



PRATHAM BOOKS

Pratham Books
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12 million children
today, the rest of the country
tomorrow.



200 titles
1500
Translations



50 illustrators
80 authors



18 states
6 years



100000 schools

8000 libraries



PRATHAM BOOKS

Annual Report
2009 - 2010



6 million books
8 million storycards

Spreading the Joy of reading
to 12 million children!!!



Some of our award winning titles..



Nature's Webmasters - Spiders



My Home



City of stories



From Submarines to Skyriders - Dragonflies

Management Report

Pratham Books was set up with a societal mission – to see a book in every child's hand. Every year, we try and do as much as we can to get closer to our goal. The challenge of reaching 300 million children is so large that we simply have to think out of the box, and consistently develop more innovative approaches and new kinds of partnerships.

Last year, we expanded our footprint to reach more children in more parts of the country. We reached out to state governments and NGOs. We went to schools, took part in book fairs. In big cities and small towns, we helped our books find their way into book shops across India. But we couldn't just stop there.

We forged new partnerships to increase access for children to books and reading. We tied up with the Gramin Suvidha Kendra to make our books available through village post offices – a greenfield effort that, we hope, helps us reach children for whom books have been traditionally out of reach.

We realize that we cannot fulfil our mission alone. Which is why we actively seek to collaborate with other publishers to co-create content. Last year, we partnered with the Nature Conservation Foundation and the Snow Leopard Trust to publish *Nono*, the Snow Leopard in four Indic languages. Written by wildlife biologist, Pranav Trivedi, the book takes a close look at the very rare snow leopard. We also tied up with Dastkari Haat Samiti for a series of four books on traditional Indian crafts, which will be published shortly. We have even done a joint publication with Sampark Publishing House to bring an Iranian book with award winning illustrations to Indian children.

In our efforts to share content and be more inclusive, we have adopted the Creative Commons framework widely, and we have begun to see success with this. Which means that we make our stories and illustrations available under an open license model and the larger community can then repurpose our content to create

something completely new & thus contribute to the cause of a book in every child's hand. Our books have been adapted by our community into a range of new creations – from audio and Braille books for the print-impaired, to iPad and iPhone applications. We are very excited about the possibilities an open content policy allows, whether in building inclusion, or scale.

Similarly, we are also happy that our books are going, more and more, into libraries, small & large, that are run by governments and NGOs around the country. Libraries are critical in India, where parents cannot afford to always buy books for their children. If we want to see a book in every child's hand, we need a strong public library movement. Pratham Books will continue to partner wherever possible in the development of children's libraries.

These, to us, are different routes to reach children so that, over time, every single child has access to good reading content. This would not have been possible without the active support and encouragement of many people: our authors, illustrators, translators, reviewers, and layout specialists; the fabulously committed Pratham Books team; and our other partners, like printing houses, and shipping agencies. These are people who have worked very closely with one another to make every Pratham Books' storybook something special.

We've all heard the phrase "Today, a Reader, tomorrow, a Leader". It is our deepest hope that our books will help make tomorrow's leaders.

Rohini Nilekani
Chairperson

Suzanne Singh
Managing Trustee

..Some of our latest releases





A book in every child's hand. The story so far...



In the last few years, Pratham Books has employed many, many ways to reach out to children across the length and breadth of India. We tapped government organizations, NGOs, book fairs, corporate houses, individuals, parents, librarians, schools, and even radio channels to widen our reach.

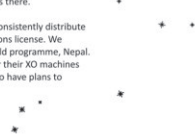
In Bihar, we worked with the government to connect with children in over 70,000 government schools, all of whom are now enjoying reading hundreds of colourful, well-produced storybooks from Pratham Books.

In Kolkata, we heard about Boi Gari, a books van that operated on the outskirts of the city. We used Twitter to help us connect with the people who run this initiative, and promptly sent our Bengali books there.

In November 2008, we decided to consistently distribute our work under the Creative Commons license. We started with the One Laptop per Child programme, Nepal. Pratham Books provided content for their XO machines and digital library, and now, they also have plans to translate our books to Nepali.

This strategy has also opened up several opportunities for Pratham Books to create new content from our existing books. On World Storytelling Day, for instance, we held a contest around one of our titles, *Chuskit goes to School*. We released the illustrations under the CC license, and asked people to write a new story around them. The response was stunning. 24 pages of illustrations from just one book gave birth to 50 new stories – for free!

Last year also saw Pratham Books becoming truly inclusive, as we built associations with organizations like Saksham Trust, which works with the visually impaired. This is just one more step towards our goal of "a book in every child's hand".



Just how do you spread the joy of reading among 200 million children?

