

Unlocking Languages Igniting Imaginations

PRATHAM BOOKS
Annual Report 2023-2024



Management Report



This is a landmark year for Pratham Books, marking two decades of meaningful presence by spreading the joy of tales amongst children. What began modestly with an audacious mission of placing a book in every child's hand has bloomed into a large publishing house—one that is redefining the frontiers of storytelling, keeping pace with technology and the fast, ever-changing ecosystem.

Having crossed the landmark of two decades, we ask ourselves: what makes a story endearing? How should the story be narrated? What brings joy to children? In trying to find the answers to the questions we have evolved from dealing with different formats—storybooks, story cards, oral stories narrated, on demand via mobile, stories on electronic media—in short, stories that read well, sound good and look good. Amidst all these attributes, one more aspect we have constantly focused on is that the story becomes even more endearing not only when it's told well, but also when it is told in a language that is most proximate and relevant.

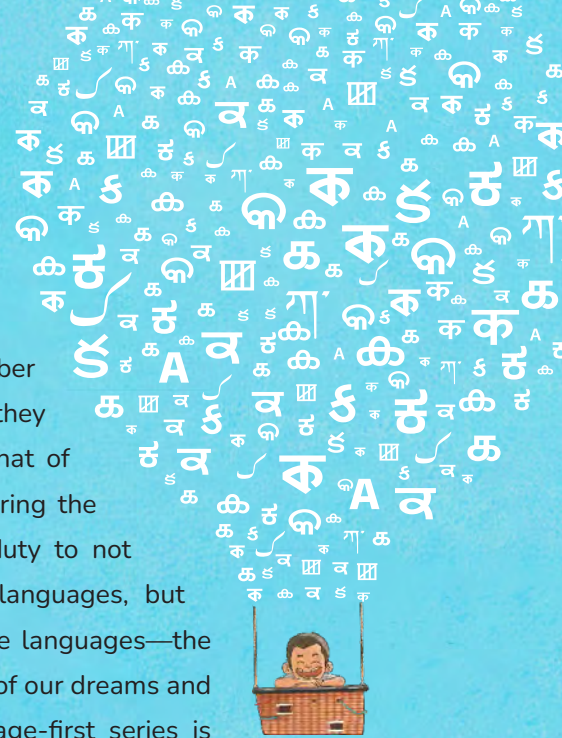
We think, dream and calculate in a language that is natural to us—usually one other than English. This is why we need stories that resonate with our dreams and our thoughts, and are presented in our own language. Each language carries its own contextual idioms, cultural nuances and easily identifiable imagery. The metaphors are local, the symbols relatable, and there is a deep connection with the stories. Therefore, beyond the aesthetics of great content and presentation, we also focus on using languages that are relevant and familiar to children.

While translations expand the number of stories accessible to children, they do come with a small limitation, that of setting the context right and capturing the nuanced intent. We deem it our duty to not only provide content in different languages, but also create original content in those languages—the exploration of stories in a language of our dreams and thoughts. Our focus on our language-first series is largely to enhance the experience of children in this vast world of stories.

During the year, we published 20 books and 10 wall books in 11 languages as originals. Even in translations, we had 8 books translated from one Indian language to another, without the intermediation of English. We conducted 8 translation workshops in 10 languages, including Bodo, Kashmiri and Nepali, and focused on curating books originally written in non-English Indian languages.

While we continue to proactively create more and more content that is local, relevant and relatable to children, we also see how StoryWeaver has provided a platform for customization and localization like never before.

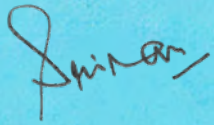
The platform has helped unlock the magic of stories for children in their own languages—whether as folklore to children in Khasi, Garo and Pnar



in Meghalaya, vibrant picture books in Urdu for schools in Aurangabad, or reading programmes in Konkani and Marathi in Goa. Today, through partnerships, reading initiatives and training programmes, the platform has become the centre of a multilingual reading movement, with 60,000 stories across 361 languages, approximately 60% of which are underserved languages.

As we step into the next decade, our endeavour would be to make our content even more accessible to children. Language is one key way to achieve this.

On behalf of the Pratham Books team and trustees,



Prof. M.S. Sriram
Trustee



Many Stories, Many Voices

Books are magical. They can transport the reader into unknown lands and extraordinary dimensions. They can also help the reader reflect on the here and now; on the beauty and complexity of life as we know it. Early access to books is important for a child to develop a comfortable relationship with reading. Books that guide a reader into the world of reading can be playful as well as meaningful, relatable while being imaginative. Books created in mother-tongue languages make reading easier for children. The worlds and words of such books make the pages come alive and allow imaginations to soar.

Based on their interactions with libraries and educators, and on the feedback from the field, this year, the Content team developed a plan to create and publish language-first picture books, wordless books, books on girl empowerment, Social and Emotional Learning, and more read-alouds.

The exploratory study, Read With Me, that the Content team undertook last year, highlighted the need for more read-aloud books and books in mother-tongue languages. Diving deep into the world of Indian nursery rhymes, the team created a set of ten unique nursery rhyme posters in Marathi, Gujarati, Tamil, Meitei, Malayalam, Konkani, Kora, Assamese, Kannada and Bengali. Another highlight of a language-first book—which also has a fabulous twist in the tale—was

Kaise Bhagayein Bukhaar? Written by Lovleen Misra and illustrated by Priya Kuriyan.

As always, the team worked closely with the extraordinary creator community to produce a number of new books, matching the perfect story with just the right voice in words and illustrations.

When the Sun Sets by Ogin Nayam is a magical wordless book in which the Sun invites readers to her home after she has set, giving a peek into her life.

