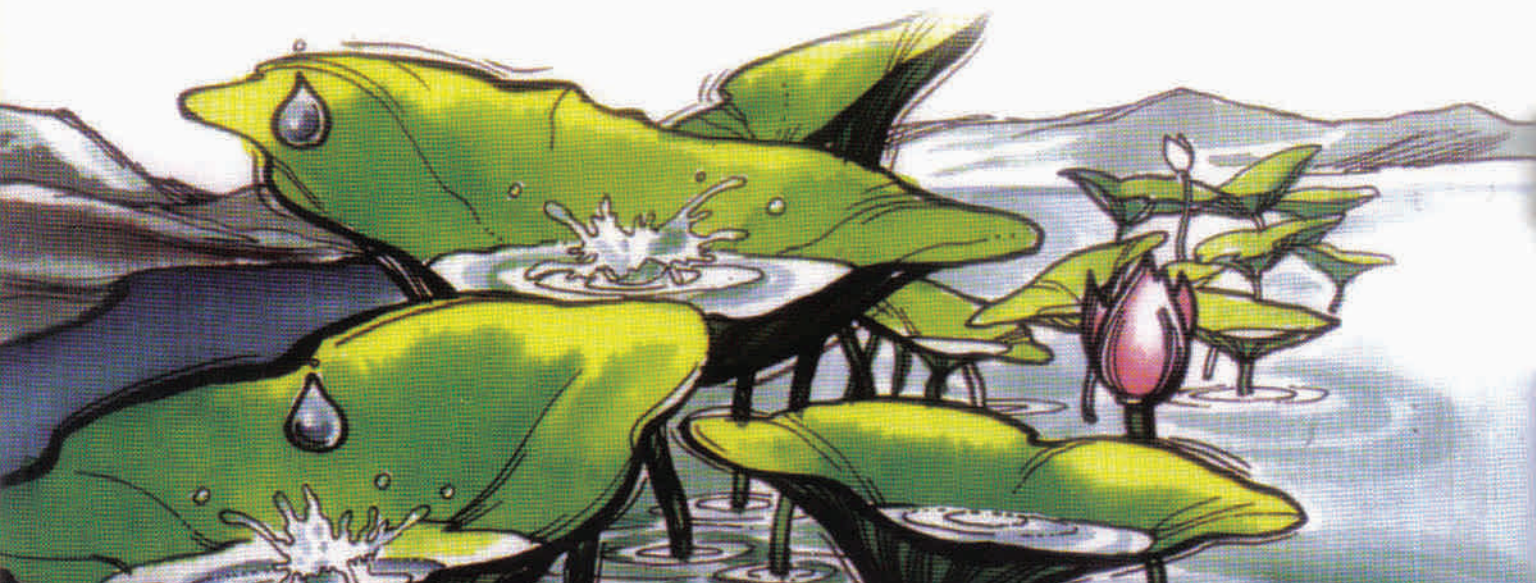
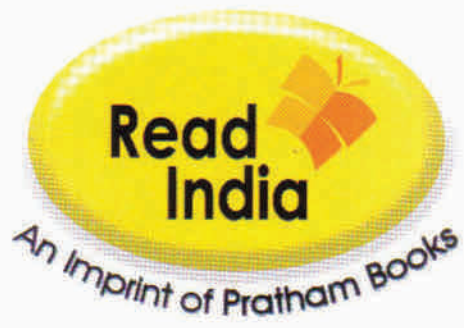


**Pratham Books**

**ANNUAL  
REPORT**

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# A VIEW FROM THE TOP

“Good children's literature appeals not only to the child in the adult, but to the adult in the child.”

-Anonymous

We are extremely pleased to report that Pratham Books has witnessed the completion of yet another rewarding year, which saw the publication of more books in more languages shipped out to more children than ever before. There were as many as 50 new titles published this year in as many as eight Indian languages. Some of the new languages that we introduced books in were Gujarati, Urdu, Tamil and Telugu. With this, we are able to reach 80% of our readers in their own languages.

There is a definite push towards ensuring children across India have the opportunity to experience the magic of books in their own mother tongues. This is, in fact, one of the tenets of our imprint 'Read India' - to be able

to publish quality reading material in several Indian languages. With the addition of the Gurumukhi and Bengali language editions to our portfolio, we are well on our way to making this happen.

