



**PRATHAM
BOOKS**

Making the joy of reading contagious.

Annual Report 2012-2013

Management Report





We started out at Pratham Books with the mission of putting 'A Book in Every Child's Hand.' And, in our ninth year, we have delivered on that promise in every way we could: 11 million books, 10 million story cards, 12 languages, 400 Creative Commons-licensed uploads, over a million digital downloads, a readership of 52 million and a volunteer network of 500 champions who introduce books and stories to thousands of children across India.

We were especially humbled by an email that a mother sent us, "My son had a speech problem and I was trying to get him to say 's' for a long time. Then I got him *Annual Haircut Day* in which *Sringeri Srinivas* wants to cut his hair. He read the book to himself, laughing all the while. And then he read it again. And again. And before I knew it, he could actually pronounce the name properly!"

Continuing our pursuit of rich and involving content, we freed a book from its spine this year! *The What on Earth? Wallbook* by Christopher Lloyd opens out like a visual tapestry as it chronicles the history of the universe from the Big Bang to the present day. It contains visual streams of information on natural, cosmic as well as human history and

integrates the narrative using the timeline as a context. A teaching tool of immense potential, the book was launched by the Governor of Rajasthan, Ms Margaret Alva at the Jaipur Literature Festival.

The newly minted *Rupaiya Paisa series* was our effort to take financial literacy to children. This beautifully illustrated four-book series was developed through a workshop with BASIX, a livelihood promotion organization who are experts on the subject.

Equally unique was a set of beguiling rhymes by renowned Hindi poet, Prayag Shukla. Illustrated with unusual woodcuts by Siraj Saxena, *Uunt Chala Bhai Uunt Chala* was published in Hindi, English and Marathi. Another powerful tale is *The Talaabs of Darbhanga*, penned by well-known water conservation expert, Anupam Mishra. Based on a legend about a pandit called Ayachi, the book reveals traditional methods of water conservation and harvesting in India.

A collaboration with Dastkari Haat Samiti resulted in a bilingual book, *My Mother*. A pattachitra artist, Bahadur Chitrakar of West Bengal, created a series of paintings depicting a typical day in his mother's life as seen from



On International Literacy Day, September 8th, 250 Pratham Books Champions told the story of *Susheela's Kolams*, to children in all of India's 28 states.

the eyes of a young boy, in the Kalighat style of painting. The large-format book, edited by Jaya Jaitley, was made available in combinations of English and Bengali, Hindi, Kannada, Gujarati and Telugu.

Sindhu Ankisetipalle, a young Teach for India Fellow told us, "Pratham Books with their colourful illustrations, engaging story lines with an Indian context which kids find easy to relate to, have been an absolute blessing in my class. From a time when my kids couldn't read three letter words, they've moved on to reading entire story books all by themselves. Thanks Pratham Books!"

Pratham Books continued its long and lively participation in literary festivals and book fairs ranging from Kahaani in Noida, the Jaipur Literature Festival, Bookaroo, the Bangalore Literature Festival, the World Book Fair, Jumpstart, the Kala Ghoda Arts Festival in Mumbai, Bal Kumar Sammelan, the Pune Marathi Granthalaya, and the Kolkata Book Fair, where a buyer Ranjani Jagannathan emailed us to say, "When I came across Pratham Books, I practically purchased the entire stall! I would love to do a storytelling session of Pratham Books at my apartment complex and nearby places if you would allow me."

Our publishing efforts dovetail seamlessly into our work to spread the joy of reading among children. In a massive story telling drive, we launched the **One Day, One Story** initiative. On International Literacy Day, September 8th,

250 Pratham Books Champions told the story of *Susheela's Kolams*, to children in all of India's 28 states. Thousands of children were transported into Susheela's imaginative world on that day. While we had only published the book in 5 languages, our passionate community volunteers conducted the sessions in 14 Indian languages. What left us speechless was the commitment of so many people to come forward to conduct these sessions and work their magic with children.

International Book Giving Day is one of our favourite occasions; this year, we celebrated it by raising funds to donate books to four incredible organisations – Aarti in Andhra Pradesh, 17000 ft Foundation in Ladakh, Vikramshila Education Resource Society in West Bengal, and the Avalokitesvara Trust in Ladakh. We continued to raise donations through the year to provide books and classroom libraries to supplement the efforts of many organizations that are working to improve the literacy levels of children.