Children crave to feel seen and understood, and often stories help them process difficult emotions. Two books that came about through field requests were *Full of Light*, written by Mathangi Subramanian and illustrated by Proiti Roy, and *The Growing Up Book*, written by Yamini Vijayan and illustrated by Aindri C. *Full of Light* throws light on emotional abuse by a parent—a topic that is rarely talked about. *The Growing Up Book* prepares young readers for the complex years of puberty in an engaging and informative manner.

Forming lasting relationships, whether with the world of nature or with one another, is an essential part of the childhood experience. *It's Not*

Fair, written by Shabnam Minwalla and illustrated by Princy Rawat, is about envy and friendship. A tender story of memory and relationships, *Forgetful Dida*, written by Himanjali Sankar and illustrated by Aditi Anand, brings together three generations of women, one of whom is living with Alzheimer's.



The Tortoiseshell Beetle, written by Yuvan Aves and illustrated by Reshu Singh, is a sensitive story about a boy who finds a way to be himself in nature, a glorious learning space. Open-source photographs of space taken by NASA over the years inspired Aparna Kapur and Bijal Vachharajani to write *Space Rules*, a philosophical and tongue-in-cheek guide on the dos and don'ts while travelling in space, with illustrations by Canato Jimo.

Community and friendship were the themes of some more notable books this year. While *The Worst Best Friends*, written by Sowmya Rajendran and illustrated by Parvathy Subramanian, is about friendships that allow us to be who we are, *The Freedom Sisters*, written by Menaka Raman and illustrated by Kruttika Susarla, is a story full of humour and warmth in which Payoshni pursues her passion for music.

Pratham Books' extensive catalogue, developed over 20 years, is a treasure trove of storytelling in words and visuals. To keep pace with a rapidly changing world, the team felt it was important to reflect on the catalogue and re-illustrate some early books to make them even more appealing for today's readers. Some of these were *Mera Ghar* and *Mere Dost*, written by Rukmini Banerji and illustrated by Babiki; *My Sister and Me*, written by Kanchan Bannerjee and illustrated by Kabini Amin; *Majhi Bat Haravli*, *Majhi Bat Sapadli*, written by Meera Tendolkar and illustrated by Pallavi Sinha; and *Barsa Baadal*, written by Sanjeev Jaiswal and illustrated by Tasneem Amiruddin.

The year saw another successful run of the Pratham Books and Singapore Book Council's Asian Festival of Children's Content (AFCC) Build Your Book Hackathon. The virtual hackathon saw participants from India, Nepal, Singapore, Thailand, Malaysia and Australia. Over two days, six illustrator-led titles in 5 languages (Hindi, Tamil, Chinese, Vietnamese and Malay) were created—a total of 36 books! Each book is a celebration of ideas we cherish—wonder, curiosity and diversity.

Our team also presented papers on wordless books and diversity at AFCC Singapore. The team was invited to give a virtual talk based on the diversity guide, *The World We Live in*, *the Words We Create*, to the people at the prestigious National Gallery Singapore and the Singapore Art Museum.

The team interacted with employees of ATREE and students of Srishti Manipal Institute of Art, Design and Technology on various aspects of picture book making.

Editors Shinibali Mitra Saigal and Radhika Shenoy co-authored a [paper for NISSEM](#) on the power of biographies.

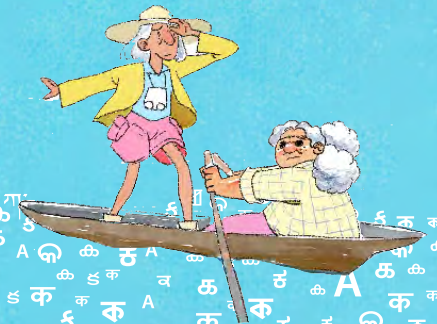




Image 1: Members of the Pratham Books team with the Neev Book Award winners, Sadaf Siddique and Habib Ali

Image 2: Pratham Books' content team at ATREE, Bengaluru, for a workshop

Image 3: Editor Smit Zaveri and Art Director Canato Jimo's sketchbook from the Asian Festival of Children's Content 2023

Image 4: Art director and award-winning illustrator, Canato Jimo, at Bookaroo Baroda

Image 5: Priya Kuriyan wins the Binod Kanoria Award for Beauty Is Missing

Image 6: A workshop on picture book making with students from Srishti Institute of Art, Design and Technology

Awards



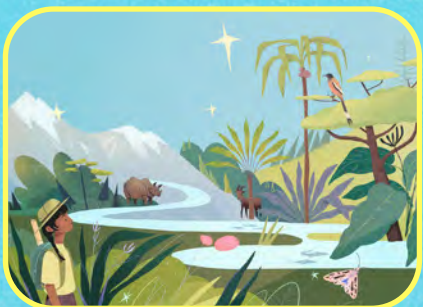
Beauty is Missing

Mehlli Gobhai Children's Book Illustrator of the Year 2023
FICCI India Publishing Awards, Children's Book of the Year



When We Are Home

Atta Galatta-Bangalore Literature Festival 2023:
Best Children's Picture Book Story



Our Beautiful World

Publishing Next Industry Awards 2023:
Children's Book of the Year: 8+ Winner



Awards



Hello, Sun!

The Federation of Indian Publishers Awards for Excellence in Book Production 2023: Children Books, General Interest, 0-10 Years, Regional Languages- Tamil: Second Prize



My Street

Neev Book Award: Early Readers



Nirali Dadi

Room to Read Children's Literature Awards 2023:
Teacher-Librarian's Choice Award (3-8 years): Runner up



Awards



Gappu Gola

Room to Read Children's Literature Awards 2023:
Picture Book of the Year



Muft Ki Kulfi

Room to Read Children's Literature Awards 2023:
Young Author of the Year Runner up



Laal Pari

Room to Read Children's Literature Awards 2023:
Teacher-Librarian's Choice Awards (8-12 years): Runner up



Kahani, Katha, Kahini, Qissa and More

580+
books translated

11+
languages

4
language-first books

As a multilingual publisher, we are well placed to enhance the vibrant Indian-language children's publishing ecosystem. This year, we have expanded our catalogue into more languages, explored different ways to fund our translations, and created a number of language-first books, as well as conducted language-to-language translations.

