



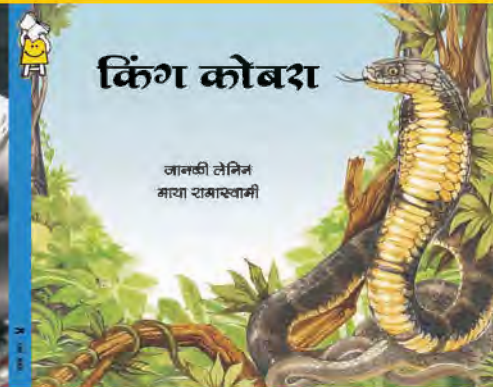
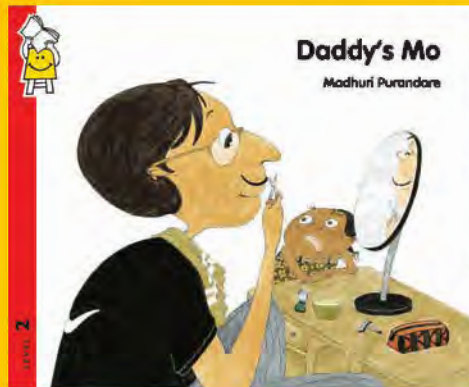
**PRATHAM  
BOOKS**

**Annual Report  
2011-12**

Hundreds of  
**stories**  
on their way to their  
**readers.**



# From the Management



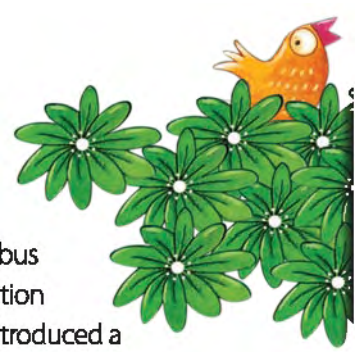
Pratham Books has woven thousands of stories over the past eight years. Stories of magic and adventure, tales that make you laugh, historical sagas, and narratives based on fact and fiction. All our stories, though, are bound by a single thread – they stimulate a child's imagination, kindle her curiosity, and nourish her mind.

Over the years, our books have found their way into the hands of millions of children and, time and time again, we hear about Pratham Books acting as change agents in their lives.

Leena, the headmistress of Vidya Prabhat School, Universal Academy, Bazpur – a school whose library is filled with Pratham Books – says, “Our biggest achievement has been that these children from the rural areas are developing the habit of reading. A lot of our kids come from families in which parents are not educated and these kids are first generation learners. Story books from Pratham Books have simple language

– both in English and Hindi, so kids can understand what they are reading, independent of the teachers, and this gives them a great sense of achievement.” Neelesh, of the Shivganga Trust that runs libraries in rural Madhya Pradesh, told us, “We've bought a lot of books from Pratham Books because it creates *padhne ki jigryasa* (the desire to read).” Sharadaji of Sandhan in Rajasthan contextualizes the attraction of Pratham Books when she says, “Kids love the presentation - pictures, the colours, texture... *gaal pe laga ke rakte hain* (they put the glossy paper to their cheeks) and exclaim it's so smooth and shiny!”

These responses speak of igniting the immense love of reading amongst children, and of books being a stimulus in creating a different dimension in technicolour. For us, it is a validation of Pratham Books' vision and intent becoming reality on the ground. Equally, these responses define the challenge we must constantly rise to – how to remain relevant in an ever-changing world of shifting realities, how to continue to be catalysts,



how to fuel joyful learning, and tap the potential of every child.

This is what steered us through another eventful year at Pratham Books. Dozens of new books, several encouraging collaborations, and many exciting engagements and associations have filled our year with new experiences. Meanwhile, our core, of democratizing the joy of reading in as many ways as we can, to as many children as we can, continues to grow stronger and stronger.

It's been a whole 365 days of doing what we love, and what a wonderful journey it has been. We've been to schools, book fairs, and events across the length and breadth of the country. We made it a point to go to newer areas, and participate in book fairs from Kashmir to Gulbarga. Our team has made their presence felt at all the big literature festivals, advocating our concerns that more publishers must create more multilingual, affordable books, and reiterating the need to be innovative in order to improve access to every child and not just the privileged few.

