



Towards Book Security for every child

Annual Report
2019-2020



Management Report



Illustration by Rajiv Elime

One of our best-loved books describes the adventures of a little girl who has exhausted the shelves of the library, and run out of books to read. [A Book for Puchku](#) went on to become [Children's Book of the Year](#)*, but at its heart is the seed of why we do what we do: Every single child deserves to have many, many books to read.

Sixteen years ago, Pratham Books set forth on a mission to put 'a book in every child's hand.' Since then, literacy rates have improved across the world, more girls are in school than ever before, and the number of children out of school has dropped by almost half globally (UNDP). However, book security remains a distant dream – for children in India, as well as other parts of the world.

At Pratham Books, we have taken a three-pronged approach towards making children more book secure: the [creation](#) of books, the enablement of [access](#) to these books, and, finally, the resources to [use](#) these books to help children read.

As a publisher, the [creation](#) of books is central to our work, and we have published over **5,000 children's books** so far. The most critical question has been, what sort of books will we create? Diverse and inclusive, addressing ideas like identity, gender, and disability. Inspiring and thought-provoking, casting a spotlight on real people and their journeys. Capturing life, in all its facets and emotions.

*[Publishing Next Awards 2018](#)

Our collaborators include writers, illustrators, translators, teachers, librarians, and many more. We are acutely conscious of the need for books in mother tongue and underserved languages, and this year alone, children are reading our books in Hindi, Marathi, Kannada, Tamil, Odia, Telugu, Gujarati, Konkani, Assamese, Bengali, and Tibetan, as well as in tribal languages like Kurmali, Sadri, Mundari, Kurukh – not to mention another 233 languages online on StoryWeaver.

Once a child discovers the joy of reading, there's no looking back. Reading is an always-open, ever-welcoming door leading to the world of ideas, knowledge, and understanding.

Creation is only one part of the story – children need access to these books, and we know that in India, school textbooks are often the only books a child will see. We have been working with like-minded partner organisations to distribute classroom libraries of millions of high-quality print books to schools. At the same time, children can access 30,000 books on StoryWeaver for free. All they need is a mobile phone at home, or a tablet, or a computer in school. On StoryWeaver alone, our books have been read **20 million times**.

As we continue to find new ways to bring joyful reading to the last-mile child, we also work to complete the reading circle by encouraging the use of our books. Regular workshops, online training sessions, reading programmes, audio and video resources, book lists, and reading

events like One Day, One Story are just some of the ways in which we collaborate with educational institutions, educators, and librarians. Our aim is to empower them to use storybooks as a bridge to reading fluency, literacy, and learning. And spread the joy of reading.

We still have a considerable distance to cover before book security is a reality for every last child. But a little like Puchku, we will get there soon.

As always, thank you for your support and encouragement.



Suzanne Singh
Chairperson



R. Sriram
Managing Trustee



**Joyful books
that provoke her
curiosity.**





Illustration by Shrujana Shridhar

To open a book is to set sail on a journey of discovery. With 121 new titles in five Indian languages, we flagged off dozens of thrilling adventures this year.

[Bombay Ducks](#), [Bombay Docks](#) took us back in time to the city's Koliwadās, while [The Grass Seeker](#) scaled the Himalayas in the footsteps of Gaddi shepherd, Room Singh. We set foot into Mumbai's first art gallery through [The Art Gallery on Princess Street](#), discovered how to identify snakes in [Making Friends with Snakes \(But from a Distance\)](#), and learned about cybersecurity in books like [The Laddoo Code](#), [Ma, Is That You?](#), [Black Hats](#), [White Hats](#) and [The Book of Stolen Secrets](#).

Books can enable the social emotional learning development of children and help them navigate complex situations and emotions. From facing loss and grief in [Piku's Little World](#) and [Chuchu Manthu's Jar of Toffees](#), to understanding mental health in [Who Stole Bhaiya's Smile?](#), they can help start important conversations, or even arm children with knowledge, as in the case of [Betiyan Bhi Chaahen Azadi](#) and [I Know My Rights](#).