A country like the UK, with about 12 million children, publishes over 72 million children's storybooks every year. In sharp contrast, a country such as ours is home to 200 million kids, but produces a tiny fraction of that number. The problem is twofold. First, books are seen as the privilege of the well-off, educated children and not enough publishers are addressing the vast market of children who want affordable books in languages they learn in, and actually speak at home. Secondly, traditional channels with their limitations do not allow for better penetration. This situation calls for innovative solutions, and the last year saw us exploring various initiatives in order to reach out to many more children and democratize the joy of reading.



Pratham Books reaches 2000 villages

There are many organizations that work with children across the length and breadth of India. We've built strong associations with NGOs like Akshara Foundation, Aga Khan Foundation, AZAD India-Bihar, Socio Economic Development Trust-Maharashtra, Child Right for Change Project, Child Rights and UNICEF, and Room to Read. We have also recently collaborated with MCX, and through their India Post tie-up, our books have reached the villages of UP, MP, Gujarat, Karnataka, and Maharashtra. Another wonderful initiative that has helped us inch closer to our goal was Akshardhara, an organization that holds books fairs in rural and urban areas all over Maharashtra.



The Arcot Lutheran Church (ALC) project

The ALC Project covers 100 schools in Tamil Nadu, of which more than 80 are in villages. Most of the students from these schools belong to marginalized communities, and Pratham Books is privileged to be associated with this project.

Pratham Books, with their great story lines and captivating illustrations, are the highlights of our libraries. Since our schools are Tamil-medium, it would be ideal to have more books with two languages in the same volume. Because we are purchasing for so many schools, the prices for the quality of your books is especially helpful.

G. Sundar, Associate Director,
ALC School Project, Tirukoilur, Tamil Nadu



Pratham Books in Pustak Car, The mobile library

Pratham Books has supplied books to the Pustak Car project, a mobile library that goes from school to school distributing storybooks for children. Almost 4,000 students in Ankola, Maharashtra benefit from the Pustak Car programme, whose library contains Hindi, English and Marathi books ranging from storybooks to educational books.



We are thankful to Pratham Books for supplying the books at concessional rates. The paper and the printing quality is excellent, the books are colorfully illustrated so the students are naturally attracted to them. The stories are so interesting that the students just love to read these books.

Sobha Borkar, Vishal Himalaya Foundation



Pratham Books for every occasion

Pratham Books organized book fairs at corporate organizations, and were present at book fairs across the country. Some of them being: the Bangalore Book Fair, Bal Kumar Sammelan at Sangamner, Marathi Sahitya Sammelan at Pune, the World Book Fair at Delhi, the prestigious Jaipur Literary festival and the Mumbai Kala Ghoda festival. We were also an integral part of Bookaroo, a children's literature festival in Delhi. At all these fairs we focused on promoting our Indian language books. We also engaged with our e-audience by offering downloads on special occasions like World Storytelling Day, World Earth Day & World Water Day.

Pratham Books at many retail stores

Pratham Books made its debut at more than 30 retail outlets in the last one year. You will find us on bookshelves at Crossword, Eklavya Bookstores, Pitara, Mother Earth, and Sankars in Bangalore, Delhi, Jaipur, Hyderabad, Chandigarh, Kanpur, Lucknow, Mumbai and Pune. In addition to sales, the stores are an excellent forum to interact with children, and communicate with parents.

In the pipeline.

There are so many new ways to reach children, and encourage their joy of reading. Pratham Books is proud to be associated with a very wide variety of means, media and projects that help bring stories to children in India.

Books for visually impaired children

Inspired by an orientation course conducted by Saksham Trust, Pratham Books has converted one of its popular titles, *Pehehwanji* into a Digitally Accessible Information System (DAISY) format for the visually challenged. This was followed by our joining hands with Radio Mirchi, and they recorded some of our books in multiple Indian languages under their CSR initiative. These books are being used by National Association of the Blind.

Connexions

We have been working with the Connexions Project (<http://cnx.org/>) at Rice University in Houston, to build a platform that allows people to reuse, remix and translate our content into multiple languages, both, Indian, and otherwise. While we have made some progress on the basics (<http://cnx.org/GroupWorkspaces/wg1038>), we still have work to do in building the platform's ability to deal with multiple Indian languages, the ability to control font sizes and pagination. If you can help us, either technologically or financially, please contact us - you'll be helping us build a platform to place a book in every child's hand.

Talking Audio Book

We have also been providing openly licensed content for Talking Audio Book, a project from Literacy Bridge (www.literacybridge.org), in Seattle. We are helping them plan and organize a pilot program in India.

Microsoft India

Microsoft's India Research Center has devised a low-cost method - using optical media like DVDs and CDs - to distribute reading material that children can read and listen to. We are in the process of conducting a pilot with them, and, with some success, it's quite possible that Pratham Books will be airing on a small screen soon.