A total of 500 books across 11 languages were created for the Fidelity Project. The languages included Kashmiri, Nepali, Bodo, Assamese, Urdu and Manipuri. The team collaborated with translators through online discussions on the technical and creative aspects of translation, successfully raising the quality bar of translations across languages.

Gondi is an indigenous language spoken by over 2.7 million people across seven states in India. Picture books in Gondi help children from Gondi-speaking households experience the pleasure of reading, while making their transition to classroom languages easier. We worked with Shiksharth Trust to create 100 Gondi books, which will reach children in the conflict-affected regions of Sukma in Chhattisgarh.

As part of our broader mission to create picture books in North-eastern contexts, 20 of our books—most of them created by authors and illustrators from the North-east—were translated into Assamese. This project was funded by HTPF and carried out in collaboration with the National Translation Mission.



Five story cards were translated into Aka Hrusso and Singpho, both endangered languages. Community members served as translators and reviewers, with writer Nabanita Deshmukh coordinating the project.

For the first time, as part of our effort to create more translations, we ran a crowdfunding campaign to translate books into selected North-eastern languages. *The Growing Up Book*, addressing teenagers' questions children about their bodies, and *Sadi Mein Baba*, a fun book that also subverts household gender norms, were translated into Assamese and Bodo.

The joy that children derive from reading in their mother-tongue languages also helps them connect better with books, expands their reading and comprehension skills, and has been seen to improve their classroom performance. Translation from one Indian language to another is rare in children's literature in India, so we tackled that challenge head-on this year. Our language-to-language translations helped carry authentic voices across languages. This year, original Hindi books were directly translated into Marathi, Kannada and Tamil.

We worked with eminent senior translators and Sahitya Akademi winners for our language books. *Ek Hoti Idli*, translated by Jayanth Kaikini into Kannada, was one such book.

Standardisation and understanding best practices are important in creating consistently high-quality original and translated books. Online sessions for our Telugu translators were organised in collaboration with Manchi Pustakam and Mohan Pathipaka from National Book Trust, resulting in the development of a style sheet outlining best practices for Telugu translation.

Our original Hindi books won a number of awards. Alankrita Amaya won the Room to Read Best Author award for [रंग बिरंगी किताब](#). Vishnu M. Nayar won the Room to Read Best Illustrator award for [गप्पू गोला](#). [निराली दादी](#) won the Room to Read Librarian's Choice Award.

We were present at several national- and state-level forums. These included the 'Developing Guidelines for National Book Promotion' workshop organised by NCERT; the Literature Festival organised by Bhasha Foundation in Pune; the National Translation Symposium organised by Christ University and CIIL; and a panel discussion on children's books in Kannada organised by the Kannada daily *Vijaya Karnataka*.



प्रथम बुक्स की किताबें हमारे स्कूल के बच्चों को बेहद पसंद आईं। इन किताबों ने हमारे रीडिंग आवर को दिलचस्प बनाया है। हिन्दी चित्र पुस्तकों की यह दुनिया हमारे स्कूल के बच्चों के लिए बहुत नई है। अलग-अलग पठन स्तर के आधार पर बच्चे खुद अपनी किताबें चुनते और पढ़ते हैं। किताबों की कहानियाँ और भाषा बच्चों को अपने अनुकूल लगी।”

Geeta Rani

Primary School Teacher



Image 1: The children read and drew on books they selected, participated in group drawing activities around the concepts and took the books home with cheerfulness.

Image 2: Founder of Kendra, Kiran Bhat did an interactive reading session along with songs.

Image 3: Our translator Vani Periodi read the story The Mask in a summer camp held in the Koppala district in Karnataka. The kids enjoyed the story and made masks afterwards.

Image 4: Class 3 kids from Sarvodya Kanya Vidyalaya, Delhi, curiously looked at our books from the Hanging Library kit.

A Story for Every Child



~20M
online reads

361
languages

60.3K
stories



Dr. Rudine Sims Bishop famously stated, “Books are sometimes windows, offering views of worlds that may be real or imagined, familiar or strange. These windows are also sliding glass doors, and readers have only to walk through in imagination to become part of whatever world has been created or recreated by the author.” Keeping that in mind, we have designed story-based programmes to unlock the joy of reading, nurture foundational literacy and build a STEM mindset in young learners in Indic languages, including Hindi, Marathi, Urdu, Odia and more. The story-based learning approach, in which we have trained nearly 15K teachers this year, has shown repeated positive results in improved learning. This year, in a pilot study across 30 schools in Kota, Rajasthan, with our STEM Literacy Programme, we saw a 33 percentage point increase in student assessment scores from 42% to 75%.

These programmes, implemented through collaborations with education departments, have been received with enthusiasm by teachers and parents alike. Ms Savitha Sathe, Zila Parishad School, Dahiwadi, Tuljapur noted after the implementation of the Foundational Literacy Programme, “I can see that in my class, even the weaker children are enjoying the storybooks in class and are raising their hands to read.” In the past year, in partnership with UNICEF and MSCERT, we have implemented these programmes in Uttar Pradesh, Maharashtra, Rajasthan and Goa, impacting 450,000 children, helping them unlock learning through the joy of reading.