Titles like [My Brother's Wheeeeeeelchair](#), [I Want to Ride a Motorbike](#), [Tiger, Tiger, Where Are You?](#), and [Anuradha Dances the Bihu](#) capture diverse experiences for children, while [Puchku Seeks a Song](#), [The Runaway Pig](#), and [Ammachi's Incredible Investigation](#) are sequels to some of our best-loved books from previous years. Books like [Where Did My Call Go?](#), and [Why Do Sunbirds Eat All Day?](#) explain and expand on everyday concepts in colourful, engaging ways, while [When I Grow Up, I'll Have a House](#), [Croak](#), and [The Button Box](#) use humour to capture the quicksilver attention of a child.

[A Camel for Kelam](#), illustrated by national award-winning, seventh-generation *phad* painter Kalyan Joshi, took us through the scrolls of Rajasthani folklore, while we mapped ghosts and monsters – some illustrated, some linocut – from across the country in [Book of Bhoots](#), and [Asamo, Is That You?](#) The [Art is Everywhere](#) series, created during a workshop helmed by award-winning illustrator Priya Kuriyan, uses familiar and common objects as a stepping stone to creativity. Two of our illustrators, Rohit Kelkar and Tarique Aziz, were featured at the Asian Festival of Children's Content held in Singapore.

Our books have explored different formats, with [Satrangi Ladke](#) aur [Ladkiyan](#), a Hindi reversible book, which also became a short film with celebrity read-alouds. [On the Metro](#) was designed to resemble a train coach. [Let's Fly a Plane!](#) puts the reader in the cockpit of an aeroplane. [Sumi Budhi and Sugi](#) is an enchanting large-format book with linocut illustrations. [The Science Complex](#) is a wordless spotting book that acquaints readers with the different branches of science, while [Ikru's First Day of School](#) encourages early readers to turn to books. We also developed audio-visual and GIF books that use animation to enhance the reading experience.

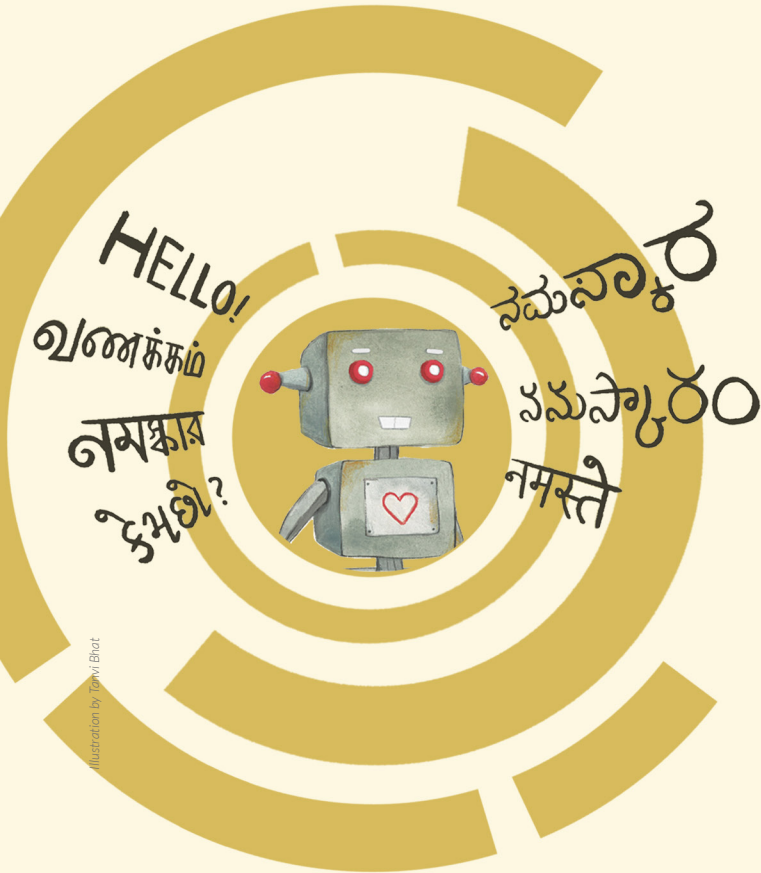
[Anna's Extraordinary Experiments with Weather](#), [Behind the Lie](#), [Nani's Walk to the Park](#), [Pishi and Me](#), [Snip](#), [Tine and the Faraway Mountain](#), and [Welcome to the Forest](#) were selected for the Parag Honour List, a curated collection of outstanding books in English and Hindi for children and young adults by Parag Initiative of Tata Trusts. Three Pratham Books titles – [Angry Akku](#), [I Want That One](#), and [A Butterfly Smile](#), were donated to the Nobel Museum by Nobel Laureate, Esther Duflo. [Razia Learns to Swim](#), [Anand](#), and [Mission Cycle](#) were featured on The Indian Express list of Top Kids' Books of 2019. Pratham Books has been represented at the finest Indian and international literature festivals, including the Asian Festival of Children's Content (AFCC) in Singapore, Children of Malaysia engage in Literature (CoMeL), City Scripts at the Indian Institute of Human Settlements (IIHS), TATA Lit Live, and the Federation of Indian Chambers of Commerce & Industry (FICCI) Scrapbook.



