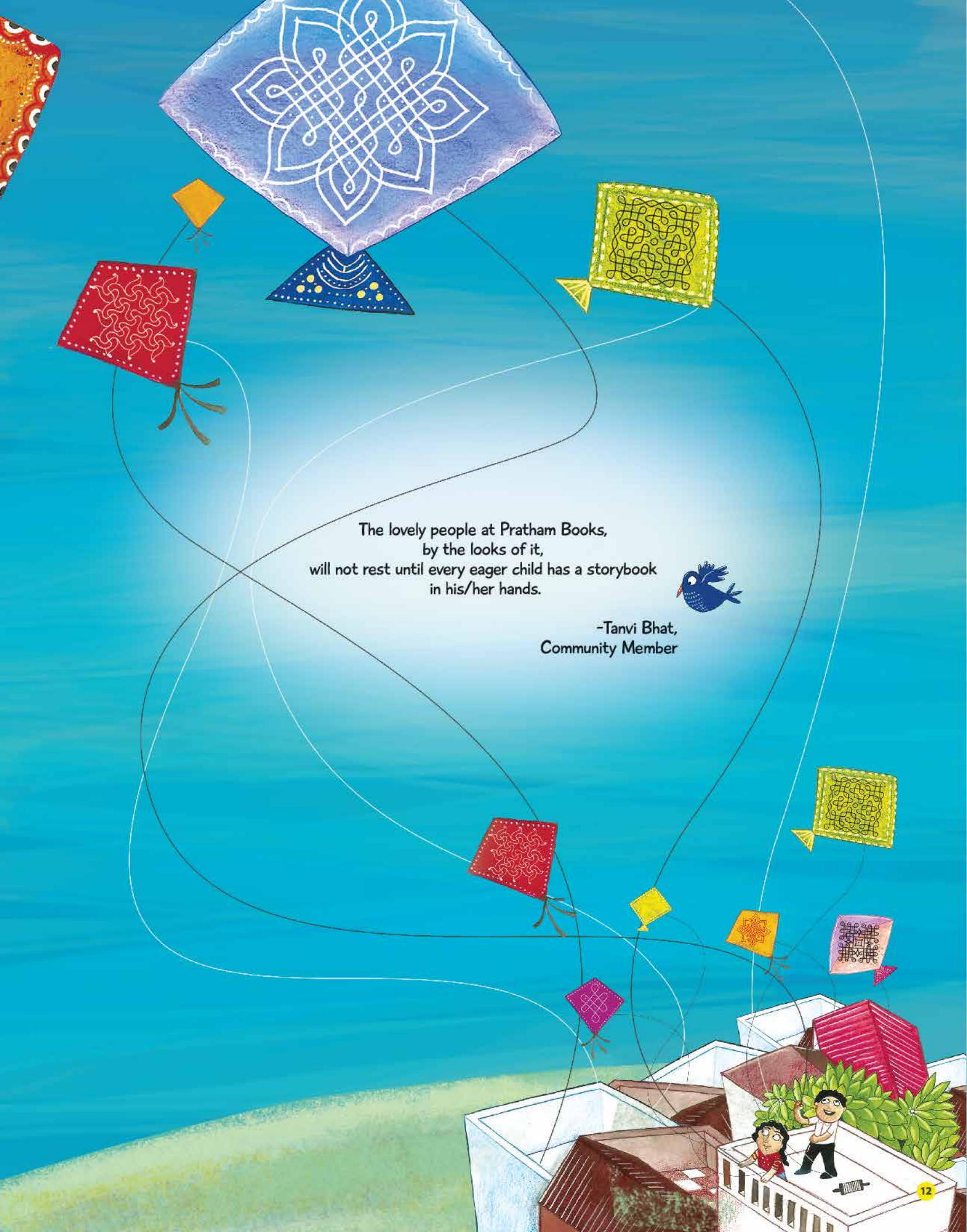
A slew of rewarding partnerships:

- Team Everest donated 120 Library-in-a-Classroom kits to government schools in Tamil Nadu, Karnataka, Andhra Pradesh, Delhi and Jammu & Kashmir.
- WNS enabled libraries in 107 schools across 5 states.
- Varthana built 250 libraries in schools that they support.
- Swades Foundation set up a library network in Raigad district, Maharashtra, serving 20,000 young readers from 75 government schools.
- World Vision India's 'Support My School' campaign distributed library kits to 8,000 children in Vishakhapatnam, Chittor, Pallakad, Jaipur, Nagpur, Bellary, Jorhat, Gurgaon, and Agra.