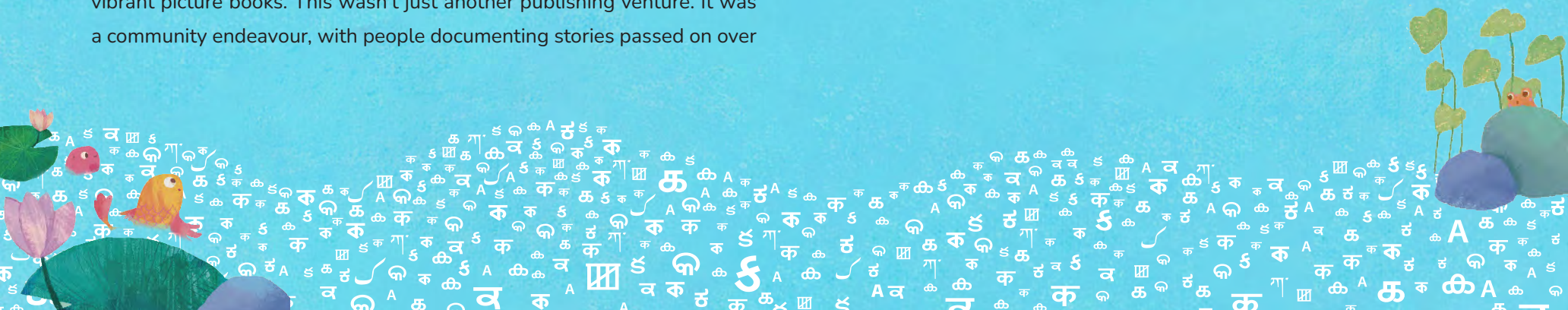
Collaboration is vital for unlocking joyful reading in mother-tongue languages. StoryWeaver, which has long served as a watering hole for authors, illustrators, translators, educators, and parents to come together and nurture the joy of reading, also focussed on enabling a national movement around reading in several ways.

On World Storytelling Day (March 20, 2023), we launched the #GetChildrenReading campaign to encourage adults to read aloud to children weekly. The campaign provided curated storybooks and resources to make reading engaging and accessible for communities. Thousands of participants conducted weekly reading sessions as part of the initiative, with unique solutions emerging from community engagement, such as AV resources in American Sign Language for children with hearing impairments. To quote Archana Atri, the founder of AA's Book Nerds, where she attempts to raise readers by bringing words alive, reading to children in book clubs, "To my mind, therefore, this is the cornerstone of Pratham Books' 'Get Children Reading' campaign. To read to children, read with them, to introduce them to the joys of reading and then set them free in a world of books to journey where they will."

Finally, we at StoryWeaver have always believed in bringing equity in publishing for all communities in their own languages. In that vein, we partnered with Sauramandala's The Forgotten Folklore Project which set out to document indigenous folklore from the state of Meghalaya into 45 vibrant picture books. This wasn't just another publishing venture. It was a community endeavour, with people documenting stories passed on over

generations. The stories, in Khasi, Garo, and Pnar, covered a spectrum of local lore. 'The Garment Series' showcased traditional attire, each page a colorful celebration of Meghalayan craft. Another story, Ban's Journey in Music, written by Nida Hynniewta and illustrated by Arban Mawthoh, followed a child's journey to find his unique 'tune' in Wankhen Village, resonating with readers young and old. Bilingual books about the region's diverse birdlife wove nature with narrative, preserving the beauty of the cloudy hill state forever in the magic of words. Written and illustrated by first-time creators from the community, nurtured and developed by the Sauramandala, The Forgotten Folklore Project proves that sometimes, the most powerful social change comes not from grand gestures, but from simply telling your own story.

That then was the story of our digital platform this year, where from creation, to translation, to outreach, we collaborated and supported stakeholders fostering a love for reading, so that every last child may know the joy of having a book in their mother tongue in their hand.



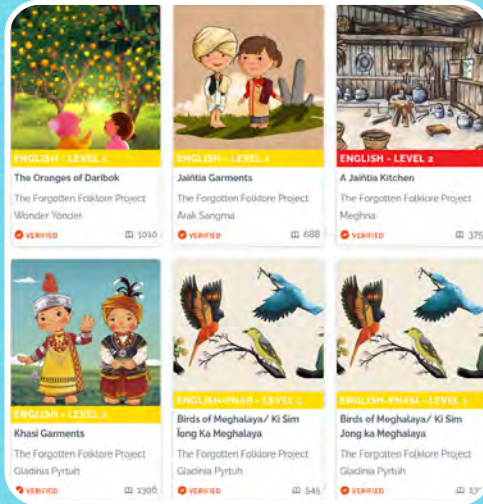


Image 1: Children participating in the #GetChildrenReading Campaign in Urdu

Image 2: Stories from Saurmandala's Forgotten Folklore Project, published on StoryWeaver

Image 3: STEM Literacy Programme being implemented in Kota

Image 4: Teachers participating in the STEM Literacy Programme Training in Kota

The Power of Words



PRATHAM BOOKS

donate-a-book

2.1L
children reached

41,000
books distributed

800+
donors

The team's efforts to connect individuals, NGOs, libraries, and organisations through our crowdfunding platform to provide storybooks to more and more children proved wonderfully successful this year. Our books, in different languages, reached children in remote and underserved areas across India. With each book that reached a reader, we unboxed a whole new world of magic and happiness—and we were able to do this again and again!

Surrounded by snow-clad mountains and a river, a primary school and its neighbouring schools received their first library of storybooks in Zamboor Pattan, Uri, a border town in Jammu and Kashmir. The children were overjoyed to hold and read storybooks in their mother tongue, Urdu, for the very first time.



Everyone has a role to play in creating a better environment, especially for the children who are the future. It's praiseworthy and heartwarming to see Pratham Books doing their part. The child-centric books they have made covering multiple contexts and languages are commendable; initiatives like Ibtida bring the nation together and forge a better society for children."

**Major Abhilash Sharma of the 16th battalion,
Rajputana Rifles.**

Prema Mishra, Founder and MD of UCatapult Foundation, raised funds to provide STEM Literacy books in rural Dharangaon, Jalgaon District, Maharashtra. The books were thoughtfully integrated into the existing curriculum, making STEM concepts more approachable and stimulating for students.



stimulating for students. They were also utilised in training sessions for headteachers to illustrate the importance of STEM learning.