Illustration by Kalyan Joshi

**The magic of
storybooks in
many languages.**





Translations help share the magic and wonder of books with thousands more children. This year, Pratham Books brought alive over 500 enchanting tales in Hindi, Marathi, Kannada, Tamil, Odia, Telugu, Gujarati, Konkani, and Tibetan.

To retain the nuances of the original language, we have been working towards direct translations that do not use an English version as an intermediate. Our network of translators has grown considerably, and we are proud to work with award-winning translators such as Shanta Gokhale.

Pratham Books is firmly committed to multilingualism, and as part of our ongoing effort to build a rich multi-language ecosystem, we collaborated with the Karnataka Sahitya Akademi to create a two-day event: Re-reading Children's Classics in Kannada. The seminar featured literary greats like Siddalingaiah, HS Venkatesha Murthy, Nagesh Hegde, and Cha.Ha. Raghunath, and was followed by a translation workshop. Events such as these help us draw upon the language and literary expertise of other writers, and bring that depth of understanding to children's books.

**Boundless ways
for her to enjoy
these books.**





StoryWeaver

StoryWeaver is our vision of a world where every child has engaging, illuminating, and interesting books to read. It combines publishing expertise and technology to democratise access to books. With 19,000 books in 233 languages (as of March 2020), that have been read over 20 million times by readers from 150 countries, it is one of the world's largest open repositories of multilingual children's books.

In 2019, in recognition of the UN's International Year of Indigenous Languages, StoryWeaver sought to increase the number of local language books on the platform. On the occasion of International

Mother Language Day, StoryWeaver launched open digital libraries in 16 minority languages that have limited children's literature, including Amharic, Basa Jawa, Bodo, Tangkhul, Kolami, Kochila Tharu, and Rana Tharu. Not only did our inspiring community of organisations and individuals translate hundreds of books as part of our Freedom to Read campaign, they also hosted reading sessions for the children with whom they work – in no less than 60 languages! Today, 58% of the languages featured on the platform are indigenous, and 12% of the languages have been classified as vulnerable or endangered by UNESCO.

Publishing books in underserved languages enables self-expression, and StoryWeaver is proud to be a platform for indigenous groups. This year, members of the Chakma community in Bangladesh wrote and illustrated a book on StoryWeaver which is now the first-ever story in the Chakma language to have an online presence. Similarly, there are now books in Chocholteco, indigenous to Mexico, which are the first written texts in that language to be published in over a decade. We were honoured to share these, and other learnings showcasing our work in indigenous languages at the UNESCO Language Technologies for All (LT4All) conference in Paris.

As we focus on languages to help us reach more children, we have been developing tools like Offline Translate to help our translator community translate even without the internet. With the support of Google, we are partnering with AI4Bharat and IIT Madras to build open-source input tools for underserved Indian languages. We are developing an assisted translation system to improve the accuracy of crowdsourced translations for Indic language children's books, with support from Microsoft Research India.

