



PRATHAM  
BOOKS

# ANNUAL REPORT 2006 - 2007



Reaching out to children in every corner of India

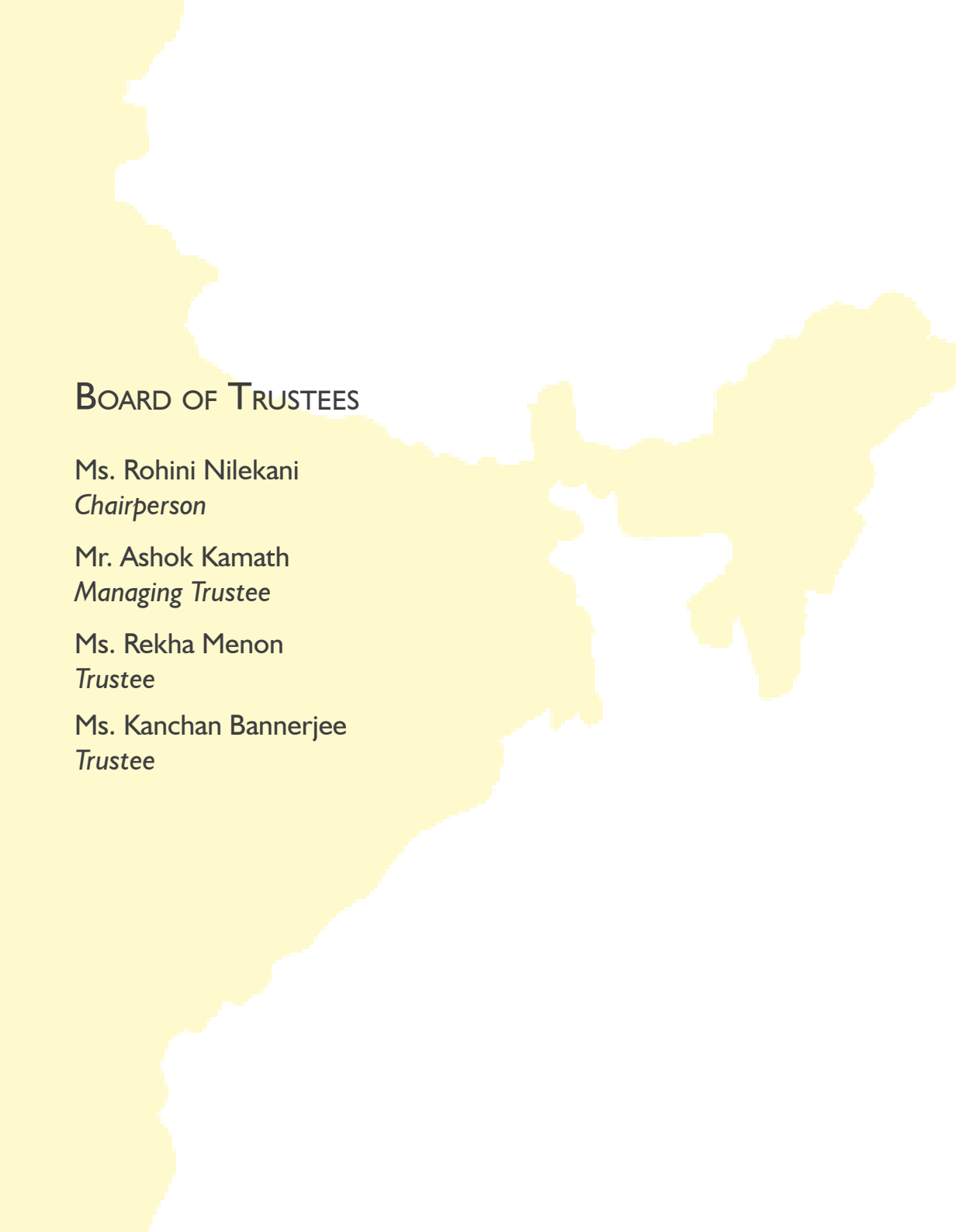
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**PRATHAM BOOKS**

