



**Pratham**

Every Child in School & Learning Well

Pratham Education Foundation

Annual Review 2013-14



"When children start to learn,  
they realize they are capable  
and can do better. And that is a  
very powerful motivation"

- Dr. Madhav Chavan

Co-founder & Ceo, Pratham Education Foundation







## From the CEO's Desk



*Madhav Chavan*

- Dr. Madhav Chavan  
Co-founder & CEO,  
Pratham Education Foundation

2013-14 has been a remarkable one for us. Pratham's core effort is to make public spending on education more productive so that children, adolescents, and youth learn better. In our early days we innovated how to deliver good services under constraints of resources such as space, trained people, and money. More recently we have innovated techniques of improving quality of learning in spite of all those constraints.

There are several innovations to our credit that have led to global recognition. Critical among these are the nation-wide, citizen-led, home-based survey to bring out the Annual Status of Education Report (ASER: ah-sir), which for the first time quantified the problem of quality of education in India. In 2007, we launched Read India, a massive campaign to focus on reading and math. Gradually many state governments started measuring on their own and the focus began to shift towards learning outcomes instead of only inputs of infrastructure in schools. ASER was replicated in Pakistan and several African countries to discover similar dismal learning outcomes in these countries.

Pratham began to pay attention to the problem of training youth for jobs in 2006. Our reach, our experience, and our network with the corporate sector help us find an end-to-end solution.

Today, as the United Nations gets ready to adopt the next Millennium Development Goals, the world community too is moving towards a focus on learning outcomes. This Annual Report will give you a glimpse of each of our program - the challenges we faced in them and the strides we have made.

This report is an testament to Pratham's expanding footprint across the nation and our quest to provide quality education and vocational training.





# Our Reach



**4.7 million**  
children

**14,600**  
youth

**20 of 29**  
states

**47,000**  
volunteers





## Flagship Programs

8 & 9	Read India
10 & 11	Urban Program
12 & 13	Second Chance Program
14 & 15	Vocational Training

## Our Affiliates

16 & 17	ASER Centre
18 & 19	Pratham Council for Vulnerable Children
20	Pratham InfoTech Foundation
21	Pratham Books

## Other Programs

22	Science Program
23	English Program
24	Digital Classrooms
25	Upper Primary

26 & 27	Financials
28	Board of Members
29	Our Supporters



In 2013-14 we saw partnerships in 9 states reaching over 4 million children. Pratham trained over 7,000 government officials and over 67,000 government teachers.









In 2013-14, the Urban Program was operational in 30 cities of India reaching close to 350,000 children.

# Urban Program

Our Mission - to provide support to children in slum communities in cities and to teach basic reading, writing and arithmetic skills to those left behind.

Pratham carries out interventions in urban areas by setting up Learning Centers and conducting activities in community spaces. Programs range from pre-school to high-school grades.

A learning center is typically a rented space which reaches out to about 1,500 to 2,500 households in the community. The main interventions in the program include:

A library is usually set up in the government school or in the community with the aim of encouraging children to read on a regular basis. This enhances their fluency and comprehension abilities in a creative and fun manner.

A Balwadi, or pre-school is set up for children age 3 to 5 years. The program addresses their developmental needs with the overall goal of school readiness. Additionally, Pratham helps train the government appointed teachers in the government run Anganwadis on pre-school education, child care and development.

Inspired by Read India's model of high intensity and short duration interventions, learning camps are also conducted for children in the learning centers. These are children who need help with basic language and math. Learning camps are also conducted for different subjects.

Other programs include computer support and higher learning support classes depending on the need in the community.



A photograph of four young women sitting on the floor in a classroom, looking at books and papers. They are dressed in traditional Indian attire, including colorful saris and blouses. The woman on the far right is wearing a brown and white patterned sari with a green border. The woman next to her is wearing a pink sari. The woman next to her is wearing a blue and white patterned sari. The woman on the far left is wearing a yellow sari. They are all looking towards the left side of the frame. The background is a plain, light-colored wall.