At the same time, we are extremely conscious of the need gaps in content, and have been developing and seeking out books from our publisher partners that are relevant to our audience. From books for early readers, to titles that showcase and celebrate diversity, we are keen to fuel young minds with interesting, inspiring books that encourage them to think.

Our current position as one of the leading open-license publishers stems from our abiding belief in the power of 'open' to drive access, and enable change at massive scale. In keeping with this, all StoryWeaver code is available on GitHub as open source, so that developers across the world can use it as is, or adapt it to meet their needs.

Finally, we are proud to share that StoryWeaver was selected by the Qatar Foundation's flagship education initiative, WISE, as a finalist for the 2020 WISE Awards. Each year, the prestigious WISE Awards recognise and promote innovative and impactful projects from around the world that are addressing today's most pressing global educational challenges.



Donate-a-Book

Over **74,000** books donated by **500** donors

Benefitting **58,000** children

In **19 states** and **1 Union Territory**



Far from the online world is Pratham Books Reading Champion-run flagship annual event, One Day, One Story. In this, its eighth edition in September 2019, we did a few things differently.

We turned to the Reading Champions to help select the book, and in an attempt to address more age groups, picked two books instead of one: [Gappu Can't Dance](#), a Level 1 book written by Menaka Raman and illustrated by Krishna Chandran, and [The Weightlifting Princess](#), a Level 3 book written by Sowmya Rajendran and illustrated by Debasmita Dasgupta.

One Day, One Story



What didn't change was the day, the spirit of sharing, and the boundless enthusiasm of Pratham Books' Reading Champions, some of whom have been celebrating One Day, One Story since its very first edition, eight years ago. Over 6,700 Reading Champions conducted more than 5,500 sessions, reaching out to 40,000 children.

Our Champions included employees of the GMR Group in Hyderabad, who conducted sessions at all 23 of their project locations, where they work with local government schools and balwadis. Chaitra and Kasthuri from the Hasirudala-Buguri library did Kannada sessions in 15 locations in Tumkur and Mysore, while we had a Pratham Books session with children at the Buguri library in Bangalore. Several continents away, the Colmix Collective which works with endangered languages in Mexico, translated the stories into Mixe and Zapoteco, and printed them for story sessions with children in their community. Cornelius Gulere, a lecturer from Uganda Christian University held a storytelling session in Lusoga, a language spoken in Uganda, after church, since International Literacy Day happened to fall on a Sunday. With the help of twenty of his Literature students, he went on to conduct more reading sessions for children in the community.



We had dubbed this edition, One Day, One Story: Double the Fun! And so it was, with Vandana, a storyteller in Navsari, Gujarat, telescoping both stories into one, as the fun-loving little Gappu with two left feet grew up to become the confident Rajkumari Nila, who would follow her heart and be crowned weightlifting champion. One of our translator partners, a librarian from African Library and Information Associations and Institutions (AfLIA) wrote to us about how the first time the children heard Gappu's story, they laughed at her. But once she spoke to them about their own differences, they asked to be told the story again – so they could see Gappu differently. Reading Champions from Pratham, Delhi invited real weightlifters to come and speak to children, while several other Champions used the stories to start conversations about gender, expectations, and accepting differences. From enacting the stories, to dancing 'like Gappu,' to writing essays on 'What makes me different,' children across India and the world have enjoyed the books, and the subjects they touched.



Community radio stations like Gram Vaani carried the stories into rural India, where over 5,000 children listened to them on their mobile phones. Literacy partners like Worldreader made digital versions of the stories available to children on their app, and promoted them extensively, gaining over 65,000 reads. Closer home, Stones2Milestones promoted the event and highlighted the stories on their reading app, where they reached almost 900 reads. *Indian Express Online* published the stories to reach more parents and children.



**Gentle encouragement
to discover the joy of
reading.**



StoryWeaver is widely used by literacy organisations and education departments around the world. As a result, children usually interact with StoryWeaver through their teacher, or reading group leader. We are deeply committed to empowering this vibrant network of partners who guide children through our books. To this end, we have developed engaging formats like Readalongs, which combine audio and visuals – making classrooms more joyful, libraries more diverse, and most importantly, encouraging children to discover the joy of reading and learning.