Our books continue to find their way into new markets and geographies. Sarva Shiksha Abhiyan provided our books as a pilot in 700+ schools in the tea gardens of Assam, and thousands of books and story cards to schools in Meghalaya. Makkala Jagriti, Teach For India, and the CSR projects of Ambuja Cement, Mazgaon Dock, and L&T took large numbers of books to their educational ventures all across India, as did the Jubilant Bharti Foundation, and Bharti Foundation





Our partnerships will lead us to even more libraries, in even more schools. Our stories will capture even more of the great Indian sensibility and ethos in additional languages and forms.

Schools. Mahila Kalyan Nideshalaya stocked their libraries with our books at 19 child rescue centres in Uttar Pradesh with the intention of scaling up to 54 centres across the state. Mahila Samakhya, as part of its overall revamp of the Kasturba Gandhi Balika Vidyalayas in Karnataka, also featured our books in their new and refurbished libraries.

Our work extends beyond publishing and distribution to include advocating the need for all children to have access to a host of enjoyable books. A three-day workshop in partnership with the National Book Trust resulted in the creation of a guide on what makes a good children's book. The workshop was attended by National Council of Educational Research and Training, Room To Read, the Azim Premji Foundation, Sir Ratan Tata Trusts and educationists from all across India. Pratham Books is a founder member of a industry body called PAgE (Publishers Action Group) which documents best practices on getting good books to children and shares the findings with state governments and educational boards.

Our digital footprint continues to grow and we are delighted to lead the way to demonstrate how an open content model

expands the market and benefits both the content creator and the content users, in this case, children. Our Creative Commons-licensed books have been read over a million times and continue to proliferate in cyber space in new avatars like digital apps and audio books.

These are just some of the ways that Pratham Books has reached a readership of 52 million over its nine-year lifespan. Ahead lie new challenges, exciting methodologies, innovations, and much more that will help us place more books in the hands of more children. In the months to come, we will explore newer and braver ways to use technology to take books closer to children whether on mobile phones or low-cost tablets.

Our partnerships will lead us to even more libraries in even more schools. Our stories will capture even more of the great Indian sensibility and ethos in additional languages and forms. And, take the joy of reading to every child!

Rohini Nilekani
Chairperson

Suzanne Singh
Managing Trustee



Is curiosity contagious?

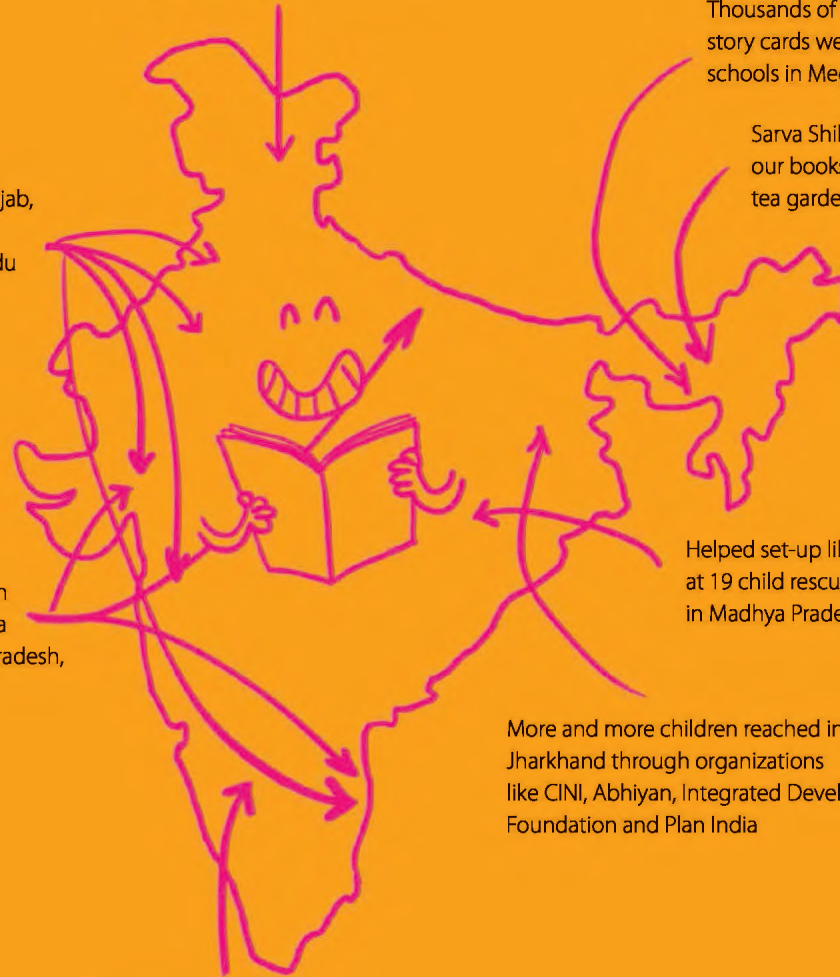
The point in time when a child discovers a new book in her school library, or realizes that her classroom now has a library of its own. When she cannot wait for her class to finish so that she can lose herself in a world of words and pictures and characters. When she walks home a little faster than usual, just so that she can open a new book, and start reading a little earlier. This is the curiosity that only a book can inspire. And it spreads like wildfire across the country, with some much-needed help from NGOs, schools, and teachers who help us reach that child, and many more like her.