International Children's Digital Book Library

This Children's Library (<http://en.childrenslibrary.org/>) aims to build a digital collection of outstanding children's books from around the world, and make them available online, free of charge. It is a project completely in tune with our beliefs, and Pratham Books is happy to participate in it. In fact, we strongly urge other publishers, writers and illustrators to join.



A story about a river that ends with 1,22,000 pledges to help.

On March 22, World Water Day, Pratham Books proudly showcased its book *Cauvery* at the Government Urdu Higher Primary School in Bangalore. The book, printed on recycled paper, and written by Oriole Henry, has excellent photographs by Clare Arni. Mala Kumar read out excerpts from the book to a rapt group of students. To reiterate the importance of water conservation, the book reading was followed by a demonstration of a unique way of saving water. The Tippy Tap, a fun device designed by the students of Srishti School of Art, Design and Technology, to wash hands with soap using small amounts of water was also installed in the school.

Pratham Books also gave away prizes to the winners of Pratham Books' *Conserve Our Rivers, Save Water* campaign which was launched in October 2009 to mark the publication of the book. The campaign called upon students, teachers, bloggers and others to sign up to become Water Champions. Over 1, 22,000 pledges were received from people all over the country saying they would save water. The campaign was carried out in partnership with Arghyam and Deccan Herald's student programme, DHNIE.



< The tippy tap gets installed

v Book reading at the event



Our Omnipresence

In March 2008, Pratham Books dived headlong into the wonderful worldwide web. We haven't looked back since. Since our tentative beginnings as bloggers, we're now an active member of the social media community. These initiatives have actually helped us connect with our fans, spread the word, reach out to rural libraries and create content under the Creative Commons License.

To keep up with us, please point your browser to

<http://blog.prathambooks.org>

★ 83000 visitors | 140000 page views

Say hi to us at

www.twitter.com/prathambooks

★ 2500 followers

Join our Facebook group at

<http://www.facebook.com/prathambooks>

★ 1000 fans

Read and download some of our books at

<http://www.scribd.com/prathambooks>

★ 153000 views | 25000 downloads

Browse through our pictures at

<http://www.flickr.com/photos/prathambooks>

★ 45000 views



Pratham Books

Balance sheet as on March 31, 2010

Particulars	As at March 31, 2010	As at March 31, 2009
Liabilities		Amount in Rupees
Corpus Fund	13362778	19382455
Current Liabilities	1443516	1740679
Advances Received from buyers	123000	-
Other advances	22855	122600
Rajiv Gandhi Foundation	1769620	1633327
Total	16721770	22879062
Assets		
Fixed Assets	1245003	508935
Deposits	87500	87500
Debtors	3337580	252517
Loans & Advances	57365	21678
Stock of Books	8850068	10050253
Cash in Hand	7851	20857
Cash at Bank	2299768	10137584
Deferred Development Expenses	836636	1799738
Total	16721770	22879062

Pratham Books

Income & Expenditure for the Year Ended March 31, 2010

Particulars	Year ended March 31, 2010	Year ended March 31, 2009
Income		Amount in Rupees
Sale of Books	12164285	46513645
Donation received	5200000	12222000
Increase/(Decrease) in value of Stock of Books	(1200185)	3469862
Other Income	390195	684551
Excess of Expenditure over income	6019677	(10491242)
Total	22573972	52398815
Expenditure		
Book Development Expenses	12932030	36255848
Selling & Administrative Expenses	9217892	13513673
Promotional Expenses	74947	2228145
Depreciation	349104	225810
Damaged Stock	-	175338
Total	22573972	52398815

Pratham Books

Receipts and Payments account for the year ended March 31, 2010

Particulars	Year ended March 31, 2010	Year ended March 31, 2009
Receipts		Amount in Rupees
Balance brought forward		
- Cash on hand	20857	5460
- Cash at bank	10137584	604096
Sale of books	9202222	48656697
Donations	5100000	12222000
Other Income	390195	299468
Other advances	255	122600
Total	24851113	61910321
Payments		
Book Development Expenses	12197734	37259712
Selling & Administrative Expenses	9185642	11966528
Promotional Expenses	74947	2228145
Fixed Assets Purchased	1085172	292495
Deposits	-	5000
Balance carried forward		
- Cash on hand	7851	20857
- Cash at bank	2299768	10137584
Total	24851113	61910321



Pratham Books celebrated 44

World Storytelling Day with kids from the Akshara library in Bangalore and kids from Central Manor, Pennsylvania. The event aimed at allowing kids from both countries to share stories and learn about different cultures.



Ratna Pathak Shah at the Kala Ghoda Festival



Our books on the OLPC project, Nepal



Children learn how to make salt at an activity by Pratham Books



Enjoying our tamil books in Yercaud, Tamil Nadu