

Key highlights of the year 2010 -2011

- Published 1 million books.
- Published 1.5 million storycards.
- Increased reach to 10,000 libraries.
- Expanded footprint to 21 states.
- Readership of 14 million.



Pratham Books

Bangalore

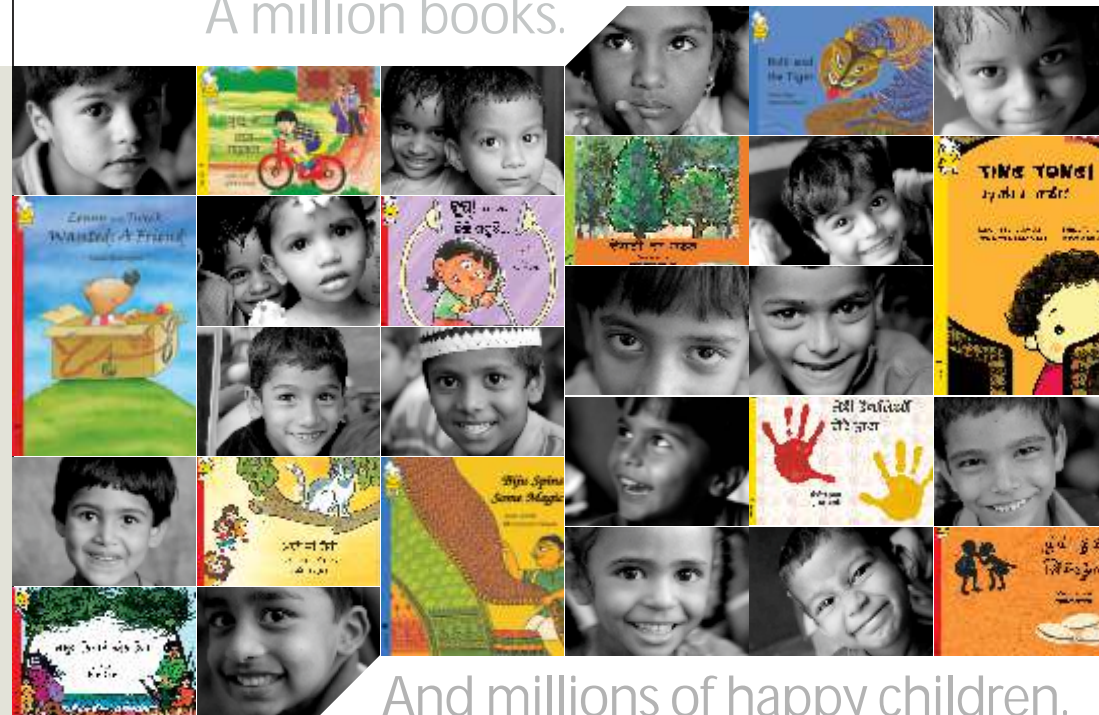
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If you would like to contribute in any way, please email us at
info@prathambooks.org

A million books.



And millions of happy children.



www.prathambooks.org
blog.prathambooks.org

Annual Report 2010-2011

Management Report

Pratham Books has completed yet another eventful year. A fledgling idea, seven years ago, is now a robust and vibrant organization, that, in the last year alone, has reached a million books to children across India. This was a particularly exciting year for us, as we invented and explored new ways of making books available, affordable and accessible to children across the country.

We have published over 200 titles so far, and, this year, we added many more fascinating new books and a new language, Oriya, to our lineup. In collaboration with Dastkar Haat Samiti, we introduced a set of four beautiful books showcasing traditional Indian arts and crafts. The stories are set in rural artisans' families and give a glimpse into their daily life. We added a new title, Narmada, to our River series, which provides an evocative visual journey down the river. We pioneered an effort to create a set of four delightful stories for younger children priced at just Rs 10 each, and we intend to continually challenge ourselves to create fresh and relevant content for children everywhere.

Another exciting new development during the year was that, with the Right to Education Act coming into play, all government schools have been mandated to have functional libraries for children. Many state governments held district level book melas where they invited children's book publishers to participate, and government school teachers came and bought books for their school libraries. The outcomes of these book melas were not equally successful in all states but, as school teachers realize the value of selecting the right kinds of books for their children, the process will get strengthened over time.

We also forged some new institutional partnerships over the year. The Indian Railways gave our books to the children traveling on the study tours that they conducted in South India. We were delighted that our history series brought the subject to life as much as the trip to the temples of Mammalapuram. Gray Matters Capital, a foundation working to improve learning outcomes in affordable private schools, invited us to their annual event where school owners were introduced to organizations that could help them improve the quality of learning in their schools. Pratham Books got an overwhelming response from the school owners and many of them bought our 'Library in a Classroom' package, a unique initiative that enables schools to set up mini-libraries in seven classrooms for as little as Rs. 6 per child per month.


As institutions respond creatively to the needs of children, we hope that these new winds of change will bring the world of books closer to children.

Our commitment to an open content policy led us to make a lot of our content freely available which can be remixed or repurposed by people to suit their needs. We have uploaded 229 books under a Creative Commons license to Scribd, so they can reach a wider audience. We have also used social media to build a strong community around our mission of "A Book in Every Child's Hand", and we want to take that forward by collaborating with other publishers, writers, translators and parents, all to be able to reach the last child.

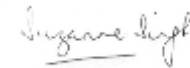
This year, we celebrated our seventh anniversary by hosting a series of literary meets called Sabha in Delhi and Bangalore where we collectively discussed the challenges and joys of creating multilingual content for children. There were stimulating discussions and debates, and we hope to carry on the tradition of bringing together like-minded people who believe so strongly that books provide joy. And we can all put our collective strength to spread this joy to every child.