The children of the Nyubu Nyvgam Yerko school in Mwya, village Pulyi, Arunachal Pradesh, received joyful storybooks, thanks to the Donyi Polo Cultural and Charitable Trust. Dedicated to preserving and promoting the customs of the region's indigenous communities, the trust set up the school in 2022, to catering to students from the Nyishi tribe.

The unrest in Manipur led to a huge number of children moving to relief camps where they had no access to books. The Centre for Community Initiative (CCI) has established an Inclusive Community Learning Centre (iCLC) for displaced children in Lamka, Manipur, and various camps. Joyful storybooks from Pratham Books are being used to support the children in these difficult times and keep them engaged through literature and book-related activities.



Image 1: Books for the Kids of Nyubu Nyvgam Yerko in Mwya, Arunachal Pradesh

Image 2: Empowering displaced children through books in Lamka, Manipur.





Image 3 and 4: Kashmir valley's first library was set up in Uri in Zamboor Pattan, Jammu & Kashmir

Image 5: STEM Books for children in Rural Dharangaon, Jalgaon District



Giving Wings to Stories

~1.5M
books disseminated

5M+
children reached

6,400
'Library-in-a-Classroom'
distributed

27
states and 6 UT's

245+
institutions

Access to books is one of the prime goals of Pratham Books and our team worked across geographies and languages to put a book in every child's hand. We made significant progress in reaching newer places and touching the lives of more children and educators. A notable achievement was making books and story cards available in languages we had not worked in before—some of which are endangered or have fewer and fewer native speakers.

A total of 3,500 story cards were printed and disseminated in Aka Hrusso and Singpho—two endangered languages. Aka Hrusso is spoken by only 4,000 speakers in Arunachal Pradesh, while Singpho has only 3,000 speakers in Assam.

Ninety-two titles were printed in Gondi for the first time for Shiksharth Trust, which works in the Sukma district of Chhattisgarh with government schools. Additionally, 266 Gondi "Library in a Classroom" kits were also disseminated.

As part of our 20th anniversary, a new product, "Joy in a Box" was launched. We printed 1,600 box sets in English, Hindi, Marathi and Kannada.

"Early Learner's Library" with 60 reading resources were disseminated in six languages (English, Hindi, Gujarati, Marathi, Kannada and Telugu).


There were several partnerships that brought our books and learning products to children across the country. Through CARITAS India's Khushaal Bachpan



programme, spread across remote geographies in Madhya Pradesh, Uttar Pradesh, Rajasthan and Chhattisgarh, more than 4,173 children were reached, and the capacities of more than 85 academic mentors were built as they used our books to teach and enhance their knowledge.

Pratham Books, Hanging Libraries were a valuable resource addition to the Bal Chaupals. Fifty-two “Library in a Classroom” were disseminated.

A community educator shares:



When I introduced the library, I witnessed a surge of enthusiasm for reading storybooks. As it provided opportunities for individuals to read aloud, almost everyone eagerly participated, taking turns to read and listen to each other with pride, it is an experience that they had never had before.”

Storytelling is a corepart of Nav Sahyog Foundation’s programme, with sessions conducted every Saturday for one hour. A Village Coordinator is appointed in each village to conduct these sessions, using different levels of Pratham Books to tell stories to children. The foundation is currently present in 300 villages across Karnataka, Tamil Nadu, and Nagaland, engaging 9,000+ children on a daily basis.

Under Thinksharp Foundation’s Book Mitra Programme, libraries are set up in schools. Each library has Pratham Books in Marathi and English covering various themes and genres. 36,000 books were used in the Book Mitra Programme.

Indi Village Foundation runs a Storytelling Saturday programme to bridge the learning gap in foundational years through the pedagogy of storytelling. They established 35 mini-libraries, impacting 6,218 children throughthe

“Library in a Classroom” kit.