While pushing the boundaries of retail pricing, we successfully launched our story card sachet – a set of 5 story cards priced at Rs. 20 only. The sachets

were retailed through kirana stores, bus and railway stations. Product innovation was at its peak this year, when we introduced a new product called the Library-in-a-Classroom which is a wall mounted bag with an array of books that can instantly create a print rich classroom environment for children at just Rs. 5000. The response has been heartening and we now dare to dream of a library in every classroom in India!

When it came to content, we dabbled with many new ideas. Original Marathi stories by Madhuri Purandare were translated and published in multiple languages for a pan-India audience. We brought out our first long book for young adults, *Bishnu, the Dhobi Singer* and created a new adventure series, *Kallu's World*, centred on mischievous little Kallu and his gang of friends in Khajuria. For the first time in India, one of our books, *The Seventh Sun* was uploaded for a free download immediately after its publication in six languages.

We've ridden the wave of technology and used the Internet to reach even more readers and collaborators. We've shared our ideas and stories whole-heartedly and received so much love, appreciation, and reach in return. With our



award-winning social media strategy, we have built a large, vibrant and active community. Our various digital media properties gather close to 20,000 visitors a month. Over 300 books under the Creative Commons licenses have been read and downloaded close to 5,00,000 times, and the illustrations and photographs from our books and events have been viewed close to 2,00,000 times. Our books have been translated to languages that we do not publish, including Assamese, Italian, and French. More are underway – Santali, Hebrew, Malayalam, and Konkani will come next. These are large numbers by any standards, and it is this strategy that allows us to build inclusion and scale in a multilingual and multicultural society like India.

On paper, our statistics are heartening. 245 titles. 1,529 books. 11 languages. 1,00,000 schools across 21 states. The context, however, presents a very different reality with 300 million children in the age group of 3-14 years. We would like to see an

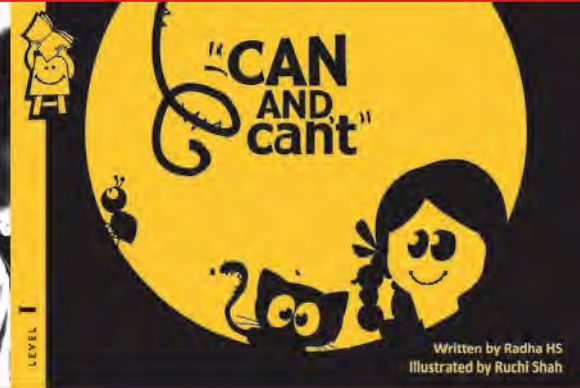
**Rohini Nilekani**  
Chairperson

India where little Chulbuli is reading her well-thumbed copy of *Bheema Gadha*, curled up in a corner of her home in Bihar. Young Akash and Aditi are engaged in their weekend squabble of who gets to read *Ambili* first. A smiling Sandhya is returning her newly finished book, *Gulli Vastugala Dabbi* to the library, and deliberating which one to pick next. Bespectacled little Kuldeep is watching *The Seventh Sun* being downloaded onto his computer. Rehana, with her dancing eyes, is clutching her newly-purchased stash of story cards close to her chest, to enjoy over the next few weeks.

There are many little hearts that Pratham Books has touched in the last one year. Yet, there are so many more children out there who need to have access to joyful books that fill their minds with ideas and words and images. And these children – full of knowledge and optimism and confidence – will be the India of tomorrow. The journey to reach these children continues.

**Suzanne Singh**  
Managing Trustee

A road called  
innovation.