In 2013-14, over 3,300 students enrolled in the 31 centers spread across 7 states of India.







In 2013-2014 Pratham  
Institute reached over **7,000** youth through  
its vocational skilling programs.





# Pratham Institute for Vocational Training

**Our Mission** - To offer vocational training support to youth from rural and semi urban areas, followed by job opportunities.

PACE Centers of Pratham Institute provide underserved young adults ages 18-30 the opportunity to acquire the occupational training necessary to participate in India's growing economy. Curriculum is designed with leading industry partners to ensure relevant industry-oriented skills which will help them gain employment. The Institute also offers entrepreneurial training for women.

In 2013-2014 Pratham Institute reached over 7,000 youth through its vocational skilling programs spread throughout the country. The training capacity was increased to 9,000 students from 3,200 students the previous year. This growth was met through the expansion of existing facilities and setup of 20 new centers across the country.

## Industry Specific Training Programs

Four industry based courses - hospitality training, construction training, automotive training and training in bedside assistance are offered.

## Entrepreneurship Program

A successful pilot in the beauty program in Assam (with

the help of Godrej Industries Ltd) led to 11 more entrepreneurship centers being set up across India. These centers offer training in - beauty, tailoring and pre-school education, with a focus on entrepreneurial development.

## Partnerships in 2013-14

Pratham Institute was supported by a large number of donors. Corporate donors included ITC Ltd., Tata Steel, Tata Capital, Larsen & Toubro and Citi Foundation. Pratham also received support from the government of Andhra Pradesh and Madhya Pradesh to support the hospitality program. Existing partnership with the government of Gadchiroli was extended to a larger geographical reach.

## Recognition

Pratham Institute was awarded by the National Skill Development Corporation for effective counseling efforts. These processes led to better mobilization of students based on their interest and basic competencies.



A photograph showing a survey team at a rural household. Two women, one in a white dress with a red scarf and another in a patterned top with a blue and red scarf, are talking to a man in a white shirt who is holding a clipboard. A young boy in a white shirt and red pants stands in the doorway. The house has a light green wall and a wooden door. A blue water container is visible on the right.

ASER 2013 surveyed **600,000** children in over **300,000** households, covering **16,000** villages in **550** rural districts of India. Over **500** organizations, and over **30,000** volunteers helped conduct the survey.



# ASER Centre

Our Mission - To measure to understand, to understand to communicate and to communicate to change.

ASER Centre is the autonomous research and assessment unit, established as a specialized, independent unit within the Pratham network. Measurement using simple metrics, methods and mechanisms has always been a core element of Pratham's work. The need to create awareness and inform citizens about learning levels of children led to the birth of the Annual Status of Education Report in 2005.

Measuring Learning Levels of 6,00,000 children, the ASER survey is the largest citizen-led educational survey in the world. Conducted annually since 2005 by volunteers working under the Pratham umbrella, ASER enables us to examine outcomes of educational expenditure in government and private schools. ASER's objective is to help individuals and institutions to understand, communicate and act to improve the quality of education at the local, state and national levels.

ASER 2013, the ninth consecutive report, was released by Deputy Chairman of the Planning Commission, Mr. Montek Singh Ahluwalia on January 15, 2014. Each year, missioned by other institutions, the ASER Centre adds to its portfolio