Newer horizons

- Idara-e-Talim-O-Agohi (ITA) Pakistan helped our Urdu and English books reach young readers in Pakistan
- We had a special focus on Odisha with the Adikahani project, where 10,000 books were given away to tribal children in Odisha. This project was supported by the Bernard van Leer Foundation.
- Reached another 5,000 children in Odisha through Lokadrishti and the America India Foundation.
- Special A3-sized story cards were created for preschoolers in Sitamarhi, Munger, West Champaran and Kishanganj in Bihar.





The lovely people at Pratham Books,
by the looks of it,
will not rest until every eager child has a storybook
in his/her hands.



-Tanvi Bhat,
Community Member

Taking The Bangalore Literature Festival to Classrooms

Pratham Books was the outreach partner for The Bangalore Literature Festival, extending its impact to the classrooms of Bangalore schools. Kids were taken to a different world with captivating storytelling sessions by our authors, Paro Anand, Vijayalakshmi Nagaraj, Mala Kumar. And not just stories, beautiful artworks flooded classrooms through art workshops conducted by well-known illustrators, Soumya Menon and Sangeetha Kadur.

Former Chief Justice Leila Seth at the Bangalore Literature Festival

At the Bangalore Literature Festival, we organized a reading session by Former Chief Justice Leila Seth of the Hindi version of her book – *Hum Bharat ke Bache*, illustrated by the late Bindia Thapar. The book explores the idea of citizenship through the Preamble of the Constitution. Children from two schools and many visitors to BLF listened attentively as Justice Seth went about her session with a generous splattering of stories, both funny and insightful. She also answered questions from the young audience present.



Partnering with the Jaipur Literature festival

Pratham Books has been the outreach partner for the well-known Jaipur Literature Festival, for a few years now. Every year, we expand the boundaries of the festival by taking the magic of books into classrooms in Jaipur. This year, over 43 sessions delighted hundreds of children from government schools, budget private schools and institutions working with special needs children. The sessions included interactive sessions with Pulitzer Prize winning authors, graphic designers and animators, poets, journalists and non-fiction writers, filmmakers and wildlife experts.