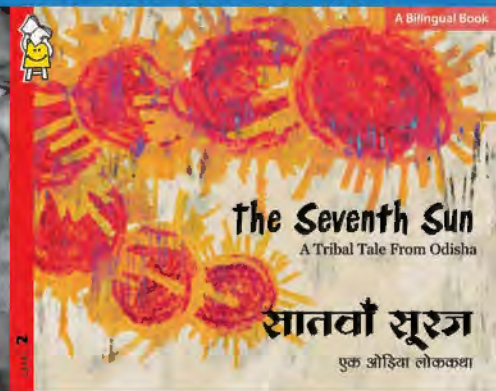
One day, every child in India will have a book in his or her hands. Will experience the joy of reading. Will warm up to the idea of stories, and words, and language. That is the point we want to reach. However to get there, Pratham Books faces challenges of all kinds: language, familiarity, geography, apathy and, price. We have a single response to this ever-multiplying series of challenges: we innovate to take these stories to their readers.

Just as reading will light the way into the future for these little minds, our chosen path will lead us – and our stories – into their hearts.

We help the stories change shape and form, according to their audiences, so that they become stories in Orissa, or Assam, or Tamil Nadu. Their heroes become as true-blue Indian as their readers, and speak languages the children understand. Some become richly illustrated picture books for little readers. Some become classroom libraries. Others become short little story cards, or simply-coloured books. Still others become neat and orderly bits and bytes and live on as PDF files, downloaded hundreds of times, all over the world.



A boulevard called  
accessibility.





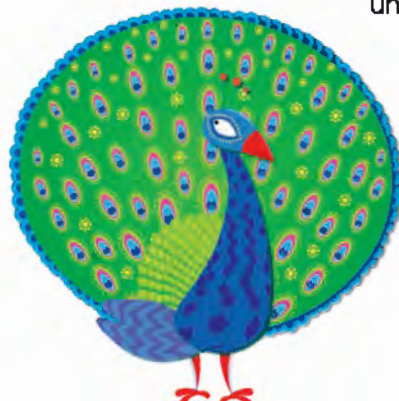


To reach their readers across languages and geographies, Pratham Books published over 200 books last year, some penned originally in Hindi and Marathi. Some are being written in Kannada. Still others are awaiting translation from languages like Norwegian, to find their readers halfway across the world.

To discover and create new stories, Pratham Books conducted a workshop for authors and illustrators in Delhi. To bring them alive through vivid art and original images, we worked with illustrators across the country.

We set a very special story a sail on the worldwide web last year. *The Seventh Sun* is freely available

under a Creative Commons license, and was uploaded for free download immediately after its publication in six languages.



Our stories are now actively making themselves noticed at literary events like Bookaroo, the Jaipur Literature Festival, and Kahani Fest. Not only have they found themselves new readers, but, in November 2011, the stories also kindled the joy of reading in 86 Delhi schools, where our authors, illustrators, and champions hosted interesting literary sessions in which Pratham Books partnered with the Bookaroo Trust.

The stories are adept at finding new form and shape to reach their readers – Pratham Books has helped invent and reinvent them as books, story cards, picture books for the very young, inexpensive two-colour books, and the like.

Meet some of the stories that are travelling the length and breadth of India, in search of their readers. *A King Cobra's Summer* is a wildlife tale brought alive with fine, realistically-inked illustrations by a wildlife artist. Our first long book is a novella called *Bishnu, the Dhobi Singer*. Set in



historic times, it features an unusual protagonist and a wonderful world of music. *Kallu's World* is a family of stories featuring a charming, endearing set of characters from rural India. '*Babachya Mishya*' (Daddy's Mo) and '*Kakucho Bal*' (Aunty Jui's Baby) are just two examples of brilliantly-penned Marathi stories.

It isn't just the stories that are ready – all across India, so are their readers. Pratham Books is innovating hard to help the two meet. Like shampoo, we've created books in sachet form. For the past couple of years, our 4-page story cards have grown in popularity as well as in number – each story card is just Rs. 2.

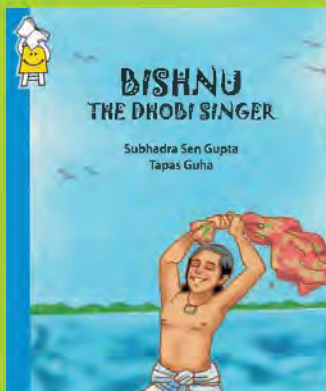
Bilingual books are another source of delight – telling the same story in two languages, at the price of one book. These books accomplish so much: some help kids learn a second language. Many help non-English speakers learn English.