Our journey has been made possible because of the wonderful extended family of authors, illustrators, translators and reviewers who create books for us, as well as the committed Pratham Books team. To every single person who has worked with Pratham Books and played a part in spreading the joy of reading, we extend our heartfelt appreciation.

At Pratham Books, we firmly believe when all of India's children read, the country will progress. And that remains our dream... to reach as many children, in as many possible ways.



Ms. Rohini Nilekani
Chairperson, Pratham Books



Ms. Suzanne Singh
Managing Trustee, Pratham Books

Board of Trustees

Ms. Rohini Nilekani
Chairperson

Ms. Suzanne Singh
Managing Trustee

Mr. Ashok Kamath

Ms. Rekha Menon

Ms. Kanchan Bannerjee

Mr. M.S. Sriram

Unique challenges, unique solutions

The challenge that Pratham Books faces is threefold: to create a motherlode of affordable reading material, to share this with the children who need it the most, and to be completely, and deeply, inclusive.

Create:

Pratham Books has innovated to create products like story cards for Rs. 2, a Library in a Classroom model for as low as Rs. 6 per child, and bilinguals which help children learn two languages. Moving forward, the goal is to constantly push the boundaries and work on new offerings that delight the child and are right for the programs that are run by our NGO partners, and ensure that all this is offered at a minimal price. We realize that we cannot fulfill our mission alone.



Which is why we actively work with other publishers to co-create content. In the past

we partnered with the Nature Conservation Foundation and the Snow Leopard Trust, Dastkari Haat Samiti, Orient Longman and more recently with the German Book Office, all to bring a variety of content for our little readers.

Collaborate:

Pratham Books constantly strives to collaborate with state governments to achieve scale – be it in Bihar with 70,000 government schools or in Uttarakhand with 13,000 schools. New associations with non-profit organizations like Shiv Ganga Foundation which has set up 300 libraries in the tribal belt of Jhabua in Madhya Pradesh, Kalanjim Foundation in Tamil Nadu and tie-ups with Indian Railways (IRCTC), ITC's Choupal Sagar and Gramin Savidha Kendra have all been means to reach more and more children. Yet we believe that there is a lot to be done and look forward to exploring newer, unconventional channels of distribution and collaboration to reach the last child.

Include:

And lastly, in order to be inclusive, Pratham Books is working hard to build a very strong online community around the mission of reading. Over time, we have been able to establish some sort of authority and even won awards in this space. In the future we hope to create a Reading Portal where people from across the world can engage in different ways to co-create content and do so much more to contribute to the cause - write stories, translate them in real time, proof-read them, make activities, do English lessons around our stories... the possibilities are endless, the dream continues.

Balance sheet as on March 31, 2011

Particulars	As on March 31, 2011 (Amount in Rupees)	As on March 31, 2010 (Amount in Rupees)
Liabilities		
Corpus Fund	14,987,285	13,362,778
Current Liabilities	11,915,709	1,443,516
Advances Received from buyers	-	123,000
Other advances	25,628	22,855
Rajiv Gandhi Foundation	-	1,769,620
Total	26,928,622	16,721,769
Assets		
Fixed Assets	1,194,543	1,245,003
Deposits	406,000	87,500
Debtors	4,376,224	3,337,580
Loans and advances	89,387	57,365
Stock of Books	10,298,249	8,850,068
Cash in Hand	26,456	7,851
Cash at Bank	9,641,190	2,299,768
Deferred Development Expenses	896,573	836,636
Total	26,928,622	16,721,771

for Pratham Books

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


Rohini Nilekani
Chairperson
Place: Bangalore
Date : June 13, 2011


Suzanne Singh
Managing Trustee
Place: Bangalore
Date : June 13, 2011


S Ranganath
Partner
Membership No.201191
Place: Bangalore
Date : June 13, 2011

Income and Expenditure for the year ended March 31, 2011

Particulars	Year ended March 31, 2011 (Amount in Rupees)	Year ended March 31, 2010 (Amount in Rupees)
Income		
Sale of Books	16,594,810	12,164,285
Donation received	13,597,100	5,200,000
Increase/(Decrease) in value of Stock of Books	1,448,181	(1,200,185)
Other Income	652,684	390,195
Excess of expenditure over income/ (Income over expenditure)	(1,624,507)	6,019,677
Total	30,668,268	22,573,972
Expenditure		
Book Development Expenses	17,361,015	12,932,030
Selling & Administrative Expenses	12,632,935	9,217,892
Promotional Expenses	304,331	74,947
Depreciation	369,987	349,104
Damaged Stock	-	-
Total	30,668,268	22,573,973

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Receipts and Payments for the year ended March 31, 2011

Particulars	Year ended March 31, 2011 (Amount in Rupees)	Year ended March 31, 2010 (Amount in Rupees)
Receipts		
Balance brought forward		
- Cash on hand	7,851	20,857
- Cash at bank	2,299,768	10,137,584
Sale of books	15,435,938	9,202,222
Donations	13,597,100	5,100,000
Other Income	594,340	390,195
Other advances	-	255
Total	31,934,997	24,851,113
Payments		
Book Development Expenses	7,065,937	12,197,734
Selling & Administrative Expenses	12,199,105	9,185,642
Promotional Expenses	304,331	74,947
Fixed Assets Purchased	319,527	1,085,172
Deposits	318,500	-
Amount paid to RGF	2,059,951	-
Balance carried forward		
- Cash on hand	26,456	7,851
- Cash at bank	9,641,190	2,299,768
Total	31,934,997	24,851,114

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