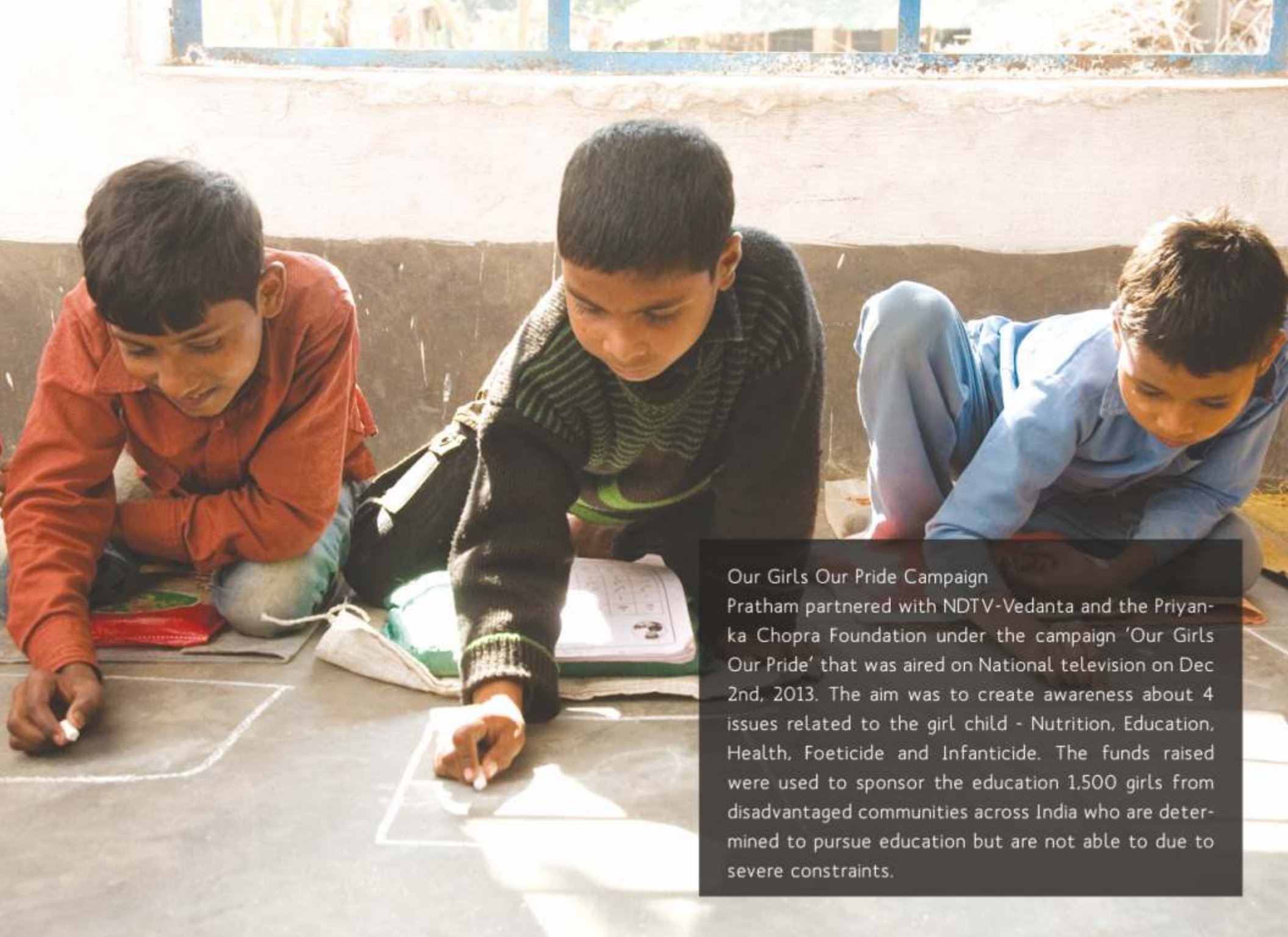
new research and assessment studies in addition to the ASER survey. It covers areas of education and literacy along with a wider set of topics in human development. Some are multi-year research studies while others are smaller assessment projects, often commissioned by other institutions.

The Capacity Building Unit at the ASER Centre has expanded over time. Activities in 2013-2014 include certificate courses for the ASER associates and modules for Pratham staff on understanding and presenting data. Outreach programs for ASER partners such as universities, District Institute of Education and Training (DIET) officials and, other non-profits were created.

## Measurement, Monitoring and Evaluation Unit

A Measurement, Monitoring and Evaluation (MME) Unit was set up at the ASER Centre in 2013. This unit, supported by Douglas Marshall, Jr. Family Foundation, systematically measures, records and tracks the progress and impact of Pratham's flagship Read India Program. Apart from measuring effectiveness, it provides feedback on 'what works' to improve children's learning.