*"If the pronunciation of a word is new, they are able to rely on the voiceover to guide them. They see it, read it, do the Readalongs. Their pronunciation has improved. It greatly helps self-learning among our students." **Gangadhar**, Learning Spaces, Mysore*

In response to interactions with our partners, we created structured, easy-to-use modules with recommended reading resources so that educators would not have to spend enormous amounts of time navigating the platform, and formulating programmes on their own. The Reading Programme, a six-month-long, easy-to-use guide to books organised by themes and activities, was created to meet the learning needs of children from Grades 1 to 8. The Programme has received a great response from educators and parents.

Partnerships



While these features empower educators, we have also been forging strategic partnerships with organisations that promote reading and learning among children. For instance, Kerala Government's KITE (Kerala Infrastructure and Technology for Education) included StoryWeaver as one of the ICT tools in its annual teacher training module, with 90,000 teachers being introduced to the StoryWeaver platform. Titles from StoryWeaver form the core of the Samagra e-library that the Kerala Education Department has created as part of their E3 (Enjoy, Enhance and Enrich) project for developing English language proficiency. In Jharkhand, districts like Ranchi and Simdega have seen over 150 Smart Gurus, or master trainers, trained in the use of StoryWeaver in the classroom.



StoryWeaver also offers bilingual books in 46 different formats, that are helping educators across the world enable their students to transition from their mother tongue to the language of instruction.

Our partnership with the Ranchi Administration Office has also led to members of their team reviewing and publishing twenty Pratham Books titles in Kurmali, Sadri, Mundari, and Kurukh, as well as in the form of bilinguals, on StoryWeaver. Efforts are on to print and distribute these books to the 2,800 anganwadi centres and primary schools of Ranchi district.

Our collaborations have been effective not just in India, but also internationally. To address the dearth of local language books in Afghanistan, StoryWeaver partnered with Darakht-e Danesh Library, an online repository of open educational resources. Their volunteers used StoryWeaver to translate over 250 storybooks into Dari and Pashto. The books were printed and distributed to school libraries and community literacy classes through their programs, and are accessible to children, teachers and other community members.