Our print runs have also shown an upward trend in numbers. On an average, we now print between 12,500 and 15,000 copies of each title (all languages included). Pratham Libraries all over India are the main "customers" of these books. In addition, other NGOs, some state governments and individuals have also purchased our books. While the feedback we have





received from various quarters about our books has been very encouraging, what is most gratifying for us is the fact that children have loved our books. No matter where we have gone - be it rural India or urban slums - we have been asked by children to produce more books or not to return without them!

In spite of all these positive developments, we still believe that we have much more to achieve. With all of our print runs, we give about a million children access to each of our titles. On the downside, that still leaves about 190 million children in the same age group who are left out. It is clear that we have tapped only a miniscule 0.5% of the total market, and we still have a long way to go. To this end, we have set ourselves an ambitious target of a 10% penetration rate, which means reaching out to at least 20 million children in the next two or three years. This calls for innovative methods of creating more channels of distribution.

ASER 2005 - a nationwide survey conducted on the learning levels of children - facilitated by Pratham, clearly shows that even after several years in primary school, many children still lack proficiency as readers. Furthermore, the study shows that even older children have unacceptable levels of performance.

While humans have been reading for centuries, skill-sets required for reading have been continuously changing over the last few years. To cite an example, the printed book goes through several rounds of editing before it is printed and reaches the reader. The same is not true of content on the Internet today. The Internet has huge volumes of information on any topic under the sun. And it is up to us to ensure that the books children read impart skills such as finding, sorting, interpreting and evaluating information from a diverse range of media - print or otherwise. While much has

been debated and written about the so called Digital Divide, many organizations both in the government and the private domain - are gearing up to wire schools and libraries with access to technology to bridge this divide. For us, it is imperative to foresee ways to leverage these resources and convert Pratham Books into Pratham e-Books. We hope to have some answers on these issues this year.

Some of the subjects under development at Pratham Books right now include folk tales from all over India and around the world, topics on science and nature, and many more. These are being taught through inspiring stories that children would love to read. Of critical importance to early readers is and will continue to be our 'Shishuvachan' series of books. The year gone by has seen us publish a dozen of them and we have another 25 books in this series on the drawing board. We hope this will help steer more children into the habit of reading at a very early age.