Srinagar has a dearth of good quality children's books. We increased access to Indian story books through Cyber Educational Services

Thousands of books and story cards went to government schools in Meghalaya

More books to the Bharti Foundation Schools in Punjab, Rajasthan, Gujarat, Maharashtra and Tamil Nadu

Sarva Shiksha Abhiyan placed our books in 700 schools in the tea gardens of Assam



Helped set-up libraries at 19 child rescue centres in Madhya Pradesh

Jubilant Bhartiya Foundation set up libraries in rural India across the states of Uttar Pradesh, Gujarat and Tamil Nadu

More and more children reached in Jharkhand through organizations like CINI, Abhiyan, Integrated Development Foundation and Plan India

Revamped the libraries of Kasturba Gandhi Bal Vidyalayas with Mahila Samakhya in Karnataka



Can creativity be contagious?

Stories unravel in a million different ways. And in our quest to capture a child's imagination, we discovered the contagiousness of creativity. Imagine books that don't look like books. Or stories that wrap complicated concepts in entertaining fable. Some books keep traditional art and customs alive, while others find newer, ever-enthralling ways to find their way into a little hearts and minds.

- 
- The Indian edition of the internationally popular *The What on Earth? Wallbook* by Christopher Lloyd was brought out by Pratham Books at the very affordable price of Rs 125. It was launched formally by the Governor of Rajasthan at the Jaipur Literature Festival.
 - The four book *Rupaiya Paisa* series made financial literacy simple and clear for young children.
 - *My Mother*, a special bilingual book by Pratham Books and the Dastkari Haat Samiti was written and illustrated by pattachitra artist Bahadur Chitrakar, and released in the presence of Dr Karan Singh, Kumari Selja and Sheila Dixit.
 - *Uunt Chala Bhai Uunt Chala* is a collection of Hindi rhymes by renowned poet Prayag Shukla, illustrated with unusual woodcuts by Siraj Saxena to promote poetry in today's generation.
 - *The Talaabs of Darbhanga* by water conservation expert and editor, Anupam Mishra, marries legend with traditional methods of water conservation and harvesting in India.
 - *Counting on Moru*, a magical story of numbers, was released on the occasion of renowned mathematician, Srinivasan Ramanujam's 125th birth anniversary.
 - Pratham and Pratham Books co created a set of 100 story cards to celebrate *100 years of Bihar*. The State Government of Bihar is using this material for the reading pleasure of thousands of children.
 - Continuing our focus on original language stories, we released Madhuri Purandare's Marathi stories, *Babachya Mishya* (Daddy's Mo) and *Kakucho Bal* (Aunty Jui's Baby).
 - Recognition for the quality of our books came when the *CBSE* included 68 of our books on their recommended reading list. The largest selection from a single publisher.



Can enthusiasm be contagious?

A story told is happiness doubled. A story read to a group of children is multiplied many times over. And when our tribe of volunteer storytellers, the Pratham Books Champions read stories across the length and breadth of the country, in different languages, to different sets of children, then the quantum of delight is quite impossible to measure. Our events and activities are designed to be springboards of enthusiasm that infect children with the love for reading. Through book readings and festivals, drawing activities and story contests, we help them fall under the spell of stories, and kindle their own enthusiasm and imagination. We believe that access, affordability, and diversity are the three most critical challenges facing the children's publishing industry, and we try and push for greater support through industry body meetings, government panels, as well as other discussions. Together, we can, and will see a book in every Indian child's hand.

INTERNATIONAL LITERACY DAY

- Our *One Day, One Story* initiative reaches thousands of children through multiple storytelling sessions in different languages in various locations on a single day – in 2012, 250 champions conducted 422 sessions, impacting 18,000 children.
- We participated in panel discussions at Jumpstart, India Social Summit, World Book Fair, Publishing Next, Publicon, and Rights Table Conference.
- Under the auspices of Pag-e, we helped Pag-e organize a 3 day workshop along with NBT on creating a comprehensive guide to good books for children.
- Invited to South Korea by KOPUS (Korean Publishers Society) to showcase the use of Creative Commons-licensed books to increase book content and consumption.
- Our story card project was shortlisted for the *Spark the Rise Challenge*, and though we did not win the grant, our readers and supporters showed us tremendous encouragement.