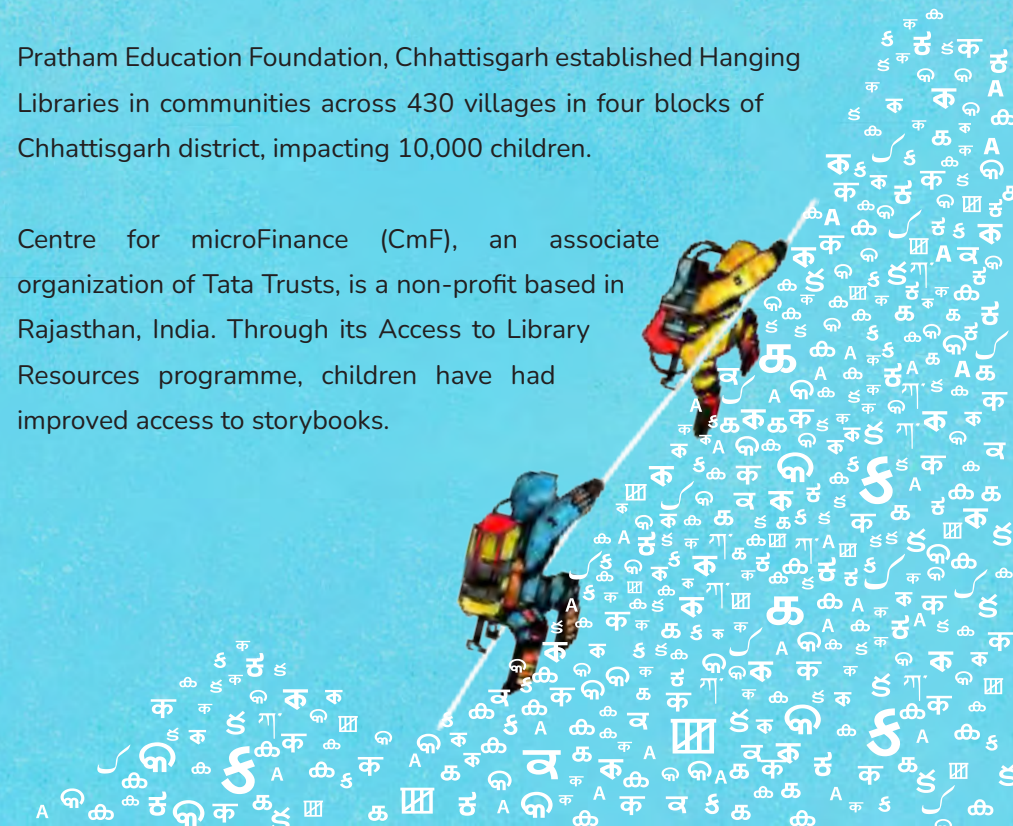
The Indi Village Foundation team says,

‘When we celebrated Library Day in our partner schools, the excitement and sparkle in the kids’ eyes on receiving a storybook was awe-inspiring. These moments affirm that our efforts are making a meaningful impact in society. We deeply value our association with Pratham Books and look forward to continuing the collective mission to empower young learners in rural India.’

CINI Odisha has established libraries in government schools and Anganwadis in Rayagada district, Odisha. In collaboration with CINI, we disseminated 34,000+ books in Odia and Kui, impacting 57,000 children. Kui is a tribal language with very little children’s literature available, making this a significant step in the reading journey for these children.

Pratham Education Foundation, Chhattisgarh established Hanging Libraries in communities across 430 villages in four blocks of Chhattisgarh district, impacting 10,000 children.

Centre for microFinance (CmF), an associate organization of Tata Trusts, is a non-profit based in Rajasthan, India. Through its Access to Library Resources programme, children have had improved access to storybooks.



Under this project, children enjoy stories, a variety of reading materials and library activities. Pratham Books supported the initiative with 23,000 books.



We have converted one of our classrooms into a library, and each class gets to spend a whole day in the library on a rotation basis. Additionally, I narrate two stories every morning during the assembly. The children insist on their morning stories, and this was made possible with the support of our headmistress, Mrs Archana Singh.”

Nigar Khanum, Library Teacher, Govt. Sr. Sec. School Karmoda, Sawai Madhopur

Some **Key Institutional Clients** were Room To Read India Trust, Pratham Education Foundation, Azim Premji Foundation for Development, DMART Foundation, India Literacy Project, HCL Foundation, United Way, Nav Sahyog Foundation, Thinksharp Foundation, CInI, Bharti Foundation, Books for All Trust, Center for Microfinance, Learning Links Foundation, Aspire, Kotak Education Foundation, Raman Kant Munjal Foundation, Adhyayan Quality Education Foundation, The JCB Literature Foundation, and Leadership for Skill Education Foundation, to name a few.

Our **Key Government Clients** were Jharkhand Shiksha Pariyojana, Gumla (Jharkhand); Integrated Tribal Development Agency, Tribal Welfare Department, District Utnoor, Telangana; Samagra Shiksha, Dadra & Nagar Haveli and Daman & Diu.

Among **Key Retailers** were Kingmore, Mindworth, Samruddhi Enterprises, Lokayat Prakashan, Lightroom Bookstore, Himamsu Book Depot, Funky Rainbow, Creative Learning Aids, Dnyanjagar, Nanda Enterprises, Atta Galatta, Bookworm Library, and Eureka Books, Kahani Tree, and Trilogy, to name a few.

Some **Key Schools** were Amity International School, Delhi Public School, The Heritage School, Air Force School, Sunbeam Lahartara, Mother's Pride, Seth M.R. Jaipuria School, Amrita Vidyalam, and Gurukul School, among others.



Image 1 and 2: Group read-alouds & story time with parents organised by CARITAS India in Rajasthan.



Image 3: Students excited to dwell into a world of books during library period.

Image 4: A student leading a story session at an ASPIRE-organised community library reading programme.

Image 5: Children enjoying reading sessions organised by IndiVillage Foundation in Raichur, Karnataka and Yemmiganur, Andhra Pradesh.

Creating Readers, Creating Citizens

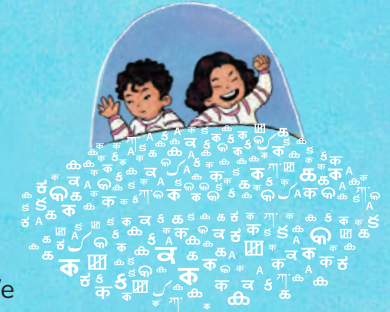
50
books' creation partnerships

2,500
STEM libraries in Maharashtra

1,200
schools: 'Goa is Reading'
programme concluded

200
Libraries in Tribal languages

The continued support from our donors helped us create and disseminate our books. With the grants we received, we were able to publish even more joyful stories with the best creators in India. We undertook wider translation projects and ensured our books reached many more children across the country. Today's reader is tomorrow's responsible and thoughtful citizen, and our diverse range of books made their way to many more readers to fulfil this promise, powered by the generosity of the donors.



Caterpillar supported the distribution of over 2,500 STEM libraries to BMC schools in Mumbai and in Zilla Parishad schools in Chhatrapati Sambhajnagar, Maharashtra. This benefited more than 300,000 children, making it one of the largest grants this year.

UST Global Welfare Foundation supported the establishment of 100 libraries in government schools in the Karamadai region of Coimbatore, further expanding access to quality educational resources.

In Bangalore, Shopify Commerce India sponsored 185 libraries in government schools in Anekal block, significantly enhancing the availability of educational materials for students in rural areas.

Our new collaboration with Cloudera Data Platform, India, resulted in the establishment of 93 libraries in government schools in Bangalore.