Each of our stories knows exactly what to do. We're just helping them find a child to work their magic upon.





An avenue called  
reach.






The idea of taking different routes into children's lives has met with great success in the past year. To put it in perspective, Pratham Books sold close to a million books in 2011-2012. How did we do it? Well, we didn't – we just took the books as far and wide as we could, and they did the rest themselves.

Every single book fair across the length and breadth of India, kirana stores, newspaper stalls, and other small shops was fair game for our books. You may have met them at the Ghummakkad Narain festival, the Kala Ghoda festival, as well as the Bangalore, Delhi, Jaipur, Kolkata, Chennai, Ahmedabad, Jalandhar, and Jorhat book fairs. They have been sighted at the CII North East Career and Skills expo, Aizawl expo, the All India Urdu Kitab Mela, the Singhania school exhibition, the Akshardhara book fair, the World book fair, and the Essar book fair. All told, our books reached many book fairs, most of them in smaller towns.

The books enjoyed being at unusual places, like Jalandhar, Kashmir, Davangere, Gulbarga, Jalgaon, Latur, Nashik, Karad, and Kolhapur. Participation in the All India Urdu Kitab Mela saw our Urdu and English books take off to Pakistan, as well – to be part of the Children's Literature Festival in Lahore with the Foundation Open Society Institute (FOSI).

It isn't just the book fairs who were great hosts, our books were given a warm welcome wherever they went, especially in bookstores in Guwahati, Kolkata, Gangtok, Kanpur, Chandigarh, Jaipur, Coimbatore, Hyderabad, Kochi, Suratkal, Vijaywada and Faizabad.

Our books have made firm friends with many new NGOs. Friends of Likir, an NGO with access to 16 libraries, reaching 500 kids in Leh and Ladakh, took in some of our Urdu, Hindi and English titles. Asha Ka Jhama took our Hindi books to Nawalgarh, in the heart of Rajasthan. DIET Dungarpur took us further into Rajasthan through its DIET teacher



training sessions. Deep Foundation rehomed our Urdu and English books in newly-opened libraries in Kashmir. An educational project run by BILT and Tata Power took our books to Jalandhar. And Lokadrusti worked with the American India Foundation to help our books reach Orissa.

Libraries across India have provided our books with a comfortable place to call home. Some of these are the Bread Society, Belaku Trust, Akshar Bharati, Shaurya Schools, Mahatma Montessori School, as well as UNICEF, and the Rural Development Foundation of Hyderabad.

Local organisations helped us reach their kids – Eureka books in Chennai, Kothapalli Trust in Hyderabad and Vijaywada, and DC Books in Kerala. 'Teach For India' helped us reach a few budget private schools and MCD schools in Delhi and Mumbai. 'Can Support' in Delhi helped our books cheer up cancer-affected children. Our Hindi books have been taken to schools in Delhi's slums by 'Deepalay'. Nari Gunjan enabled us to reach 1,500 girls in Bihar, and help them read. In Uttar Pradesh, Pitara Faizabad introduced our books to the lovely city of Faizabad.

Beyond Indian shores, some of our books have found their way to Glotten Bookstore, in Australia. Others have been admitted into international school chains, like the Al Khor International in Doha, Qatar, and Ajman International in the Middle East.

Two of the most exciting adventures of the year, though, lit the path for many of our stories to leap into the lives of their readers. The first of these happened in Chennai, in partnership with New Horizon Media.

Pratham Books has pioneered the idea of story cards, simple, colourful stories printed on sturdy A4-sized card, and sold at an unheard-of price point of Rs. 2. Our story cards are published in Hindi, Bengali, Gujarati, Assamese, Bodo, Tamil, Urdu, English and Punjabi. While these cards are extremely effective, we still struggled with helping them reach the many children who could enjoy them. In a perfect world, they would be as easily accessible as a



sachet of shampoo or a tube of toothpaste – and that's exactly what we attempted.