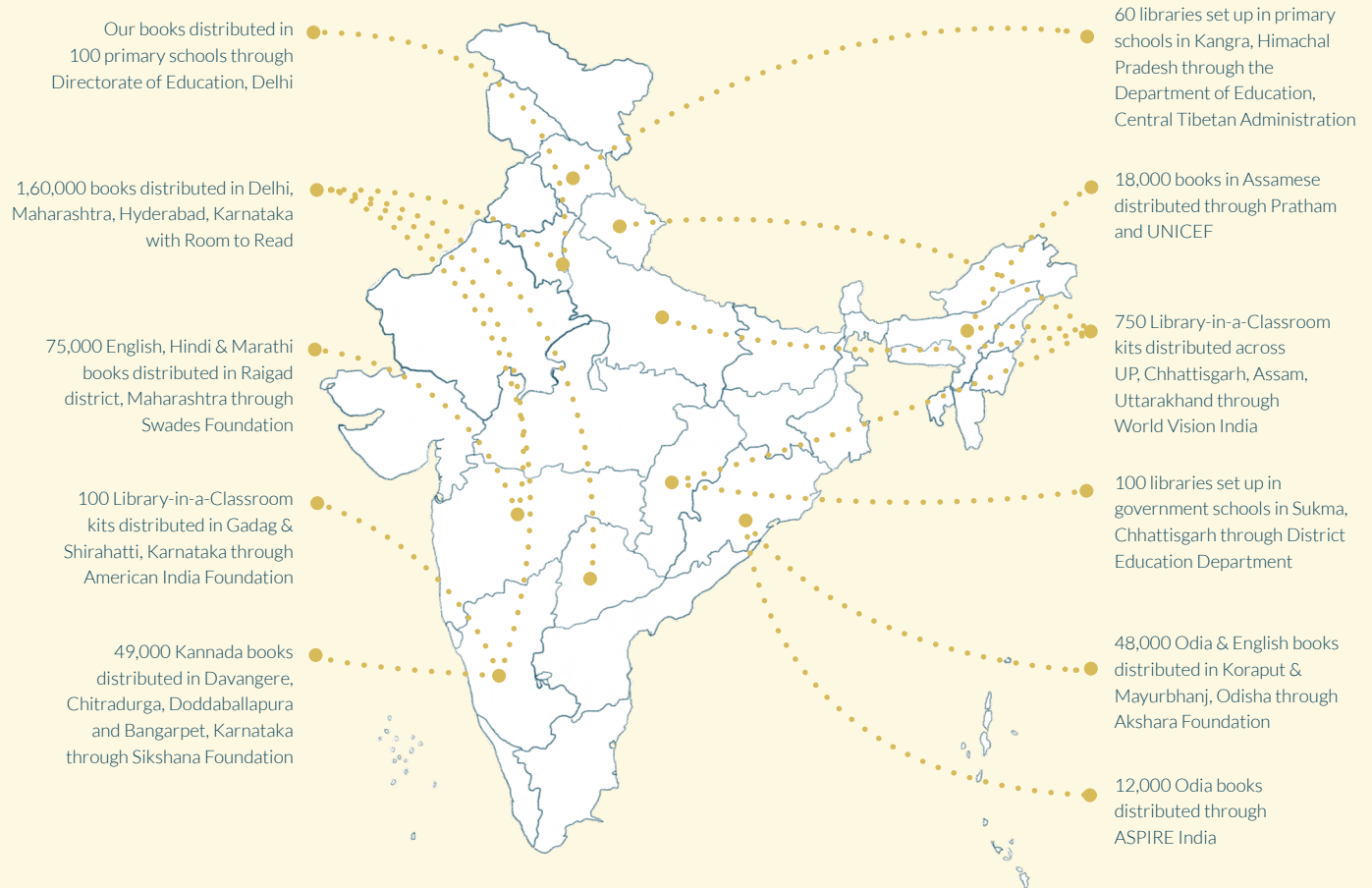
Sales

Over **1.5 M** printed books in **17** Indian languages distributed

Over **4,000** Library-in-a-Classroom Kits sold

Partnerships with **290** institutions







Events

Participation in fairs and festivals across the country, including Jaipur Literature Festival, World Book Fair, and Bangalore Book Fair, as well as large corporate fundraising events



Donors

FY 2019-20

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Responsibility Initiative

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Charities Aid Foundation

 **Cognizant**
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JASMIN
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TIDES
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THE UK ONLINE
GIVING FOUNDATION

 **UCBrowser**

United
Way
United Way Bengaluru

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, 2020

(Amount in Rupees)

Particulars	Sch No.	As at March 31, 2020 Amount	As at March 31, 2019 Amount
Liabilities			
Corpus Fund	1	4,50,88,183	3,26,09,596
Specified Fund	2	13,43,13,725	6,75,69,912
Current Liabilities	3	1,78,02,356	1,16,07,736
Provisions	4	22,51,356	20,50,357
Other advances	5	1,68,644	15,93,369
Total		19,96,24,263	11,54,30,969
Assets			
Fixed Assets	6	33,45,748	28,59,433
Deposits	7	16,24,94,168	2,92,29,703
Debtors	8	51,04,265	33,57,026
Loans and advances	9	22,15,716	12,02,847
Stock of Books		66,32,116	72,92,711
Cash in Hand		29,238	38,623
Cash at Bank	10	1,54,46,287	6,79,24,361
Deferred Development Expenses	11	-	1,09,237
Other Current Assets	12	43,56,725	34,17,028
Total		19,96,24,263	11,54,30,969

Significant Accounting Policies and notes to accounts

30

For Pratham Books



Suzanne Singh
Chairperson



Ashok R Kamath
Trustee

As per our report of even date
for Singhvi Dev & Unni LLP
Chartered Accountants
Firm Reg No 0038675/LLPIN:AAP-3305
200386