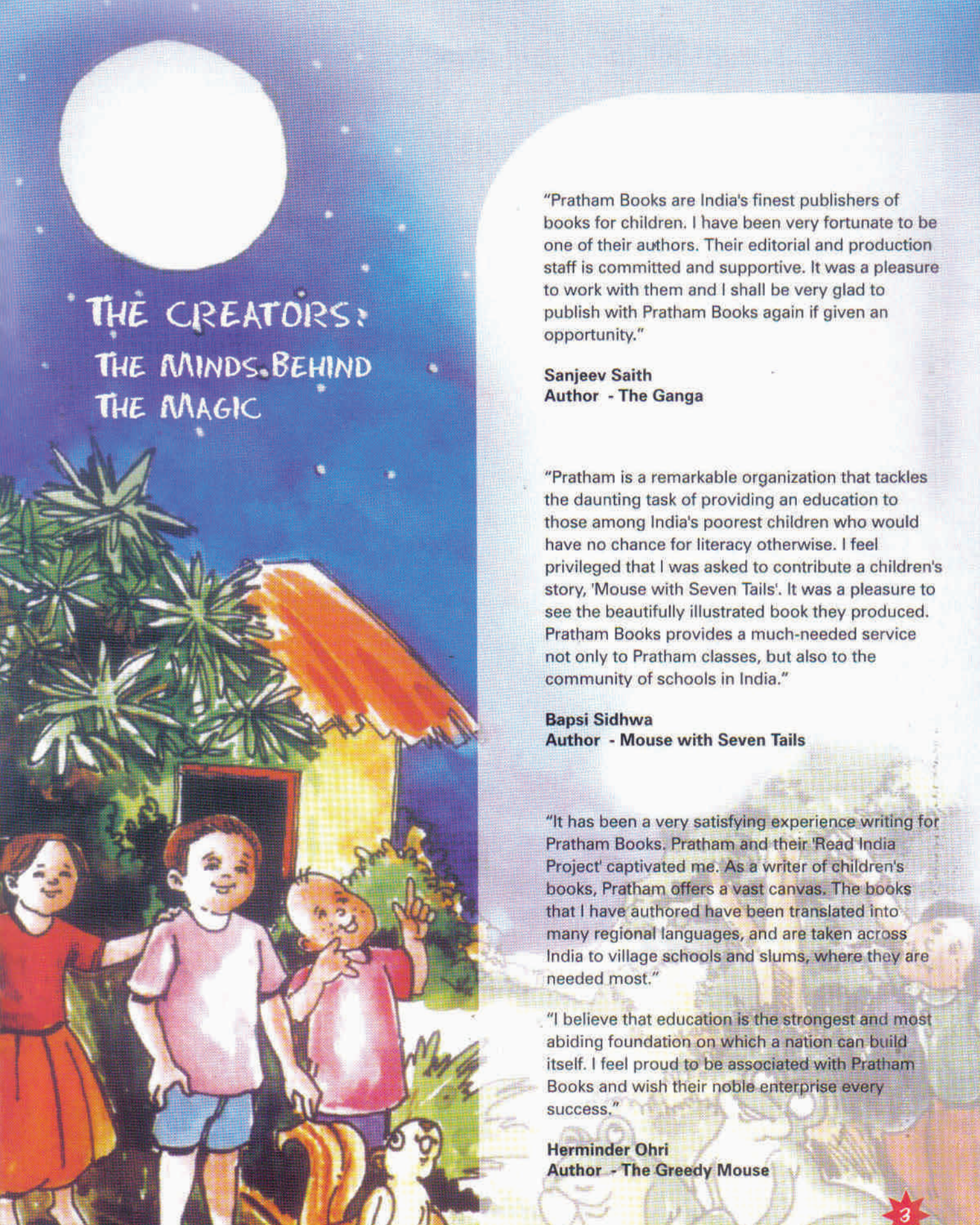
During the year, many constituencies of society have supported our efforts, including donors, authors, illustrators, translators, reviewers, designers and so many others. We would also like to personally thank people within the Pratham network in India and around the world who have delivered these books to children everywhere and also the dedicated band of tireless pioneers at Pratham Books who have given their all to the cause of seeing 'A Book in Every Child's Hand'.

To all of them, our many thanks.

**Rohini Nilekani**  
Chairperson

**Ashok Kamath**  
Managing Trustee





THE CREATORS:  
THE MINDS BEHIND  
THE MAGIC

"Pratham Books are India's finest publishers of books for children. I have been very fortunate to be one of their authors. Their editorial and production staff is committed and supportive. It was a pleasure to work with them and I shall be very glad to publish with Pratham Books again if given an opportunity."

**Sanjeev Saith**  
Author - *The Ganga*

"Pratham is a remarkable organization that tackles the daunting task of providing an education to those among India's poorest children who would have no chance for literacy otherwise. I feel privileged that I was asked to contribute a children's story, 'Mouse with Seven Tails'. It was a pleasure to see the beautifully illustrated book they produced. Pratham Books provides a much-needed service not only to Pratham classes, but also to the community of schools in India."

**Bapsi Sidhwa**  
Author - *Mouse with Seven Tails*

"It has been a very satisfying experience writing for Pratham Books. Pratham and their 'Read India Project' captivated me. As a writer of children's books, Pratham offers a vast canvas. The books that I have authored have been translated into many regional languages, and are taken across India to village schools and slums, where they are needed most."

"I believe that education is the strongest and most abiding foundation on which a nation can build itself. I feel proud to be associated with Pratham Books and wish their noble enterprise every success."

**Herminder Ohri**  
Author - *The Greedy Mouse*



# THE LIBRARIANS: SPREADING THE JOY OF READING



"Pratham Books are a lot of fun. They are colourful too, with attractive illustrations that children love. Most children like to take the books home. The stories are usually short, which they prefer."

**Deepmala, Kondli, New Delhi.**

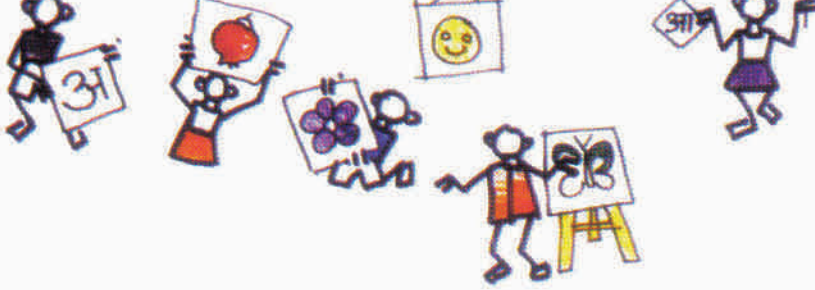
"The illustrations in Pratham Books are so colourful that the children are really fascinated by them. Besides that, there are plenty of stories about animals. The children love to look at pictures of animals and listen to stories about them. The language used is very simple and therefore easily understood."