Taking a leaf from the FMCG industry, we distributed 800 story cards – with 5 story cards in each shampoo-sized sachet – for just Rs. 10. The surprise factor was huge, and the response in Chennai, most encouraging. We hope to learn from this pilot project, and set our story sachets aflight across the length and breadth of India, through kirana stores, newspaper stalls, and other small shops.

The second adventure was just as invigorating – we set out to fit a whole library into a single classroom, so that the students could actually read, browse through, and learn from the books in the library, rather than have to wait for permission to access the common library, which was usually under lock and key.

With a library in their own classroom, kids could dip into the books as often as they wished – in a free class, during lunch breaks, or even between classes. This 'open library' would also inculcate a sense of responsibility, and respect for books.

The Library-in-a-classroom kit includes 300 pre-selected books, 120 story cards, and 120 activity booklets for classes 2, 3, 4, and 5. It also features four modular units to store the books, so that each class has its own library cupboard. For teachers, the kit carries a training manual, a set of guidelines, and an answer key. The kit also contains certificates for children and teachers alike.

Over 30 schools have already experienced the joy of classroom libraries, and we are greatly enthused by their response.

We know that, soon, all our stories will find their readers – with a little encouragement from schools and libraries and NGOs and all the other lovely people we're proud to call our friends.



# A route called engagement







We launched a new website with a very special idea - a live **write-a-thon** with women authors and illustrators on 'International Girl Child Day'. The Pratham Books' Champions initiative saw 17 people introducing this newborn story to children in their neighbourhoods.

It's a story that made no less than 3,613 friends – with 700 downloads, 2,896 page views, and 17 offline book reading sessions.

Pratham Books was also the official bookstore partner for the Aviva Great Wall of Education, an initiative that donated books to under-served children across India. Pratham Books drummed up support for over 4,000 books through our website.

Last year, 'Pearson Education' inked a Memorandum of Understanding with us to promote reading among children who had low access to books. We sent out 65,000 books to 1,000 libraries across India.

Pratham Books' Champions initiative invited anyone with a love for books, and children, to read to them – in metros, towns, and smaller cities. When a Champion signs up, we send them a simple banner, and four or five of our books, along with some ideas and activities linked to the books. Once the activity is completed, the Champion posts the experience on our blog. Some Champion events are commissioned by us, but the vast majority happen on their own – our Champions have read in schools, NGOs, orphanages, and apartment buildings.

The idea has snowballed into a simple but powerful means of reaching out to children all





over India, with many Champions taking their own initiative to share the joy of reading with kids. There were nearly a hundred Champions events last year – at a cost of barely Rs. 250 per event.

All of the year's events were reflected in contests and offers and exciting introductions to our stories. 'World Environment Day' saw us photographing trees, while 'International Literacy Day' was celebrated with free downloads of 20 of our books in 15 different languages. 1,230 downloads in English, Urdu, Bengali, Tamil, Hindi, Gujarati, Assamese, Punjabi, Spanish, German and French – all to celebrate literacy. Children's Day came alive with four storytelling sessions across Bangalore.

To commemorate the 'International Year of the Forest', we launched a special campaign, 'Awareness Today for a Greener Tomorrow'. From drawing contests, to a walk among the trees at Lalbagh Gardens with author and naturalist Roopa Pai. From an intriguing book about snakes,

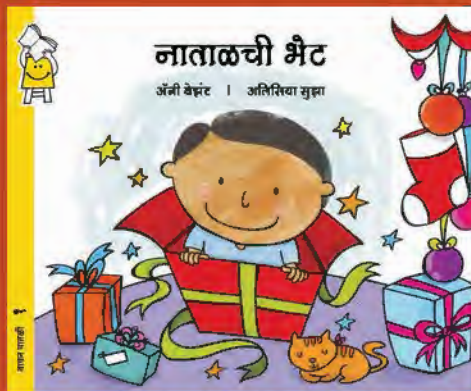
that was read by 28 champions, to a pledge wall that collected over 2 lakh pledges in 11 different languages. The last item on the list was a green calendar! Printed on eco-friendly paper and designed by Priya Kuriyan, it is a calendar that positively begs to be filled with green landmarks and accomplishments. Featuring little-known facts about animals, and conservation tips, all proceeds from the sales went towards furthering the Pratham Books Champions programme.