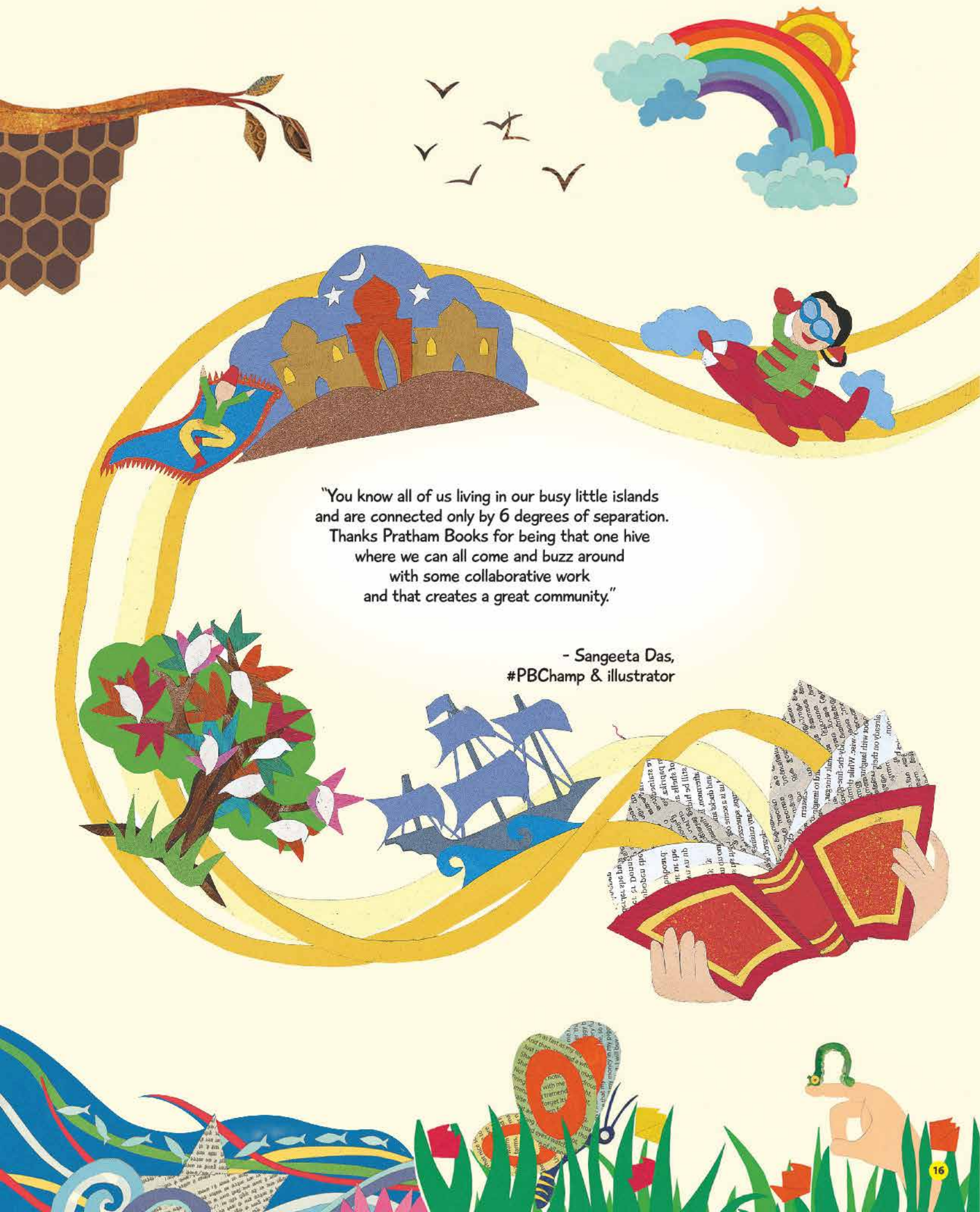
Celebrating Daan Utsav with iGate

With full vigour, once again we celebrated 'Daan Utsav' (earlier known as Joy of Giving Week) - a festival of philanthropy with the employees of the IT company, iGate. We conducted an online and offline pledge activity for its employees across various locations of India - Pune, Bengaluru, Chennai, Gandhinagar, Hyderabad, Mumbai and Noida. With the pledge activity held in Mumbai, we were delighted to send out 600 books to two of Mumbai's schools.

Coffee Chat with Sahitya Akademi Award winning authors

This year's Bal Sahitya Puraskar was awarded to two of our authors - Subhadra Sen Gupta and Madhuri Purandare - for their invaluable contribution to children's literature for English and Marathi respectively. To celebrate this, we hosted a coffee chat with the authors, where they shared their views on literature and a Q&A session on writing for children. Our online community was engaged through an online contest where winners were given autographed copies of *Freedom Run* and *Daddy's Mo*.





"You know all of us living in our busy little islands and are connected only by 6 degrees of separation. Thanks Pratham Books for being that one hive where we can all come and buzz around with some collaborative work and that creates a great community."

- Sangeeta Das,
#PBChamp & illustrator



Today, we are absolutely overwhelmed and proud to witness a community that has grown in leaps and bounds around the reading movement, the seeds for which were sown a decade back.

Our Social Media presence

Our popular blogs www.blog.prathambooks.org and www.champions.prathambooks.org aim at providing insights into the world of publishing, a lens into the world of Pratham Books, and also celebrate our awesome community. We crossed the 10k follower mark on Twitter. Twitter is one of our favourite playgrounds, as we get a chance to discuss ideas with the community, seek help as well as provide support to their work. With an increasing number of followers, we hope to expand our circle of reach to spread the joy of reading to many more children. Facebook acts like a blackboard of sorts - allowing us to showcase the work we do as well as share what we love with an interactive community. If you love free books, head to Soundcloud to hear an audio story or read/download books from our extensive list on Scribd. To see where we've been and what we've been upto, Flickr is the place to go to as we document all our activities there!

A unique contest for content generation by the Community

This was a great year to see community generated content. Our annual **Retell, Remix and Rejoice** contest received 40 new remixed stories. The **#6FrameStoryChallenge** was our first trial with the community of illustrators. We invited them to create a wordless narrative with 6 illustrations and we were simply spellbound with the response - over 76 wordless stories with 456 unique illustrations!



One Day, One Story

Like every year, this year too we celebrated International Literacy Day, with our 'One Day, One Story' campaign. Over 1300 storytelling champions signed up to conduct 1500+ storytelling sessions across India and the world. **Takloo the little Salt Seller** travelled to over 10 countries and spread smiles among kids - with some help from our Champions.