The HT Parekh Foundation supported the translation, creation, and dissemination of children's books in Assam, Chhattisgarh, and Gujarat through their DoorBeen initiative, enriching libraries and children's

literature across these regions. This was an immense support for our mother-tongue language books catalogue.

In our second consecutive year of collaboration, Enphase Solar Energy supported the establishment of 200 libraries in Telangana.

The P.A.N.I. Foundation has been helping us develop new content in multiple languages since 2012. This year too, our latest collaboration resulted in three new titles in five languages.

Tata Trusts, a valued partner since 2012, supported us to start the development of five new language-first titles in Marathi and Kannada, and for the printing and dissemination of 30,000 copies to schoolchildren.

The Indus Towers project, which began in November 2022, culminated with the **'Goa is Reading'** programme. This initiative aimed to foster a culture of reading among students in government and government-aided schools through a two-fold intervention: a digital reading program in English, Marathi, and Konkani, and the creation of physical reading corners using the Library-in-a-Classroom (LIC) model.

The program reached 1,200 schools, providing 2,01,600 storybooks and supporting 78,800 students. It offered a curated set of multilingual books and activities, supported by teacher training and capacity-building efforts. The project successfully engaged educators and students, leveraging both digital platforms and physical books to encourage a love for reading.



Image 1: Bringing Pratham Books' Libraries to government schools in Anekal Block, Bangalore

Image 2: Bringing the joy of reading to government school children in Vankal, Gujarat, through Library in Classrooms.



Image 3: Children from Katha Kanan Library with their new classroom libraries in Nagaon District, Assam.

Image 4: Children in schools and communities supported by Snehjori in Kamrup (Metropolitan) District, Assam, thrilled to meet their Pratham Books' libraries.



Celebrating Two Decades of Pratham Books

In January 2004, fueled by the vision of placing “a book in every child’s hand,” Pratham Books launched its journey as a children’s publishing house. As founder Rohini Nilekani reflects, “We wanted to democratise the joy of reading among all children. We wanted to create wonderful, diverse books in all languages and with indigenous content wherever possible. And we did it!”

Two Decades of Dedication

For 20 years, our unwavering mission has been to build a vibrant reading ecosystem for children worldwide. This journey has been powered by the dedication, passion, and creativity of our stakeholders—authors, translators, illustrators, educators, librarians, parents, donors, and reading champions.

Our robust publishing list is a testament to our success. Co-founder Ashok Kamath recalls fondly:



Our first books from 2004 have been reprinted at least a dozen times. For thousands of children, they were their very first books. We priced them at just five rupees to make them affordable for all.”

Breaking Barriers with Stories

Pratham Books’ multilingual and inclusive vision has made books accessible to millions of children. Through thoughtfully created picture books and classroom libraries, we’ve brought the joy of reading to children in remote villages, mountain schools, and tribal communities.

As trustee Suzanne Singh shares, “Pratham Books pioneered a unique publishing model that is multilingual, affordable, and open-source. Millions of children worldwide can now access our books for free.”

Our innovations didn’t stop there. StoryWeaver, our digital platform, has transformed access to stories globally. Co-founder Rekha Menon notes, “We recognised early on the power of using technology for social good.” Today, StoryWeaver reaches millions of readers in multiple languages, transcending barriers to literacy and learning.

Transforming Lives Through Reading

Over two decades, we’ve witnessed the transformative power of stories to ignite imaginations, foster empathy, and instil a lifelong love for reading. Chairperson R. Sriram acknowledges:



Donors



TATA TRUSTS

CLOUDERA



Donors

Adhyayan Quality Education Foundation

ASHAJYOTHI USA INC

Bright Fund

Education Above All (EAA)

Education Initiatives Private Limited

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Give Foundation

Give Foundation Inc, USA

JASMIN INFOTECH PRIVATE LIMITED

King Baudouin Foundation

Caterpillar India Engineering Solutions Private Limited

Liferarian Association

Navneet Foundation

NDR InVit Managers

Persistent Foundation

Sauramandala Foundation

Shopify Commerce India Private Limited

The Online Giving Foundation

UCatapult Foundation

UK Online Giving Foundation

United Way Bengaluru

Individual Donor List for 2023-2024

If you would like to partner with us in our efforts to spread the joy of reading, please write in to grants@prathambooks.org



Financial Reports

Pratham Books
Balance sheet as at March 31, 2024

(Amount in Rupees)

Particulars	Sch No.	As at March 31, 2024 Amount	As at March 31, 2023 Amount
Liabilities			
Corpus Fund	1	11,47,17,119	10,11,68,543
Specified Fund	2	73,66,019	5,03,01,352
Current Liabilities	3	1,60,15,456	1,55,66,256
Provisions	4	46,26,718	41,07,473
Other advances	5	21,65,806	6,20,586
Total		14,48,91,118	17,17,64,209
Assets			
Fixed Assets	6	19,80,392	24,41,933
Deposits	7	8,46,43,096	9,63,56,774
Debtors	8	24,70,991	29,94,427
Loans and advances	9	25,06,917	10,57,771
Stock of Books		83,22,808	63,92,040
Cash in Hand		15,762	13,440
Cash at Bank	10	4,44,69,456	5,59,18,084
Specified Fund Receivable	11	1,50,000	2,60,003
Other Current Assets	12	3,31,696	63,29,737
Total		14,48,91,118	17,17,64,209

Significant Accounting Policies and notes to accounts

30

for Pratham Books



R Sriram
Chairperson



Suzanne Singh
Trustee

As per our report of even date
for Singhvi Dev & Unni LLP
Chartered Accountants
Firm Reg No 003867S/S200358

Shashi Kumar H D
Partner
Membership No.: 235431
UDIN: 24235431BKEMXC5342



Bengaluru
September 20, 2024

Bengaluru
September 20, 2024

Pratham Books

Income & Expenditure for the year ended March 31, 2024

(Amount in Rupees)