**Our Girls Our Pride Campaign**  
Pratham partnered with NDTV-Vedanta and the Priyanka Chopra Foundation under the campaign 'Our Girls Our Pride' that was aired on National television on Dec 2nd, 2013. The aim was to create awareness about 4 issues related to the girl child - Nutrition, Education, Health, Foeticide and Infanticide. The funds raised were used to sponsor the education 1,500 girls from disadvantaged communities across India who are determined to pursue education but are not able to due to severe constraints.





# Pratham InfoTech Foundation

**Our Mission** - To achieve e-education for all.


Pratham InfoTech Foundation (PIF) began in 2004 with the aim to bridge the gap in the digital divide, to facilitate adoption of information technologies in education, and to equip disadvantaged youth with skills, tools and capabilities to adapt to the changing economy.

## School Based Programs

The Computer Aided Learning (CAL) program helps primary school children gain exposure to IT at an early age. The Digital Literacy as Life Skill (DLS) program helps secondary school students understand how to use IT tools in everyday life. In 2013-14, 145 DigiTech Centers were started benefitting 39,300 students. The CAL and DLS programs together reached 417 schools across India via 354 DigiTech centers benefitting over 120,000 school students.

## Community Based Program

The India Digital Inclusion Program is offered through information based eco-systems via a network of Community Information and Training centers. This is complemented by capacity building programs to equip youth with resources, training and digital access that improves their social and economic development. Over 8,500 households were reached in 2013-14.



We believe that there is a need to train and equip today's youth with means of gaining productive employment and accessing economic opportunities. Over 2,000 youth were IT trained in schools after school working hours. Youth were given employment assistance after completion of their training.



# Pratham Books

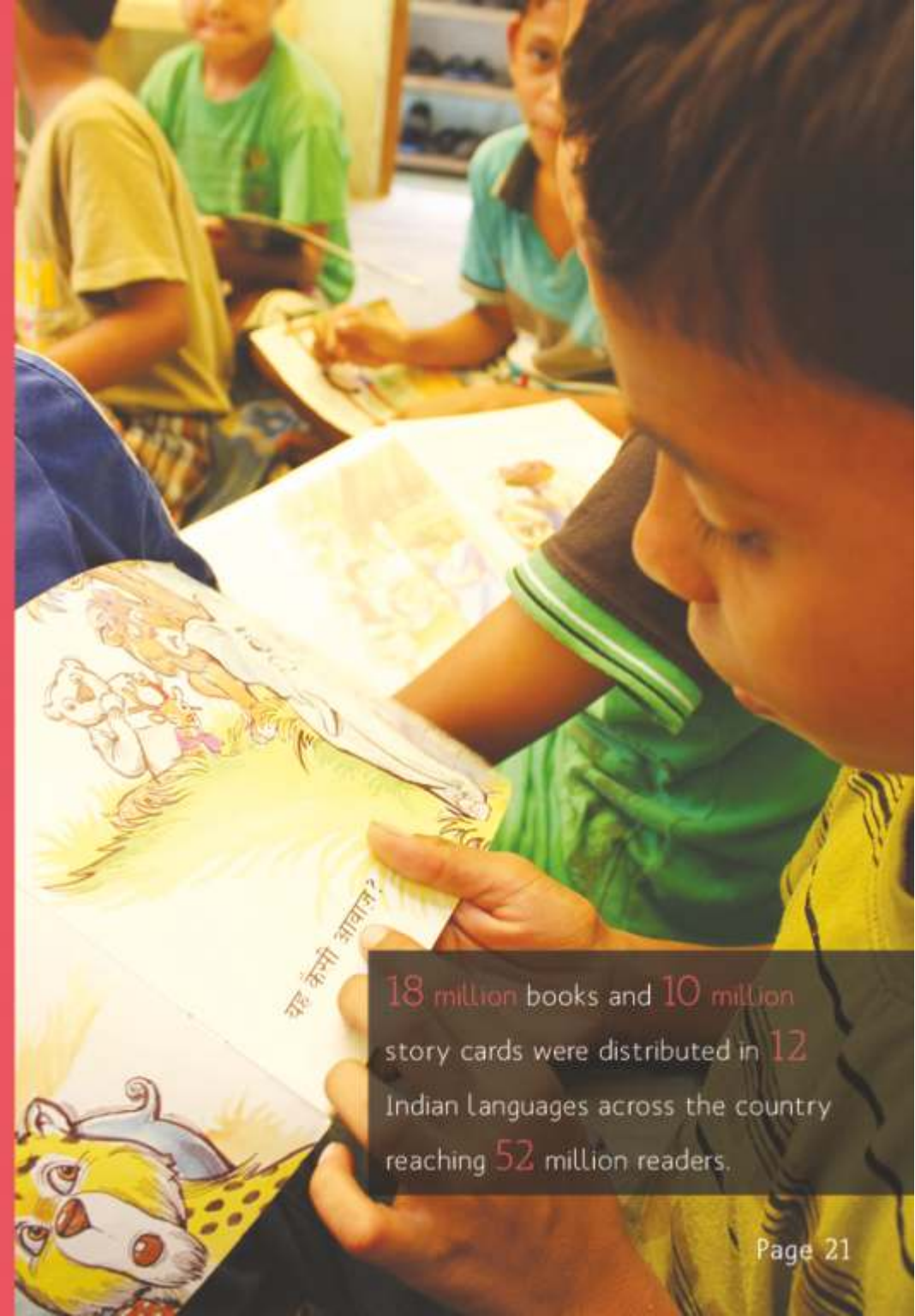
## Our Mission - a book in every child's hand