S Ranganath
Partner
Membership No. 201191
UDIN: 20201191AAAAQ8696

Bengaluru
September 18, 2020



Bengaluru
September 18, 2020

Pratham Books
Income & Expenditure for the year ended March 31, 2020

(Amount in Rupees)

Particulars	Sch No.	As at March 31, 2020 Amount	As at March 31, 2019 Amount
Income			
Sale of Books	13	5,10,36,412	4,03,98,868
Donations received	14	58,32,420	66,92,797
Other Income	15	1,08,09,194	73,32,841
Income from Funds	16	17,08,14,348	4,58,32,219
Total (A)		23,84,92,373	10,02,56,725
Expenditure			
Book Development Expenses	17	2,07,26,822	1,50,08,588
Selling & Administrative Expenses	18	1,52,22,793	1,19,90,530
Staff Expenses	19	1,66,11,333	1,06,96,405
Promotional Expenses	20	9,75,234	17,08,367
Research & Evaluation Expenses		5,95,830	-
Depreciation	6	10,67,426	10,79,191
Fund Expenditure	21	10,40,70,534	9,42,12,736
Total (B)		15,92,69,972	13,46,95,818
Excess of Income over expenditure (A-B)		7,92,22,400	(3,44,39,092)
Add:			
Opening Balance in Funds			
Opening Balance in Corpus Fund		3,26,09,596	1,89,07,627
Opening Balance in Specified Fund		6,75,69,912	11,57,10,972
Balance of Funds after appropriations			
Corpus Fund		4,50,88,183	3,26,09,596
Specified Fund		13,43,13,725	6,75,69,912
Total balance in Funds		17,94,01,908	10,01,79,507

Significant Accounting Policies and notes to accounts

30

For Pratham Books



Suzanne Singh
Chairperson



Ashok R Kamath
Trustee

As per our report of even date
for Singhvi Dev & Unni LLP
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Sccc356

S Ranganath
Partner
Membership No. 201191
UDIN: 20201191.A.A.A.A.Q8696
Bengaluru
September 18, 2020



Bengaluru
September 18, 2020

Pratham Books
Receipts and Payments account for the year ended March 31, 2020

(Amount in Rupees)

Particulars	Sch no.	Year ended March 31, 2020 Amount	Year ended March 31, 2019 Amount
Receipts			
Balance brought forward			
- Cash on hand		38,623	16,295
- Cash at bank		6,79,24,361	7,84,73,671
Sale of books	22	4,78,64,448	4,26,71,470
Donations	23	58,32,420	66,92,797
Other Income	24	95,14,943	66,24,031
Specified Funds	25	17,08,14,348	4,58,32,219
Fixed Deposits - Withdrawn		23,43,84,228	5,07,02,483
Rent Deposit Received		3,55,000	-
Travel Reimbursement Received		1,14,608	56,041
Income Tax Refund - Received (TDS)		-	79,260
Total		53,68,42,979	23,11,48,467
Payments			
Book Development Expenses	26	1,56,17,229	2,13,90,302
Selling, Administrative Expenses and Promotional Expenses	27	1,56,94,086	1,35,74,274
Staff Expenses	28	1,82,21,250	1,25,49,268
Research & Evaluation Expenses		5,95,830	-
Fund Expenditure	29	10,06,36,624	8,79,33,889
Fixed Assets Purchased		15,53,741	11,14,946
Fixed Deposits		36,78,08,693	2,53,47,805
Gratuity- LIC Policy		10,00,000	10,00,000
Rent Deposit		2,40,000	2,75,000
Balance carried forward			
- Cash on hand		29,238	38,623
- Cash at bank		1,54,46,287	6,79,24,361
Total		53,68,42,979	23,11,48,467

Significant Accounting Policies and notes to accounts

30

For Pratham Books



Suzanne Singh
Chairperson

Bengaluru
September 18, 2020



Ashok R Kamath
Trustee

As per our report of even date
for Singhi Dev & Unni LLP
Chartered Accountants
Firm Reg No 0038675/LLPIN:AAP-3305

S Ranganath
Partner
Membership No. 201191
UDIN: 20201191AAAAAQ8696
Bengaluru
September 18, 2020



Board of Trustees

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