Remixing - the Creative Commons Way

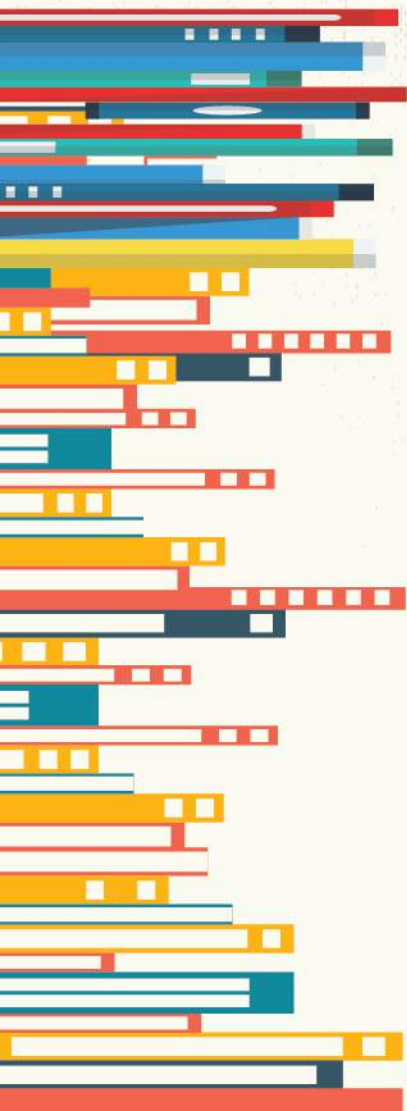
Our openly licensed books travelled far and wide to reach newer audiences.

- 15,000 books were printed locally in Malaysia and were distributed to the kids by One for One Books. These books also later travelled to Cambodia.
- 4 of our books were translated into Sanskrit by volunteers and they were published by Samskrita Bharati.
- Many of our books were translated into numerous African languages by the African Storybook Project.
- Our books are part of the National Repository of Open Education Resources.
- Gallaudet University and Swarthmore College are in the process of converting our books into sign language books.
- Room to Read, South Africa translated one of our books into Swahili and distributed 1000 copies of it.
- Radio Mirchi recorded all language versions of **Takloo, the little Salt Seller** for International Literacy Day and is in the process of recording 19 other books in various languages.
- ReadmyStori and Kartindo used our content to offer e-books to their audience.
- Bookbox animated our books and made them available in Dutch, Marathi, French and Spanish.
- Frank Educational Aids used our stories in their ICSE textbooks

Reviews and Media

We are overwhelmed with the numerous reviews of our books, and press coverage in BookDragon, Saffron Tree, Goodbooks, Book Weeks on Indian Moms Connect, New India Express, Kyoorius, The Alternative.

FEATHERS
in our HAT



Publishing Innovation of the Year & Digital Book of the Year Awards

We bagged 2 awards at the Publishing Next Industry Awards in Goa.