Pratham Books believes that every child has the right to enjoy good books. And children should have stories set around surroundings familiar to them and in languages close to their culture. Also, to make books accessible to all children, the price points have to be very low.

Till date, Pratham Books has published 258 titles in 12 languages. Assamese being added in 2013-14. Over 500 books are also available under Creative Commons licenses and to be read, remixed or translated and used by anyone anywhere in the world. Through this open licensing strategy stories have been translated in many new languages like Sanskrit, Ladakhi and several African languages.

During International Literacy Day, over 600 volunteers from across the country partnered with Pratham Books to conduct over 1000 story telling with more than 40,000 children. Pratham Books also participated in Jaipur Literature Festival, Lucknow Literary Festival, New Delhi Book fair, Samanvay and Jumpstart

Pratham Books continued on its path of innovation and won a grant from Google that supports the use of technology and innovation to overcome social issues.



18 million books and 10 million story cards were distributed in 12 Indian languages across the country reaching 52 million readers.



# Science Program

Pratham's Science program was started in 2005 with the aim to stimulate scientific curiosity among middle school children and to reach children in rural India with innovative ways of learning science. It focuses on methods that encourage relating science to daily life experiences.

In 2013-14, interventions reached 2,30,000 children across 18 states. Special science manuals were created for primary classes to reach children through the Srajan Shiksha Foundation and Pratham Mumbai Education Initiative.

A statewide partnership with the Government of Uttarakhand led to 250 Science fairs and over 150 workshops conducted by Pratham's Vigyan Mitras. A mobile Science van, supported by Juniper Network Foundation Fund, enabled vigyan mitras to reach every school in the Raigarh block in Chhattisgarh.

Camp Galileo, an all-time popular activity, focused on children and villagers gathered together to watch the Moon and other planets. A newsletter called 'Pratham Vigyan' was initiated and 4 books by the famous science toy maker Shri Arvind Gupta were publishing.

7 new Science centers were set up-3 in Rajasthan and 4 in Maharashtra.



Over 600 science fairs  
conducted in 2013-14.



# English Program

Pratham launched the English Program in the primary education sector to enable primary school children to achieve basic competencies in reading, writing, listening, and speaking English.

In 2013-14, the English program expanded its footprint to work with children in upper primary schools as well. This laid the foundation for interventions with teachers and students from Grades 6 to 8. Prior to this the team worked only with the primary segment.