All our attempts to reach new readers have been exciting and rewarding. But none of it can match the sheer delight of our books meeting their readers for the very first time.





# A path called collaboration



French Translation: Parul Dubé | CC-BY



Earlier this year, Creative Commons released a compilation of case studies about 'The Power of Open', and Pratham Books featured as a case study. The magic of the Creative Commons license frees our books to discover new identities and speak new languages like Assamese, German, French, and Spanish fluently. Some of them have also learned to communicate with people with print disabilities.

Gadget-friendly, and technology-friendly, our books have leaped onto a variety of platforms, including iPhone, iPad, and Android. They now reach out to people from Memetales, Storytruck, Attano, and the Wink store. You can even dial one of our books, thanks to 'Spicelabs'. Pratham Books' annual 'Retell, Remix and Rejoice' contest resulted in no less than 34 brand new remixes of the book, *'Listen to my Body'*.

Twitter has brought our books closer to even more NGOs, parents, teachers, and authors, while

the Pratham Books blog has become a voice for everyone who strikes up a friendship with our books. Teachers, librarians, parents, and other publishers contribute with their experiences and further enrich the knowledge pool.

As part of International Book Giving Day, the blog featured a list of organisations that required books, and encouraged readers and supporters to help.

The year has also seen Pratham Books kick off a truly ambitious project – the collaborative book! Illustrators have begun sending in their samples, and the rest of the community will soon be equally involved. And then off goes the book, to find its place in the hearts of readers.





# A storybook success for children's benefit

Reaching out to all children in India with high quality books that are affordable—that's what Pratham Books is all about



### By Anindita

Some people think that books are only for the rich and that they are too expensive for children in India. But Pratham Books is changing that. They are publishing books that are affordable and of high quality. They are also publishing books in Indian languages, which is a big step towards making reading more accessible to all children in India.

The books are not only affordable but also of high quality. They are published by Pratham Books, a non-profit organization that is dedicated to providing quality education to all children in India. They have a large network of volunteers and staff who are working to make sure that every child in India has access to books.

Pratham Books is publishing books that are affordable and of high quality.

# Snakes: Not that creepy after all

A King Cobra Summer, is an informative children's book about a snake's journey and experiences



Over the past few years, children have often been told that snakes are scary and dangerous. But this book shows that snakes are actually quite interesting and important to the ecosystem. The book is written by Janaki Lenin and illustrated by Maya Ramaswamy. It tells the story of a king cobra's life, from its birth to its death.

The author has tried to demystify the animal so that the younger generation will understand the animal and not fear them mechanically.

People die of snake bites who are frightened by them who do not know how to take care of them. A reader will have fun reading this book and will also learn a lot about snakes.

### Ritu's let's learn!



Key facts: Snakes are cold-blooded animals. They do not have a brain, heart, or lungs. They breathe through their skin. They are found in many different habitats, including forests, deserts, and mountains.



# Conservation of a cobra

With A King Cobra's Summer by Janaki Lenin, Pratham Books hopes to create a green awareness in children

The space was filled with eager children, not afraid to ask questions, and excited about learning. As the International Year of the Forest draws to a close, Pratham Books launched its 'Awareness Today For a Greener Tomorrow' campaign.

Throughout the month of December the organisation had conducted a series of competitions and events to spread awareness for a greener world. The grand finale of the campaign was the launch of the new title 'A King Cobra's Summer' by conservation writer and filmmaker Janaki Lenin and illustrated by wildlife artist Maya Ramaswamy.