ANNUAL REPORT 2006 - 2007

Reaching out to children in every corner of India



## BOARD OF TRUSTEES

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*Chairperson*

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*Trustee*

# A Book In Every Child's Hand.....

A substantial part of Pratham's success as a network derives from its ability to harness the energy of individuals and institutions with whom it works to achieve its goals. The determination to do what will work is striking; for example, the focus on delivering pre-school education because it means a higher chance that the child will then continue on to school. As part of its innovation, and in attempting to address some of the key deficiencies confronting educators in India, Pratham Books was created a little over three years ago to publish high-quality, affordable books with good content in many Indian languages.

A small team has toiled to make this happen and we can see that each year has turned out to be more exciting than the previous ones. How did we do this year? We finished this year (2006-07) with a significant amount of success:

- We printed nearly 1.5 million books during this financial year
- We shipped over 1 million books to our readers this financial year
- We innovated with the help of experts in the Pratham network and brought out low cost story cards which contained simple stories for early readers. The Uttar Pradesh and Rajasthan governments bought nearly 2 million of these story cards this year
- We reached the milestone of our 125th individual title (not counting language editions)
- Our Shishuvachan series has been enthusiastically received especially in the Hindi-speaking belt
- Our books are now being read by children in all corners of the country – from Nagaland to Rajasthan; from Kashmir to the Andaman and Nicobar Islands

Today, we publish our books in as many as ten Indian languages – children have been reading our books in Hindi, Marathi, Gujarati, Tamil, Telugu, Kannada, Bengali, Punjabi, Urdu, Oriya and of course in English – the language that most parents are now looking to get their children educated in. None of our books are priced at more than Rs. 25 – most are between Rs.15-20 and this is what makes them affordable across the country.

What does this mean in terms of readership? If one assumes that each one of the books we have shipped is read by ten children on an average, then we have this past year facilitated over 10 million “child-reads” for our books alone. More, when you start to include the fact that there are a set of 24 reading cards in 37,500 classrooms in Uttar Pradesh and nearly 22,000

classrooms in Rajasthan. But there are still millions of children whom we have not yet reached and this is where our challenges for the future lie.

*Why is reading literacy so important?* In modern societies, literacy and specifically reading literacy is a pre-requisite for success in life. Various studies have shown the correlation between literacy and achievement in society. Reading is essential for children to be proficient in any school subject and indeed it is this lack of reading literacy that has been the reason for a school dropout rate of nearly 53% in India. The European report on the Quality of Education in 2002 states: *'The ability to read and understand instructions and text is a basic requirement of success in all school subjects. The importance of literacy skills does not, however, come to an end when children leave school. Such skills are the key to all areas of education and beyond, facilitating participation in the wider context of lifelong learning and contributing to individuals' social integration and personal development.'*

Prof. A. Jalaluddin, our country's leading expert on children's learning, has often said that to create a thinking nation we need to first create a reading nation. If we believe in this, as we do, then it becomes a sacred duty for us to ensure that our children have the access to read good content in their mother tongues so that they are able to think independently, articulate and express themselves independently. Reading research is another goal of Pratham Books and during this coming year we will be investing more of our resources in enhancing our learning in this crucial area.

From India, sprang the first-ever children's book more than 2,000 years ago—a collection of tales called the *Panchatantra*. The country, which has 18 official languages and more than 1,600 dialects, publishes books for children which mostly draw on these tales, legends and heroic past eras. How many titles of children's books are available in our country in all languages? The Federation of Indian Publishers (FIP) in recent times had compiled the latest statistics on Indian book publishing, in their report titled "50 Years of Book Publishing in India since Independence". According to this source about 11,000 publishers in India bring out nearly 60,000 titles in a year. To be more specific, in 1997, 57,386 books were published in the country in 17 Indian languages and English, had a share of about 22 per cent. This means that the number of children's books published in the country would be about 3,000 titles every year which is a small number compared to the needs of the children in India. What this means is the entire children's publishing industry has to work at producing more titles in larger numbers of copies to serve our children who are starved for good reading content.