Geographically as well the program expanded to northern states of Himachal Pradesh, Punjab and Uttarakhand. Over the course of the year, trainings were conducted at various points followed by monitoring of activities to assess the impact of new interventions. Assessments were also carried out to evaluate specific topics and methodology to be used, and carefully scrutinize the processes and the learning improvements within a time frame. There was also a comprehensive appraisal of all the existing English materials with the view to remove whatever seemed ineffectual. Hence, student-centric materials were developed that focussed on the varied learning abilities and needs of children.





# Digital Classrooms

2013-2014 was a year of scaling up for the Learn, Out of the Box team. New digital content was created in the first half of the year. This content adopted Pratham's teaching methodologies, especially on experiential, group based and activity based learning.

The program, which was initiated in 150 schools across 5 States in Phase 1, was rolled out in Phase 2 to reach an additional 948 schools. Teacher trainings were conducted for 1,800 teachers across the country.

Trainings focused on inducting teachers into the program, demonstrating the impact of diverse teaching-learning methods and integrating technology into regular classrooms sessions.

In June 2013, Catalyst Management Services, an organisation responsible for conducting independent impact evaluations -completed a prototype impact assessment study of this program. It was found that there is significant quantitative increase in science learning in the program contact group, as against the control group. Additionally, qualitative findings were also positive. For instance-teachers found an increase in curiosity and concentration amongst students, and an improvement in English comprehension and pronunciation.





# Upper Primary Program

The 2013 Annual Status of Education Report states that over 25% children in Grade 8 in rural India cannot read a Grade 2 level text in their first language. Additionally, almost 55% of all Grade 8 students are unable to solve a simple division problem.

The upper primary program was started with the objective of improving learning levels of children in this segment in order to bridge this learning level gap. The intervention seeks to build reading and comprehension skills in children's first language and foundational skills in subjects like Math, English and Science. Life skills courses are also offered for children in Grades 6 and above.

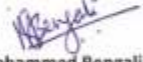

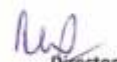


In 2013-14, the upper primary program reached out to about 18,000 children in 12 states of India.



# Financials


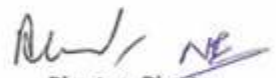


Pratham Education Foundation  
(A Private Company Limited by Guarantee under Section 25 of the Companies Act, 1956)

## BALANCE SHEET AS AT MARCH 31, 2014

Particulars	Note No.	As at 31 March, 2014 (In Rupees)	As at 31 March, 2013 (In Rupees)
<b>EQUITY AND LIABILITIES</b>			
<b>Sources of funds</b>			
(a) Reserves and surplus	3	180,884,694	171,087,775
		180,884,694	171,087,775
<b>Non-current liabilities</b>			
(a) Long-term provisions	4	1,290,754	1,204,853
		1,290,754	1,204,853
<b>Current liabilities</b>			
(a) Trade payables	5	14,141,095	9,508,335
(b) Other current liabilities	6	73,310,248	66,333,249
<b>TOTAL</b>		<b>269,626,791</b>	<b>248,134,212</b>
<b>ASSETS</b>			
<b>Non-current assets</b>			
(a) Fixed assets			
(i) Tangible assets	7	78,486,163	53,466,091
(ii) Intangible assets	7	183,542	20,539
(iii) Capital work-in-progress	7	167,950	960,700
		78,837,655	54,447,330
(b) Long-term loans and advances	8	55,692,937	47,296,458
		134,530,592	101,743,788
<b>Current assets</b>			
(a) Cash and bank balances	9	106,612,393	117,259,766
(b) Short-term loans and advances	10	28,435,330	28,738,695
(c) Other current assets	11	48,476	391,963
<b>TOTAL</b>		<b>269,626,791</b>	<b>248,134,212</b>
See accompanying notes forming part of the financial statements			
In terms of our report attached. For Deloitte Haskins & Sells LLP Chartered Accountants		For and on behalf of the Board of Directors	
 Mohammed Bengali Partner		  Director Director	
Place : Mumbai Date : 26 Aug, 2014		Place : Mumbai Date : 26 Aug, 2014	