**Kavita Rani, Trilokpuri, New Delhi**

"Pratham Books are excellent. The children read them with a lot of interest. They are very colourful and the stories are very interesting. These books are very well liked by the children and they enjoy reading them."

**Tarannum Jahan, Mustafabad, New Delhi**





"Our children enjoy reading Pratham Books. These books have colourfully illustrated stories. The large letters, which complement the pictures in the books, have attracted children to reading. The stories are also written in simple language and have, as a result, enhanced reading and comprehension abilities in children. I have seen children attempting to narrate their version of the stories by looking at the pictures in the book. The books, therefore, have helped promote creative and oratory skills among children. They have learnt the utility of plants and trees, the negative effects of freedom denied to animals in captivity and the importance of sharing."

"Some of the children from our libraries have even taken to drawing pictures from Pratham Books. We are grateful to Pratham Books and we hope to receive new titles in the future."

**Ms. Sultana, Somappa Garden,  
Bangalore**

"We have received a large number of Pratham Books for our children. The children enjoy coming to the library and borrowing these attractive books. The Shishuvachan series have been a good introduction to our early readers. Children who have just started school also visit our library and browse through the different Pratham Books titles, even though reading is a little difficult for them."

"The school staff have also enjoyed the benefit of reading some of these Pratham Books titles during their spare time. The colourful and well illustrated Pratham Books are major reasons for their high circulation."

"The titles relate to our everyday life and have lessons to teach children and adults alike. I have personally gained a lot from reading these books. I even narrate these stories to some of our younger children."

"We eagerly await the forthcoming titles from Pratham Books."

**Ms. Farhana Banu, Kamalanagar School,  
Bangalore**

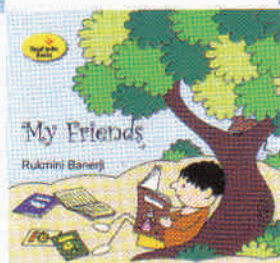
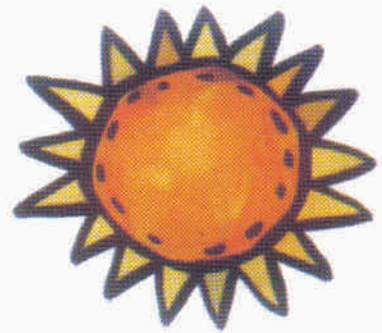


# A SHOWCASE OF TITLES





# THAT INSPIRE YOUNG MINDS





## THE DONORS : SUPPORTING THE EFFORTS



"The response to Pratham Books in the UK and the US has been one of admiration. The initiative of developing well illustrated, simple stories in Indian languages and replicating the content across several languages to reduce the cost of production, has struck a chord with many supporters. The books have been well received by adults and children alike and we have received several requests from our donors to purchase books for their own children since they are constantly looking for interesting books in Indian languages."

"All in all, the simplicity of idea behind Pratham Books and the quality of the books have appealed to all, and evoked awe and respect from donors. We congratulate Pratham Books on its achievements to date and wish them the very best in its future endeavours!"

**Dr. Viral V. Acharya**  
President  
Pratham UK

"Those of us who have seen the books published by Pratham Books have nothing but praise for the high quality, very easy to understand text, attractive pictures and meaningful stories. This is the way to get the children to become readers. We believe, "Today's Readers will be Tomorrows Leaders" and Pratham Books is doing an excellent job in that direction. What we also found interesting are the low cost of these publications and availability in so many languages. We applaud the entire Pratham Books team."

**Anil C. Shah**  
President  
Pratham USA





## ONE DAY ON THE DISTRIBUTION TRAIL

Sampurna Murthi, a regional manager for Pratham Books in North India, recounts her experience while distributing books in New Delhi that were donated by Wells Fargo Bank. More than 20,000 copies of Pratham Books were distributed free of cost to children across the country.