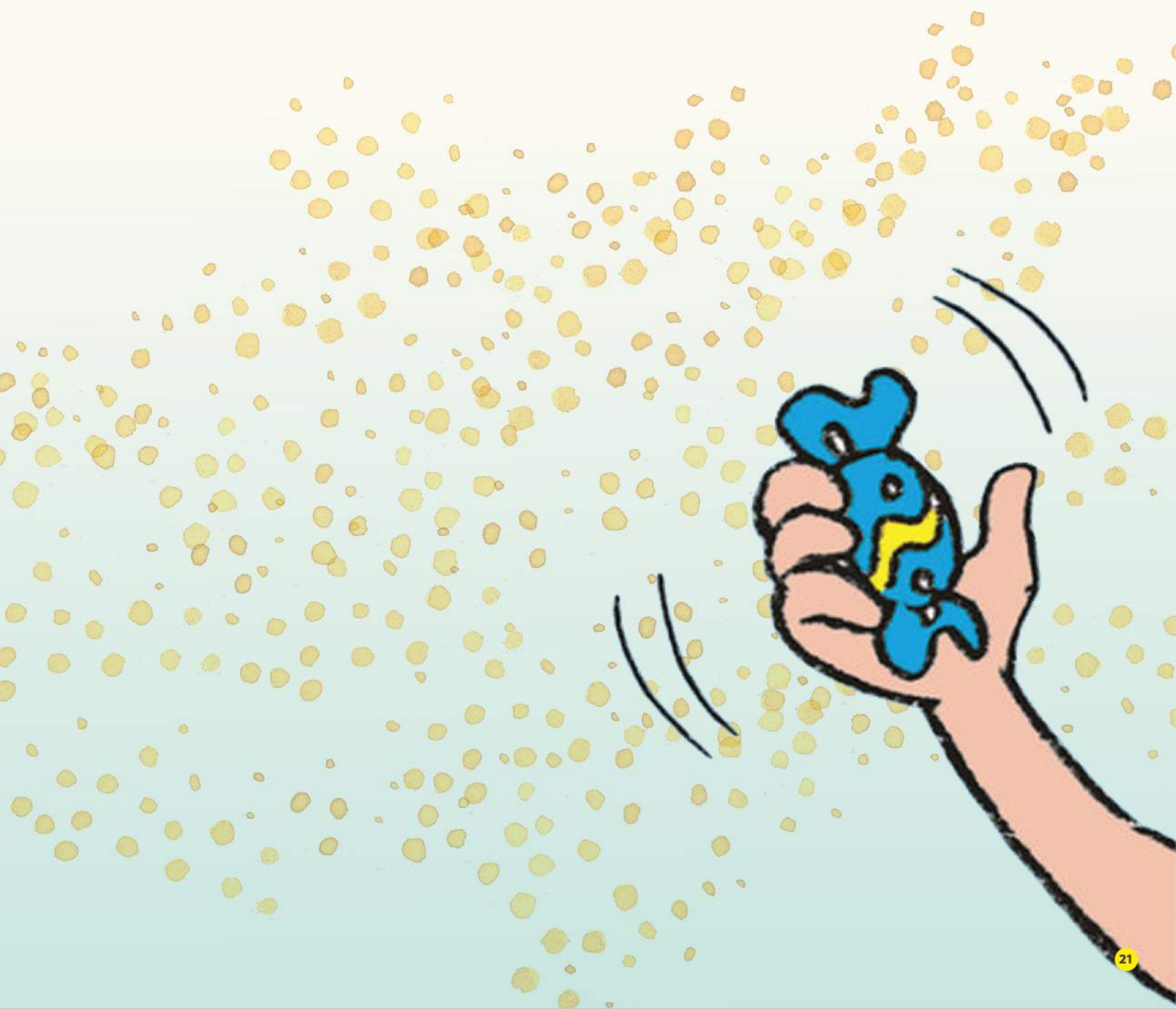
- ***The Adikahani Series*** won the Publishing Innovation of the year
- ***Too much Noise*** won the Digital book of the year

Parents and Kids Choice Awards (PKCA)

Parents and Kids Choice Awards (PKCA) declared ***Aloo Maloo Kaloo*** among top 3 books in the Indian books category.

The Federation of Indian Publishers (FIP)

We won the First prize for Excellence in Book Production from The Federation of Indian Publishers for ***We, the Children of India*** in the category of books translated from English to regional languages (Telugu).



Pratham Books

Balance sheet as at March 31, 2015

(Amount in Rupees)

Particulars	Sch No.	As at March 31, 2015 Amount	As at March 31, 2014 Amount
Liabilities			
Corpus Fund	1	2,12,08,711	1,30,56,406
Specified Fund	2	1,04,70,855	1,92,27,163
Current Liabilities	3	42,34,610	29,13,062
Provisions	4	13,278	1,03,255
Other advances	5	35,26,620	26,429
Total		3,94,54,074	3,53,26,315
Assets			
Fixed Assets	6	13,82,072	12,28,172
Deposits	7	2,36,00,109	2,15,37,844
Debtors	8	31,34,825	26,43,216
Loans and advances	9	3,44,220	2,26,733
Stock of Books		48,29,888	37,62,643
Cash in Hand		13,595	42,304
Cash at Bank	10	56,67,579	53,29,564
Deferred Development Expenses	11	3,29,376	5,07,743
Other Current Assets	12	1,52,410	48,096
Total		3,94,54,074	3,53,26,315

Significant Accounting Policies and notes to accounts


29

for Pratham Books

 Suzanne Singh
 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
 July 9, 2015

Bengaluru
 July 9, 2015

Pratham Books

Income & Expenditure for the year ended March 31, 2015

(Amount in Rupees)