INCOME AND EXPENDITURE ACCOUNT FOR THE YEAR ENDED MARCH 31, 2014

Particulars	Note No.	Current Year (In Rupees)	Previous Year (In Rupees)
Donation and others	12	920,862,260	745,772,908
Other income	13	6,212,853	21,491,516
<b>Total revenue</b>		<b>927,075,113</b>	<b>767,264,424</b>
<b>Expenses</b>			
(a) Donation made		168,758,471	123,567,788
(b) Professional Fees		138,758,798	109,724,310
(c) Teaching learning Material		61,782,495	58,007,910
(d) Training Expenses		70,905,743	59,766,444
(e) Rent		37,483,250	33,410,683
(f) Employee Benefit Expenses	14	251,140,392	197,215,271
(g) Other Expenses	15	162,128,547	147,700,014
(h) Finance Cost	16	-	2,334,247
(i) Depreciation and amortisation expense	7	26,320,499	31,284,832
<b>Total expenses</b>		<b>917,278,195</b>	<b>763,011,499</b>
<b>Excess of Income over Expenditure before/after tax</b>		<b>9,796,918</b>	<b>4,252,925</b>
See accompanying notes forming part of the financial statements			
In terms of our report attached.			
For Deloitte Haskins & Sells LLP Chartered Accountants		For and on behalf of the Board of Directors	
 <b>Mohammed Bengali</b> Partner		 Director	
			
Place : Mumbai Date : 26 Aug, 2014		Place : Mumbai Date : 26 Aug, 2014	

# Board Members

## Pratham Education Foundation

Ajay G. PIRAMAL (Chairman, Pratham Education Foundation)

Arvind SANGER

Dr. Atul VARADHACHARY

Dinyar (Dinny) DEVITRE

Ishaat HUSSAIN

Dr. Madhav CHAVAN (President, Pratham Education Foundation)

Narayanan VAGHUL

Mrs. Neerja BIRLA

Pramit JHAVERI

Ramesh MANGALESWARAN

Mrs. Rohiqa MISTRY

Sanjay NAYAR

Vilas GADKARI

Vijay GORADIA



# Our Supporters

## Corporations

Afcon Infrastructure Ltd  
Bain & Company  
Ballarpur Industries Ltd  
Bharat Petroleum Corporation Ltd  
DLF Limited  
Gail India Ltd  
Idea Cellular Ltd  
ITC Ltd  
JP Morgan  
L&T Finance Ltd  
Maq India Pvt Ltd.  
Oil and Natural Gas Corporation  
Piramal Entreprises Ltd  
Price Water Coopers India  
Rural Electricity Corporation Ltd  
Tata Housing Group  
Tata Power Ltd

## Foundations

Australian Rotary  
British Council  
CHUM Canada

Douglas Marshall Foundation  
Dubai Care  
Gates Foundation  
GE Foundation  
Global Development Network  
Hemendra Kothari Foundation  
Hewlett Foundation  
Kusuma Foundation  
L&T Public Charitable Trust  
MacArthur Foundation  
Planet Read  
Pratham Canada  
Pratham Germany  
Pratham UK  
Pratham USA  
Save the Children  
Skoll Foundation  
Tata Trust  
Unicef  
United Way Worldwide (Citi Bank)  
USAID  
Verky Foundation  
Vodafone Foundation

Wildlife Conservation Trust  
Wrigley Foundation

## Government

Sarva Shiksha Abhiyan

## Individual Donors







# Connect. Collaborate. Communicate.

Delhi

B- 4/58, Safdarjung Enclave

2nd Floor, New Delhi-110 029

Phone: (91) (11) 26716083 / 41651638

Mumbai

Y.B. Chavan Center, 4th Floor, Gen. J. Bhosale Marg. Nariman Point

Mumbai, Maharashtra-400021

Phone: (91) (22) 22819561

Fax: (91) (22) 22819563

Email: [info@pratham.org](mailto:info@pratham.org)