On Friday, November 25, 2005, the Pratham Books team from Delhi learnt a lesson about the weight of books and its inverse relationship with the durability of cartons. Says Sampurna Murthi, "We were to go to MCD School, Block O, Dilshad Garden in the east of Delhi to distribute books to the children of classes 1 - 5."

The cartons containing 3,860 copies of books were too heavy to be carried out of our basement office with limited person power and without the possibility of the cartons disintegrating under their own weight! In the end, we opened them up and carried the sets out to stack them up in the vehicle whichever way we could, and set off on our long haul to east Delhi. This effort was part of the donation given by Wells Fargo to distribute books to children in five cities in selected schools to encourage them to read.

When we reached the school, with the help of eager staff and student volunteers, we unloaded our books in record time (quite a different story from how we loaded them). One of the senior teachers welcomed us formally and spoke about the support the school had been getting through the Pratham programme.

The distribution went off without a hitch and the loud 'Thank You's' and smiles on the faces of the children were most gratifying. We asked them to give us feedback on the books and our other titles as well so that we could continue to create books that added value to the educational journey of children.



## Income & Expenditure for the Year Ended March 31, 2006

Income	Amount (Rs.)	
	as on 31-Mar-06	as on 31-Mar-05
Sale of Books	6,365,627	3,421,608
Donation received	8,590,000	2,000,010
Increase/(Decrease) in value of Stock of Books	1,862,495	697,936
Other Incomes	65,196	29,453
Excess of Expenditure over Income	0	1,565,551
<b>Total</b>	<b>16,883,318</b>	<b>7,714,559</b>

Expenditure	Amount (Rs.)	
	as on 31-Mar-06	as on 31-Mar-05
Book Development Expenses	9,875,555	6,611,067
Administrative Expenses	730,663	895,694
Promotional Expenses	44,983	123,709
Depreciation	68,396	84,089
Excess Of Income Over Expenditure	6,163,722	0
<b>Total</b>	<b>16,883,318</b>	<b>7,714,559</b>



## Balance sheet as on March 31, 2006

Liabilities	Amount (Rs.)	
	as on 31-Mar-06	as on 31-Mar-05
Corpus Fund	8,897,972	944,450
Current Liabilities	38,7895	518,245
Advances Received from buyers	1,955	1,417,761
<b>Total</b>	<b>9,287,822</b>	<b>2,880,455</b>

Assets	Amount (Rs.)	
	as on 31-Mar-06	as on 31-Mar-05
Fixed Assets	172,712	123,241
Deposits	21,500	4,617
Rajiv Gandhi Foundation - Receivable A/c	284,708	71,827
Debtors	780,465	129,568
TDS Recoverable	0	3,625
Tax Deducted at Source on FD Interest	2,122	0
Prepaid Expenses	15,000	0
Stock of Books	2,560,431	697,936
Cash in Hand	10,997	2,868
Cash at Bank	4,882,590	225,806
Deferred Development Expenses	557,296	1,620,967
<b>Total</b>	<b>9,287,822</b>	<b>2,880,455</b>



## **Team**

**Ms. Rohini Nilekani, Chairperson**

**Mr. Ashok Kamath, Managing Trustee**

**Ms. Rekha Menon, Trustee**

**Ms. Kanchan Bannerjee, Trustee**

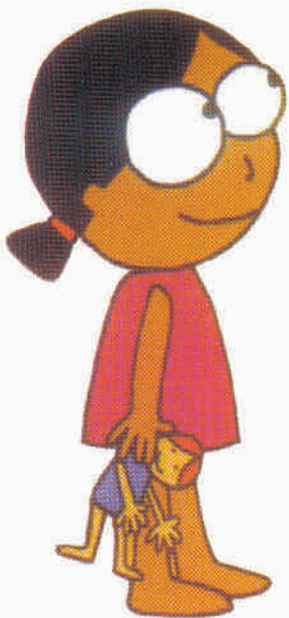
**Ms. Sampurna Murthi, Regional Manager (North)**

**Ms. Manisha Chaudhry, Editorial Consultant**

**Mr. Ishwar Daitota, Editorial Consultant**

**Dr. Utkarsha Manish, Editorial Consultant**

**Mr. Mukesh Aggarwal, Design Consultant**





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