Present at the launch was herpetologist Gerry Martin from The Gerry Martin Project and Suzanne Singh, Managing Trustee, Pratham Books. They also unveiled the 'Conservation Pledge Wall', which carried samples of the 2,04,949 pledges received by the organisation in over 10 languages from children across the country.

Pratham Books believes in spreading the joy of reading to every child. The 'Pratham Books Awareness Today for a Greener Tomorrow' campaign is an apt way of using storytelling as a medium to make our children more aware about their immediate environment, the flora and fauna. We hope that parents and teachers talk to their children about these issues," said Suzanne Singh.

Kaala, the king cobra in the book forests of the Western Ghats is lost and blinded. How does he survive? How does this magnificent snake deal with life in the verdant forest that has animals and humans battling for survival? Written by Janaki Lenin, the book has stunningly evocative illustrations by Maya Ramaswamy. The 36-page book priced at Rs. 45 is available in English, Hindi, Marathi and Kannada.

Gerry had an interactive session where children were amazed to hear about Gerry's field experiences with the King Cobra. They could also not contain their awe as they heard fascinating facts about this 14 foot long reptile! Excitement and energy were at a peak as the session ended with a dramatic puppet storytelling revolving around 'Kaala' the King Cobra.

At the same time, 27 storytelling sessions from the book were conducted across the country in 13 states by Pratham Books Champions making it the first ever 13-city simultaneous book launch. In today's day and age when most children are not connected with our environment and its inhabitants, initiatives such as these bring them closer to nature. And when the content is presented in a story through beautiful illustrations, children are attracted towards reading the story again and again.

Pratham Books is a not-for-profit organization that publishes affordable children's books in multiple Indian languages. Its mission is "to ensure a book in every child's hand" and create a Reading India. In the last seven years, Pratham Books has reached 14 million children. For more details about Pratham Books and their books please visit [www.prathambooks.org](http://www.prathambooks.org)

CATHERINE BHA ROY



## A King Cobra's Summer

Janaki Lenin  
Maya Ramaswamy

COLORFUL WAY To get a serious issue across to children

life in science, which is to be published soon, is one of the best of any book.

Suzanne Singh, managing trustee, Pratham Books, says, "Pratham Books is conscious and aware of the role its books play in the lives of the children who read them. As responsible publishers, we are careful not to promote discrimination or bias. Both boys and girls are equally curious, feisty, smart and successful. So, Suzanne Singh says, "We do not slot our characters based on gender and we tend to reject manuscripts that do not focus on their diversity or otherwise. The focus is to create engaging, lively characters that kids can relate to universally."

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CATHERINE BHA ROY

finds out what some authors and



tomorrow' campaign that

pledging support

With a promise

There are a lot of green forests

Pratham Books

Pratham Books

Pratham Books

Pratham Books

Pratham Books

Pratham Books

## Income & Expenditure for the year ended March 31, 2012

| Particulars   | As at March 31, 2012<br>(Amount in Rupees) | As at March 31, 2011<br>(Amount in Rupees) |
|---|--|--|
| <b>Income</b>   |  |  |
| Sale of Books   | 15,953,038                                 | 16,594,810                                 |
| Donations received  | 18,169,501                                 | 13,597,100                                 |
| Increase/(Decrease) in value of Stock of Books              | 1,542,421                                  | 1,448,181                                  |
| Other Income  | 613,494                                    | 652,684                                    |
| Excess of expenditure over income/(Income over expenditure) | (6,128,517)                                | (1,624,507)                                |
| <b>Total</b>  | <b>30,149,936</b>                          | <b>30,668,268</b>                          |
| <b>Expenditure</b>  |  |  |
| Book Development Expenses                                   | 14,907,053                                 | 17,361,015                                 |
| Selling & Administrative Expenses                           | 14,593,425                                 | 12,632,935                                 |
| Promotional Expenses  | 268,342                                    | 304,331                                    |
| Depreciation  | 381,117                                    | 369,987                                    |
| <b>Total</b>  | <b>30,149,936</b>                          | <b>30,668,268</b>                          |