Finally, what is a better return than to see a five-year old beaming smiles because she now owns that one book she always wanted to have? How do we make this happen? Pratham Books has during the year experimented with many possible

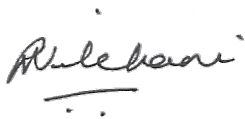
channels to reach children with varying degrees of success. For example, some of the balwadi teachers in the Pratham network have been selling the books for a nominal sales commission – this has enabled them to get a little extra income and enhanced their sense of empowerment. We hope to do more of this during the coming years.

Out of the many books we published during the year, we need to mention a book that was written and illustrated by children in Allahabad – *Hamari Pratham Kahaniyan* has been published in Hindi and has been loved by all who read the book. This book came out of our effort in facilitating creativity workshops for children and we will do more of this in the future.

In our endeavour to make reading a pleasurable activity for children, we tried new book formats. A set of bilingual picture books had the story running in English and in another language. The bilingual books in English-Marathi, English-Hindi and English-Kannada have helped children to learn two languages at one go. Our publishing list included two pop-up books, *Beaks of Birds* and *Home sweet Home*, a set of four story books based on the environment and another set of four folktales from around the world.

All these accomplishments are because of the dedication of the entire Pratham Books team – a small team but highly committed to the cause of *A Book in Every Child's Hand*. We are also grateful to the entire Pratham network, our customers around the country and many others – authors, illustrators, translators, reviewers, designers, printers - who joined hands with us in the march to make India a Reading Country.

Jai Hind!!!



Rohini Nilekani  
Chairperson

April 16, 2007



Ashok Kamath  
Managing Trustee

# The World Of Pratham Books

Pratham Books has extended its reach many times over in the past year. We are touching the lives of children across the country that are underserved by the mainstream publishing industry. In addition to the nine languages that we are already printing in, we have added Bengali and Gurumukhi to our repertoire and our books are reaching out to many more states in India.





## NORTHERN LIGHTS

### Supporting Pratham's Read India Campaign

In North India, as Pratham's Read India campaign gained momentum, so did the need for creating content for millions of children who were becoming "new readers". In response to Pratham's demand for simple, low cost reading material, the Read India content group selected 24 titles from our Shishuvachan series to be distributed in 21 districts of Uttar Pradesh. The books were converted into story cards and the lay out was changed to fit an A4 page size. We printed them at the cost of Rs. 2 per story card and the first consignment comprised 900,000 story cards that were dispatched to hundreds of villages across Uttar Pradesh.

Pratham Rajasthan followed suit and ordered over 400,000 story cards. Pratham Lucknow ordered 300,000 story cards for distribution to the Pratham libraries. Our story cards have also reached Agra, Gauriganj and Varanasi.

In addition to this, we handed over print-ready files to Pratham Bihar, Pratham Gujarat, Pratham Assam, Pratham West Bengal and Aid India, Chennai, for printing the story cards on their own. The sheer scale and speed of this operation is reason for us to feel proud, to say nothing of the number of children reached, many of whom will get such attractive reading material for the first time.

### Stepping Into New Territories

The Sarva Shiksha Abhiyan in Himachal Pradesh bought 4,000 copies of 22 of our Shishuvachan books in Hindi for distribution to all its government schools in the 13 districts of the state.

In the Pratham libraries in Punjab, 33 of our titles, published for the first time in Gurumukhi, are available to the children.

### Working For And With Children

We conducted a writing and illustrating workshop for children who attend Pratham libraries at Allahabad last year. *Hamari Pratham Kahaniyan* is a book that came out of this workshop and has been appreciated by all those who have seen it.

A second writing workshop was held in the last week of March and we will soon bring out another book written and illustrated by our children.





## SOUTHERN SOJOURNS

Books in Tamil, Telugu and Kannada and Urdu were sent to schools and libraries across all the states in southern India and they have reached as far as the Andaman and Nicobar Islands. UNICEF ordered 13,000 copies of our books for the schools that were rebuilt on the islands after the tsunami disaster in 2004.