Is discovery contagious?

The more we reach, the greater the hunger we fuel. The stronger the need to discover, and learn, and savour books. Quite appropriately, we, too, began to discover new approaches into children's lives. From placing stories on the front page of a newspaper, to mapping out monthly journeys of discovery on a calendar, we set out a course to reach more children with more stories filled with more to enjoy.




- We partnered with the Hindustan Times '*You Read They Learn*' initiative and three wonderful stories from Pratham Books featured on the cover of the news paper, with over a million copies circulated.
- Our annual *Retell, Remix, Rejoice* contest saw 51 new stories being created from the existing illustrations of one book, with our youngest contestant being five years' old.
- Our *2013 calendar* that took children on an adventure through far-flung corners of India, helped them learn new words, discover new attractions, and appreciate the various corners of our glorious country.
- *International Book Giving Day* saw us collect pledges for over 1,000 Urdu, Telugu and Bengali books with great success, and the books reached libraries in Ladakh, West Bengal and Andhra Pradesh.
- In partnership with *Teach for India*, over 6,250 books were pledged in the form of special library packages for classrooms.
- Pratham Books was the preferred *outreach partner* for all major literature festivals like the Jaipur Literature Festival, Bookaroo, Bangalore Literature Festival, where we expanded the impact of the festival by taking authors to children in schools to conduct book reading sessions in local languages.
- A readership survey undertaken with libraries where Pratham Books are stocked, placed our readership at close to *52 million*.



Can connection be contagious?

The joy of reading knows no bounds, least of all, geographic ones. The Internet takes our stories to children all over the world, to delight them in faraway places, at the the click of a key. Through our blog, Facebook, and Twitter we touch a growing community of readers, creators, and enablers that snowball our efforts into larger and larger activities. The same connections work in reverse too, to inspire us, and give us feedback, and throw up newer requests. Our world is connected, not just by machines, but also by the people who share our enthusiasm for helping children read. Our award-winning social media strategy has helped build a large, vibrant and active community around open content resources that allows our books to be adapted in new avatars, and used freely.

- 
- The Teachers of India portal creates, collates, collects and disseminates classroom resources to help teachers increase literacy rates among India's children – over 100 titles in five languages from Pratham Books are a part of this.
 - MobileVeda is disseminating our content on their Mobile Content Publishing Platform Fublish.
 - Through Litent, many of our books are now available at a nominal cost on the Amazon Kindle store.
 - The International Children's Digital Library (ICDL) is a wonderful site featuring thousands of completely free online digital books in 61 languages – most of the Indian language content on this site is from Pratham Books, where we have received over 600,000 views.
 - Our books have been read on MemeTales, SpiceLabds, Apptility and other sites that have given us over 200,000 downloads.



Author 'Noni' at the Bangalore Literature Festival



Christopher Lloyd with 'The Wallbook' at Jaipur Literature Festival



Team Pratham Books at its annual conference 'Manthan'





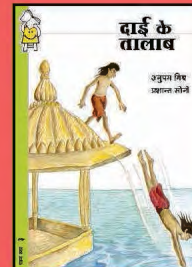
International Literacy Day celebrations

Launch of Daddy's Mo at Pune



with work for PBees

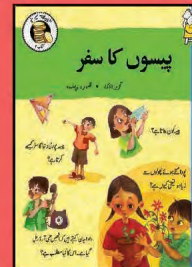
Year after year
Pratham Books has
been winning
awards for its books.



The Talaabs of Darbhanga
(Hindi)

1st Prize

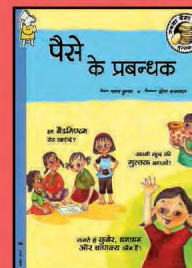
Category - Books translated into English,
Hindi and regional languages.



Paison Ka Safar
(Urdu)

2nd Prize

Category - Children's Books



Paise Ke Prabandhak
(Hindi)

2nd Prize

Category - Books translated into English,
Hindi and regional languages.