Particulars	Sch No.	As at March 31, 2024 Amount	As at March 31, 2023 Amount
Income			
Sale of Books	13	8,78,87,601	7,22,51,678
Donations received	14	59,15,192	79,73,670
Other Income	15	67,22,965	76,56,613
Income from Funds	16	4,68,99,969	7,96,43,198
Total (A)		14,74,25,727	16,75,25,159
Expenditure			
Book Development Expenses	17	2,91,23,267	2,80,32,882
Selling & Administrative Expenses	18	2,27,51,805	1,94,58,435
Staff Expenses	19	3,69,18,922	2,47,53,402
Promotional Expenses	20	2,47,544	3,94,861
Depreciation	6	5,37,823	6,37,604
Fund Expenditure	21	8,67,17,139	10,06,12,911
Total (B)		17,62,96,500	17,38,90,094
Excess of Income over expenditure (A-B)		(2,88,70,773)	(63,64,935)
Add:			
Opening Balance in Funds			
Opening Balance in Corpus Fund		10,11,68,543	8,65,63,766
Opening Balance in Specified Fund		5,03,01,352	7,17,35,307
Balance of Funds after appropriations			
Corpus Fund		11,47,17,120	10,11,68,543
Specified Fund		73,66,019	5,03,01,352
Total balance in Funds		12,20,83,139	15,14,69,895

Significant Accounting Policies and notes to accounts

30

for Pratham Books



R Sriram
Chairperson



Suzanne Singh
Trustee

As per our report of even date
for Singhvi Dev & Unni LLP
Chartered Accountants
Firm Reg No 003867S/S200358

Shashi Kumar H D
Partner
UDIN: 24235431BKEMXC5342



Bengaluru
September 20, 2024

Bengaluru
September 20, 2024

Bengaluru
September 20, 2024

The trustees actively engage with and support various facets of the organisation around the year, extending their involvement beyond formal board meetings.

Ashok Kamath has been a core part of Pratham Books since inception as a co-founding trustee. He leads the Akshara Foundation and has been deeply committed to addressing the education inequities in India. Ashok understands how to engage with all levels of the government—from state leadership to grassroots—building and scaling sustainable models for developmental change.

Harit Nagpal brings mainstream business insights, user insights, his experience of India-wide operations, and an understanding of ground realities to align our outreach and scale our mission.

Pervin Varma former head of CRY, has dedicated her career to children's causes. She brings the much-needed empathy and deep understanding of children's needs, alongside her expertise and insights in leadership development and institution building.

Rekha Menon has been one of the founder trustees, and blends the dual purposes of being well-organised like a corporate, while being purpose-driven. She has always been concerned about the big picture and large-scale impact.

Meenakshi Ramesh, CEO of United Way Chennai and co-founder of Citizen Matters, began her social sector journey with Pratham in 2001. An alumna of MS University Baroda and IIM Ahmedabad, she serves on the boards of four NGOs.

M.S. Sriram, an academic and writer, blends the practical aspects of managing the trust with broader design and conceptual frameworks.

Srikanth Nadamuni brings his deep knowledge of technology and how it can be safely adapted to the context of children. He has worked in frontier areas and is the go-to trustee on all aspects of technology and innovative applications.

Suzanne Singh has led the organisation as Chairperson and Managing Trustee over many years, initiating and scaling StoryWeaver among many other innovations. She is mission-focused with an eye for detail, aesthetics, and an abiding passion for bringing joyful books to every child.

R Sriram continues to be passionate about the magic of books and democratising access to joyful reading. He brings his insights as an entrepreneur and experience in working with varied businesses and non-profits with audacious agendas. Sriram is currently the Chairperson and Managing Trustee, and is hands-on in guiding the leadership team.



Illustration Credits

Title	Illustrator	Author
Barsa Baadal	Tasneem Amiruddin	Sanjiv Jaiswal 'Sanjay'
Maze Jawalche Mitra	Risabh Banshkar	Rama Hardeekar-Sakhadeo
What Does Anu See?	Lavanya Karthik	Lavanya Karthik
A Book for Puchku	Rajiv Eipe	Deepanjana Pal
Nanammal and Kamalathal Travel by Sea	Sushant Ahire	Menaka Raman
Baarish Mein Kya Gaayein	Rajiv Eipe	Mala Kumar and Manisha Chaudhry
Bagbrella	Aithihya Ashok Kumar	Aithihya Ashok Kumar
My Yellow Umbrella	Poojana Prasanna	Poojana Prasanna
Meera and Ameera	Lavanya Naidu	Nimmy Chacko
Hot Tea and Warm Rugs	Priya Kuriyan	Mala Kumar and Manisha Chaudhry
Tine and the Faraway Mountain	Ogin Nayam	Shikha Tripathi
Muft ki Kulfi	Alankrita Amaya	Alankrita Amaya
Space Rules	Canato Jimo	Aparna Kapur and Bijal Vachharajani
Today I Am	Sandhya Prabhat	Varsha Seshan
Ming-Ming, Fat Little Bear	Vishnu M Nair	Jerry Pinto
Ghum-Ghum Gharial's Glorious Adventure	ROSH	Aparna Kapur
Rajmohana Keloth: The Bug Finder and Her Big	Joanna Davala	Shweta Ganesh Kumar
World of Tiny Insects	Siddhi Vartak	Wasimbarry Maner
Aalepak		

Pratham Books has been creating books in multiple languages to help children discover the joy of reading. Every time children hold a book written in their mother tongue language, there's palpable excitement in the room. Inspired by these experiences, this year's annual report design honours the various languages in India by using design elements composed of alphabets of the languages in which we have published our books.

Pratham Books

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www.prathambooks.org
www.storyweaver.org.in
www.donateabook.org.in