'Turtle Story', a charmingly illustrated book about the Olive Ridley turtles of Orissa kindled the interest of children in the villages of Tamil Nadu, hundreds of kilometers away. UNICEF ordered 3,500 copies of the book for children associated with its programmes in Tamil Nadu.

The four books in the History Series too were reprinted in Tamil to be distributed by UNICEF.

Education Development Centre, an organization working in Karnataka bought two of our Science Series titles in Kannada, to supply to 2,000 schools across the state.

Our Urdu titles found their way into remote hamlets in Bihar, Uttar Pradesh and Karnataka.

## Books That Created Waves

In 2006, thousands of children in Bangalore learnt how to read under the Karnataka Learning Partnership's reading programme (a joint initiative between Akshara Foundation and Sarva Shiksha Abhiyan). As a follow-up to the programme, Radio Mirchi supported the effort by doing an on-air campaign to 'Pledge a Pratham Book'. Listeners were encouraged to gift a Pratham Book to children who had learned how to read. The media campaign benefited many children in Bangalore and also created awareness about Pratham Books. Truly, a case of books making waves... radio waves.

## Online Offers

For the first time, Pratham Books partnered with Fabmall ([www.indiaplaza.com](http://www.indiaplaza.com)) to make our books available online through their online store. A promotion was run during Diwali and special gift sets of Pratham Books were created. Companies and individuals spread the Diwali cheer by buying and gifting these books.

## Fair And Fun

Pratham Books participated in the Bangalore Book Fair and the NCERT Book Fair, held in Bangalore for the first time. The experience provided an opportunity for us to showcase our books and generate interest in publishers and readers alike. Many publishers were surprised to see that it was possible to bring out low-priced books of such good quality.

Some private schools like Shishugriha and Sri Kumaran Children's Home invited Pratham Books to display and sell its books during their periodic parent-teacher meetings. Students, teachers and parents bought books in English and other languages. The schools also bought several books for their libraries. "I've always been on the look out for attractive books in regional languages for my young readers, now I know where to get them!" exclaimed a delighted librarian.

## Corporate Fairs

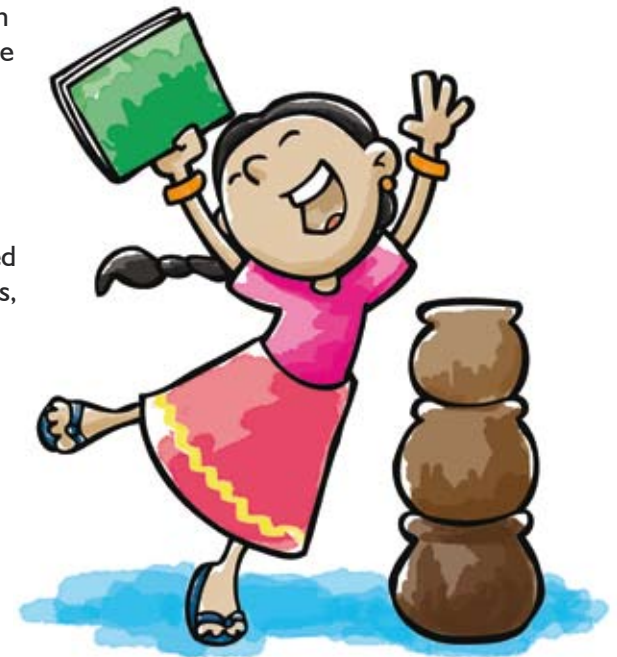
Many corporates supported us by letting us set up stalls in their offices and encouraged their employees to buy our books. It was interesting to see young executives buy dozens of books to gift to children. "Every year, on one particular day, all employees of our company gift whatever possible to an orphanage. Next year I'm definitely going to gift books from Pratham Books!" said a young executive. We were able to reach out to Hewlett Packard, Motorola, Texas Instruments, JP Morgan, Mphasis and ING Vysya. While employees in some of these companies bought the books for themselves, some of the companies bought books to give away as gifts to underprivileged children.