Paise Ki Yatra
(Hindi)

Certificate of Merit

Category - Children Books

Income and Expenditure for the year ended March 31, 2013

Particulars	As at March 31, 2013 (Amount in Rupees)	As at March 31, 2012 (Amount in Rupees)
Income		
Sale of Books	16,941,123	15,953,038
Donations received	10,795,970	18,169,501
Increase/(Decrease) in value of Stock of Books	(976,741)	1,542,421
Other Income	1,414,370	613,494
Income from Funds		
SRTT Fund - Donation	3,400,000	-
Ambuja Cement Foundation	325,000	-
HDFC Bank - CMS	3,450,000	-
Mazagon Dock Limited	700,000	-
TFI Pledge	158,600	-
Total (A)	36,208,322	36,278,453
Expenditure		
Book Development Expenses	13,974,239	14,907,053
Selling & Administrative Expenses	15,759,008	14,593,425
Promotional Expenses	448,056	268,342
Depreciation	289,249	381,117
Fund Expenditure		
SRTT Development Expenses	201,978	-
Ambuja Cement Foundation	325,000	-
Mazagon Dock Limited	700,000	-
TFI Pledge	114,600	-
Total (B)	31,812,131	30,149,936
Excess of Income over expenditure (A-B)	4,396,191	6,128,517
Add:		
Opening Balance in Funds	21,115,801	14,987,285
Appropriations:		
SRTT developmental expenses - Deferred	135,385	-
Balance of Funds after appropriations		
Corpus Fund	18,819,970	21,115,802
Sir Ratan Tata Trust Fund	3,062,637	-
HDFC Bank - CMS	3,450,000	-
TFI Pledge	44,000	-
Total balance in Funds	25,376,607	21,115,802

for Pratham Books
Bangalore, 1st August, 2013



 Rohini Nilekani
 Chairperson


 Suzanne Singh
 Managing Trustee

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, 2013

Particulars	As at March 31, 2013 (Amount in Rupees)	As at March 31, 2012 (Amount in Rupees)
Liabilities		
Corpus Fund	18,819,970	21,115,802
Current Liabilities	3,260,048	6,483,260
Provisions	1,163,878	-
Other advances	66,952	81,851
Sir Ratan Tata Trust Fund	3,198,022	-
HDFC Bank - CMS	3,450,000	-
TFI Pledge	44,000	-
Total	30,002,869	27,680,913
Assets		
Fixed Assets	1,234,385	1,405,395
Deposits	7,678,245	6,741,679
Debtors	3,987,830	5,237,240
Loans and advances	125,027	146,554
Stock of Books	10,877,028	11,853,769
Cash in Hand	28,089	12,763
Cash at Bank	4,551,422	969,973
Deferred Development Expenses	1,345,802	1,291,037
SRTT Deferred Expenses	135,385	-
Other Current Assets	39,656	22,502
Total	30,002,869	27,680,913

for Pratham Books
Bangalore, 1st August, 2013

Rohini Nilekani
Rohini Nilekani
Chairperson

Suzanne Singh
Suzanne Singh
Managing Trustee



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

S Ranganath
S Ranganath
Partner
Membership No.201191



Receipts and Payments account for the year ended March 31, 2013

Particulars	As at March 31, 2013 (Amount in Rupees)	As at March 31, 2012 (Amount in Rupees)
Receipts		
Balance brought forward		
- Cash on hand	12,763	26,456
- Cash at bank	969,973	9,641,190
Sale of books	17,391,854	15,148,246
Donations	18,757,770	18,169,501
Other Income	435,751	485,239
Fixed Deposits - Withdrawn	11,028,478	-
Income Tax Refund - Received (TDS)	29,860	-
Jharkhand Education Project - DD Cancelled (Previous Year)	100,000	-
Closing Balance (Axis Bank)	-	47,709
Total	48,726,449	43,518,341
Payments		
Book Development Expenses	16,856,582	20,703,049
Selling, Administrative and Promotional Expenses	14,800,903	14,736,877
Fixed Assets Purchased	107,239	591,969
Duties and Taxes	881,714	120,322
Fixed Deposits - Made	11,450,000	6,335,679
Axom Sarva Sikshan Abhiyan	50,500	-
Balance carried forward		
- Cash on hand	28,089	12,763
- Cash at bank	4,551,423	1,017,683
Total	48,726,449	43,518,341

for Pratham Books
Bangalore, 1st August, 2013

Rohini Nilekani
Rohini Nilekani
Chairperson


Suzanne Singh
Suzanne Singh
Managing Trustee



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

S Ranganath
S Ranganath
Partner
Membership No.201191





Pratham Books

No. 621, 2nd Floor, 5th Main

OMBR Layout

Banaswadi, Bangalore 560 043

T : +91 80 4205 2574, 4115 9009

E : info@prathambooks.org

www.prathambooks.org

blog.prathambooks.org