Particulars	Sch No.	Year ended March 31, 2015 Amount	Year ended March 31, 2014 Amount
Income			
Sale of Books	13	3,64,12,923	1,80,45,770
Donations received	14	1,08,21,710	1,17,32,394
Other Income	15	34,65,380	29,69,450
Income from Funds	16	28,27,659	2,19,64,164
Total (A)		5,35,27,672	5,47,11,778
Expenditure			
Book Development Expenses	17	2,18,02,971	1,84,57,017
Selling & Administrative Expenses	18	93,72,847	1,10,58,526
Staff Expenses	19	1,05,80,995	84,14,961
Promotional Expenses	20	3,66,851	2,33,221
Depreciation	6	4,24,044	3,47,454
Fund Expenditure	21	1,15,83,967	94,29,023
Total (B)		5,41,31,675	4,79,40,202
Excess of Income over expenditure (A-B)		(6,04,003)	67,71,576
Add:			
Opening Balance in Funds			
Opening Balance in Corpus Fund		1,30,56,406	1,88,19,971
Opening Balance in Specified Fund		1,92,27,163	66,92,022
Balance of Funds after appropriations			
Corpus Fund		2,12,08,711	1,30,56,406
Specified Fund		1,04,70,855	1,92,27,163
Total balance in Funds		3,16,79,566	3,22,83,569

Significant Accounting Policies and notes to accounts

29



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

S Ranganath
Partner

Membership No. 201191

Bengaluru
July 9, 2015

Bengaluru
July 9, 2015

Pratham Books

Receipts and Payments account for the year ended March 31, 2015

(Amount in Rupees)

Particulars	Sch no.	Year ended March 31, 2015 Amount	Year ended March 31, 2014 Amount
Receipts			
Balance brought forward			
- Cash on hand		42,304	28,089
- Cash at bank		53,29,564	45,51,423
Sale of books	22	4,05,98,293	2,11,74,012
Donations	23	1,08,21,710	1,17,32,394
Other Income	24	21,46,367	9,93,718
Sale of Fixed Assets		50,282	-
Specified Funds	25	28,27,659	2,19,64,164
Fixed Deposits - Withdrawn		43,83,374	4,92,518
Rent Deposit-Recovered		-	2,47,000
Income Tax Refund - Received (TDS)		1,16,130	-
Total		6,63,15,683	6,11,83,318
Payments			
Book Development Expenses	26	2,15,50,552	1,07,02,492
Selling, Administrative and Promotional Expenses	27	99,53,900	1,24,07,001
Staff Expenses		1,05,80,995	84,14,961
Fund Expenditure	28	1,14,75,197	92,93,638
Fixed Assets Purchased		6,28,226	3,41,241
Fixed Deposits		64,45,639	1,46,52,117
Balance carried forward			
- Cash on hand		13,595	42,304
- Cash at bank		56,67,579	53,29,564
Total		6,63,15,683	6,11,83,318

Significant Accounting Policies and notes to accounts

29



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

S Ranganath
Partner



Membership No. 201191

Bengaluru
July 9, 2015

Bengaluru
July 9, 2015

Board of Trustees

Ms. Suzanne Singh - Chairperson
Mr. Ashok Kamath - Trustee
Ms. Rekha M Menon - Trustee
Ms. Kanchan Banerjee - Trustee
Prof. M.S. Sriram - Trustee
Mr. Srikanth Nadhamuni - Trustee
Mr. R Sriram - Trustee

Advisory Board

Ms. Rukmini Banerji
Ms. K R Usha
Mr. Gautam John
Ms. Vinita Bali
Ms. Pervin Varma

We would like to thank all our donors who have helped us realize our mission of 'a book in every child's hand.'

Foundations and Corporates

Axis Bank Limited, Kasturinagar
CISCO
Maharashtra Foundation
P.A.N.I. Foundation
Rose D'Souza Memorial Trust
SNS Foundation
Sir Ratan Tata Trusts
Takshila Education Society

Individuals

Ms. Rohini Nilekani
Mr. Alok Mittal
Mr. IV Subramaniam





Pratham Books

No. 621, 2nd Floor, 5th Main, OMBR Layout, Banaswadi, Bengaluru – 560043.

Tel : +91 80 4205 2574, 4115 9009 | Email: info@prathambooks.org | www.prathambooks.org | blog.prathambooks.org