Another interesting "first" was getting young women who run preschools (*balwadis*) in slum communities to sell Pratham Books for a small commission. We started this recently and the first balwadi teacher got a cheque for Rs. 297 from us for her efforts.

## Making Mamtha's World More Colourful!

Mamtha, a Class 5 student of a government school in Banashankari completes her school assignments in between helping her family make pottery products. Mamtha's parents migrated to Bangalore from Rajasthan, and they live in tents along a busy highway, making pots, planters, idols and other artifacts using plaster of paris and clay. Mamtha knew only two places - the school and the pavement.

One day she visited a book fair across the street at the NCERT premises. "I never knew there could be so many kinds of books," said the little girl looking at all the colourful story books at the Pratham Books stall with awe. A little later she hurried back in the rain, clutching a Pratham Book gifted to her. She didn't say it aloud, but the look she gave said it all, "Now I know so much more of the world".



## GOING EAST

We were delighted to have reached out to children in India's North-East. Our books are now in Nagaland. All the 1425 villages in the state will soon have community libraries. The libraries are being started by Pratham with 100 books each, of which 78 are Pratham Books titles in English.

In Assam, some of our books are being translated into Assamese for Pratham's Read India campaign and its libraries.

We now have 38 of our titles available in Bengali. We participated in the prestigious Kolkata Book Fair for the first time. There was great interest in the English and Bengali titles. Our popular books '*Ganga*' and '*Made in India*' received positive feedback. We hope to make a mark in this book-loving state over the coming years.



## WESTWARD HO

Children in Maharashtra seem to be avid readers. “Do you have quiz books and poetry books?” asked 10-year old Anil. In another school, little Ramya wanted to know if we had books that could help her do experiments. Feedback from children is always welcome, for it is children who are the *raison d’etre* for Pratham Books. School fairs bring out one desire very clearly - when it comes to well-written and well-illustrated books, children definitely want more!!

Pratham Books held a display and sale of its books at Cathedral School, Vishwajyot School and DAV School in Mumbai. Parents, teachers and kids visiting the exhibition were impressed with our books and the array of languages that they were published in. In the coming years, we would like to reach out to aided and semi-aided government schools in all the states in India.

For first time UNICEF Mumbai bought 11,700 books from us for schools in the villages of Latur and Nadurbar.

Overall, this year has been an exciting one for Pratham Books. In addition to the wide range books published during the year, there are several new books on the anvil. These include story books, picture books for younger children, non-fiction books on mathematics, science and nature.

We will continue our efforts to put a book in the hands of every child in the remotest corners of the country, to make India a “Reading Country”.



## THE PRATHAM BOOKS TEAM



**Sampurna Murti, Regional Manager, North** is a biochemist by training and taught Chemistry for many years to high school students. She wended her way into Pratham Books because of her love for books and reading. She likes watching sunsets on beaches and enjoys watching movies, traveling, listening to music and meeting people. She has lived in many parts of India and knows 6 languages.

**Manisha Chaudhry, Editorial Consultant,** is an avid reader and loves the mountains. Her idea of heaven is to sit under a tree on a windy, cool day and read while eating an orange. She likes animals and is particularly smitten by dogs. She studied literature and mass communication and has worked in the development sector for 21 years. She is an often harassed but rather happy mother of two children who teach her patience everyday. Her other interests are people, music, art and spirituality.



**Mala Kumar, Editorial Consultant,** is permanently multi tasking. She burns the lunch while admiring a sunbird. Writes best-sellers in the mind while tending seven potted plants. Meets interesting people while wearing the garb of a journalist. Actively participates in street sports ranging from Lagori to cricket. Counts stars rather than money. Has a large family that bears with it all.

**Ishwar Daitota, Editorial Consultant,** was born and brought up in a remote village in India where the nearest school and library was 4 kms away. He is a career journalist and has edited leading Kannada dailies. He also hosts regular TV shows. He has authored over 20 books and is a visiting professor at two universities. He is an avid collector of pens and has over 13,000 of them. His hobbies include reading and eating timepass kallekai (groundnuts) while walking alone.