for Pratham Books



Bangalore, 6th December, 2012

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

S Ranganath  
Partner

Membership No.201191



## Balance sheet as at March 31, 2012

| Particulars                   | As at March 31, 2012<br>(Amount in Rupees) | As at March 31, 2011<br>(Amount in Rupees) |
|-------------------------------|--|--|
| <b>Liabilities</b>            |  |  |
| Corpus Fund                   | 21,115,801                                 | 14,987,285                                 |
| Current Liabilities           | 6,483,260                                  | 11,915,709                                 |
| Other advances                | 150,540                                    | 25,628                                     |
| <b>Total</b>                  | <b>27,749,601</b>                          | <b>26,928,621</b>                          |
| <b>Assets</b>                 |  |  |
| Fixed Assets                  | 1,405,395                                  | 1,194,543                                  |
| Deposits                      | 6,741,679                                  | 406,000                                    |
| Debtors                       | 5,305,928                                  | 4,376,224                                  |
| Loans and advances            | 146,554                                    | 89,387                                     |
| Stock of Books                | 11,853,769                                 | 10,298,249                                 |
| Cash in Hand                  | 12,763                                     | 26,456                                     |
| Cash at Bank                  | 969,973                                    | 9,641,190                                  |
| Deferred Development Expenses | 1,291,037                                  | 896,573                                    |
| Other Current Assets          | 22,502                                     | -  |
| <b>Total</b>                  | <b>27,749,601</b>                          | <b>26,928,621</b>                          |

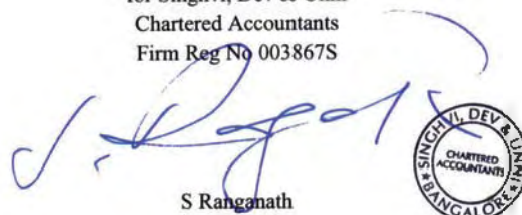
for Pratham Books



Bangalore, 6th December, 2012



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



Membership No.201191

## Receipts and Payments account for the year ended March 31, 2012

| Particulars                            | As at March 31, 2012<br>(Amount in Rupees) | As at March 31, 2011<br>(Amount in Rupees) |
|--|--|--|
| <b>Receipts</b>                        |  |  |
| Balance brought forward                |  |  |
| - Cash on hand                         | 26,456                                     | 7,851                                      |
| - Cash at bank                         | 9,641,190                                  | 2,299,768                                  |
| Sale of books                          | 15,148,246                                 | 15,435,938                                 |
| Donations                              | 18,169,501                                 | 13,597,100                                 |
| Other Income                           | 485,239                                    | 594,340                                    |
| Closing Balance (Axis Bank)            | 47,709                                     | -  |
| <b>Total</b>                           | <b>43,518,341</b>                          | <b>31,934,997</b>                          |
| <b>Payments</b>                        |  |  |
| Book Development Expenses              | 20,703,049                                 | 7,065,937                                  |
| Selling & Administrative Expenses      | 14,468,535                                 | 12,199,105                                 |
| Promotional Expenses                   | 268,342                                    | 304,331                                    |
| Fixed Assets Purchased                 | 591,969                                    | 319,527                                    |
| Duties and Taxes                       | 120,322                                    | -  |
| Deposits                               | 6,335,679                                  | 318,500                                    |
| Amount paid to Rajiv Gandhi Foundation | -  | 2,059,951                                  |
| Balance carried forward                |  |  |
| - Cash on hand                         | 12,763                                     | 26,456                                     |
| - Cash at bank                         | 1,017,683                                  | 9,641,190                                  |
| <b>Total</b>                           | <b>43,518,341</b>                          | <b>31,934,997</b>                          |

for Pratham Books



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

S Ranganath  
Partner

Membership No.201191

Bangalore, 6th December, 2012



**Board of Trustees**

Rohini Nilekani

Suzanne Singh

Ashok Kamath

Rekha Menon

Kanchan Bannerjee

M S Sriram

Chairperson

Managing Trustee

Trustee

Trustee

Trustee

Trustee





## **Pratham Books**

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