**Utkarsha Manish, Editorial Consultant**, has done her Ph. D. in Zoology. A former college lecturer, she has also been a content writer. She has been writing articles on nature and its conservation for nature-related magazines and newspapers. She likes to go for nature walks, loves animals and plants. Her family includes her husband, daughter, parents-in-laws, 3 cats, and many injured animals, which end up at her house for recovery. Along with some birds, turtles, there are occasional geckos, bats and snakes.

**Purvi Shah, Brand Manager**, has a voice that's all thunder and lightning. So much is she in love with frowning, that her now 40 day old son does the same. A workaholic and cleanliness freak (she is a true Virgo, you see) she loves watching movies, reading and bragging about her almost perfect husband. An MBA in marketing, she has dabbled in the fields of sales, event marketing, advertising and now manages brand "Pratham Books".



**David Timothy, Manager Operations**, spent his childhood surrounded by books from his father's library and was often hauled up for disguising storybooks as textbooks. He has been involved in different aspects of the book world - library, retail, marketing, production and distribution. He also writes for newspapers and magazines on popular music. Lives in Bangalore, a city he loves and bemoans its lost past glory when in the company of fellow Bangaloreans.

**Mukesh Aggarwal, Design Consultant**, is a commerce graduate who decided to trade accounting for design. He is a cricket fan and his family includes his wife, parents, brother, daughter and son. He loves to create new ideas. He has been designing catalogues, annual reports, posters, magazines, printing materials and children books since he was 14 years old. His favourite colour is green and he loves sweets.



**PRATHAM BOOKS - BALANCE SHEET AS  
ON MARCH 31, 2007**

(Figures In Rupees)

<b>PARTICULARS</b>	<b>AS AT MARCH 31, 2007</b>	<b>AS AT MARCH 31, 2006</b>
<b>LIABILITIES</b>		
Corpus Fund	7,354,302.27	8,897,971.74
Current Liabilities	6,230,449.39	387,895.40
Advances Received From Buyers	350,541.79	1,955.00
<b>TOTAL</b>	<b>13,935,293.45</b>	<b>9,287,822.14</b>
<b>ASSETS</b>		
Fixed Assets	333,458.71	172,711.88
Deposits	1,500.00	21,500.00
Rajiv Gandhi Foundation - Receivable A/c	304,708.08	284,708.08
Debtors	5,263,633.50	780,464.96
TDS Recoverable	13,206.39	2,122.23
Prepaid Expenses	-	15,000.00
Stock Of Books	4,683,478.00	2,560,431.44
Cash In Hand	14,990.00	10,997.30
Cash In Bank	2,142,392.77	4,882,590.25
Deferred Development Expenses	1,177,926.00	557,296.00
<b>TOTAL</b>	<b>13,935,293.45</b>	<b>9,287,822.14</b>



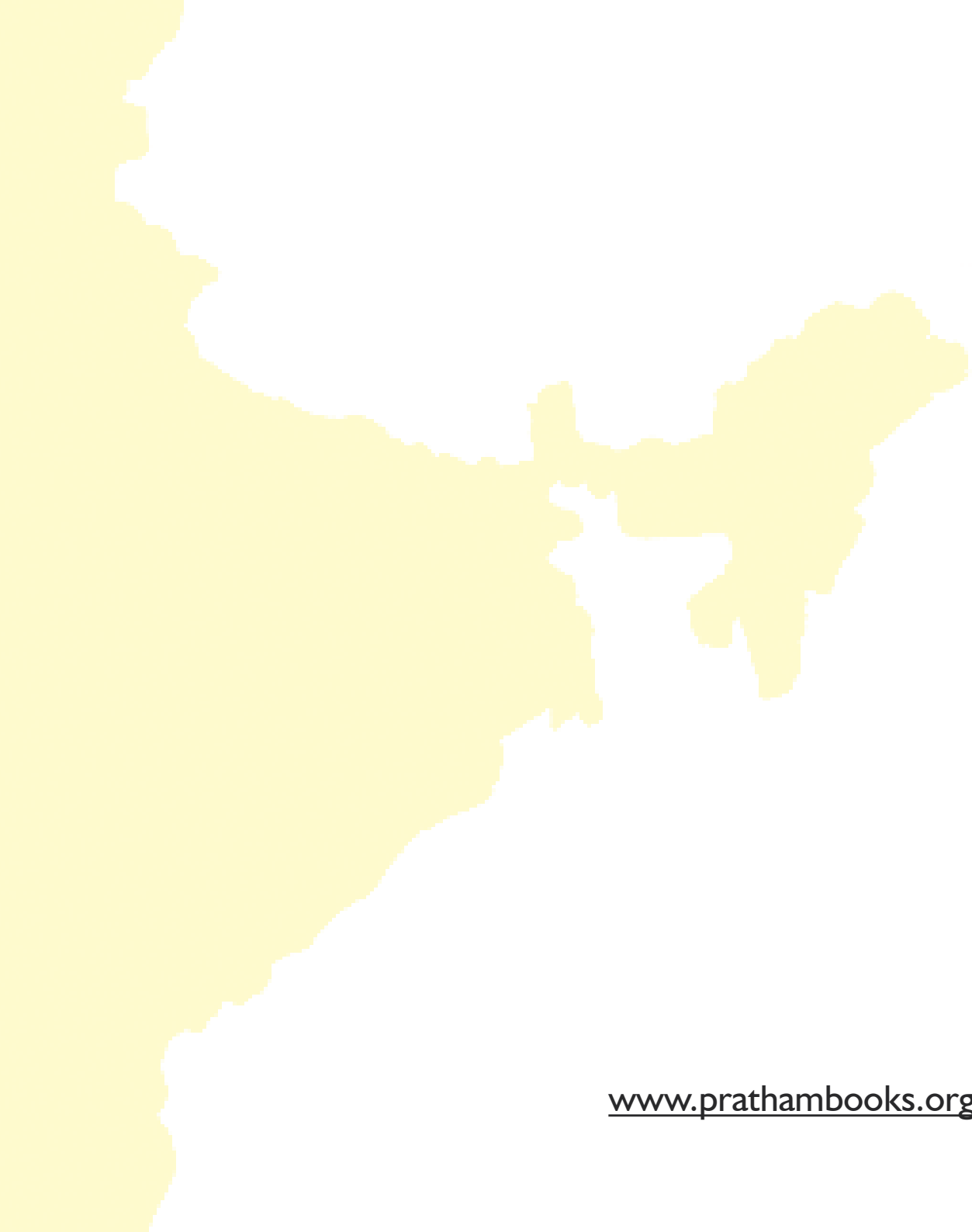


**PRATHAM BOOKS - INCOME & EXPENDITURE FOR  
THE YEAR ENDED MARCH 31, 2007**

*(Figures in Rupees)*

<b>PARTICULARS</b>	<b>YEAR ENDED MARCH 31, 2007</b>	<b>YEAR ENDED MARCH 31, 2006</b>
<b>INCOME</b>		
Sale Of Books	15,462,599.56	6,365,627.45
Donations Recieved	102,600.00	8,590,000.00
Increase/ (Decrease) In Value Of Stock Of Books	2,123,046.56	1,862,495.05
Other Incomes	344,193.93	65,195.73
Excess Of Expenditure Over Income	1,543,669.47	-
<b>TOTAL</b>	<b>19,576,109.52</b>	<b>16,883,318.23</b>
<b>EXPENDITURE</b>		
Book Development Expenses	17,263,085.82	9,875,554.85
Adminstrative Expenses	1,985,487.53	730,662.84
Promotional Expenses	71,290.00	44,982.50
Depreciation	256,246.17	68,395.88
Excess Of Income Over Expenditure	-	6,16,3722.17
<b>TOTAL</b>	<b>19,576,109.52</b>	<b>16,883,318.23</b>





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## **PRATHAM BOOKS**

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