



20

TWENTY YEARS OF PRATHAM BOOKS



CELEBRATING OUR MISSION OF

"A BOOK IN EVERY
CHILD'S HAND"

ANNUAL REPORT 2024 - 25



20 YEARS
OF THE
MISSION



REFLECTIONS

Reading is a fundamental skill, the bedrock of competency. It influences the performance of children and has a significant bearing on their attainment levels in school. An ability to read makes every other subject comprehensible. On January 1, 2004, we registered Pratham Books as a Public Charitable Trust with the mission of “A Book in Every Child’s Hand”.

This goal meant that we needed to find ways to make sure that the books were attractive, with locally relevant content and inexpensive enough that the poorest could have access to them either through personal purchases or through libraries, other NGOs and the state education departments.

Over the years, we have tried multiple ways to make this happen:

- We worked closely with printers to figure out how to reduce cost of production especially since we were (and are) printing content in multiple Indian languages.
- We tried several form factors ranging from reading cards to books; foldable wall hangings to optimal paper sizes to reduce waste (and therefore cost).

- With the advent and proliferation of digital devices like smartphones and tablets, we had to work towards making our content available online, which we have done remarkably well with our StoryWeaver platform.

These efforts reinforced two critical facts: one is a modified version of the old adage “It takes A Village to Educate a Child”. The modification is that if there is collaboration between Sarkar, Samaj and Bazaar then it is possible to get books into the hands of the last child. And a great example was Bihar in 2008, when working closely with the state government, we managed to get 3.75 million books and 3.75 million story cards into nearly 54,000 schools across Bihar in a total of 49 days. By doing this, we reached out to nearly 5.5 million children.

Today, in the Internet Age, this would be considered a piece of cake, but back then the challenges were significant. Pratham Books showed their endurance and commitment in planning and executing such a complex task, that too with such a lean team!

As we move rapidly into the era of technology, we pioneered new business models like *Missed Call Do Kahani Suno*; and more complex (yet simple to use) platforms like StoryWeaver.

We have built an amazing ecosystem of writers, illustrators, content and delivery systems and are poised to reach several millions, possibly tens of millions, of children each year. And this brings us to the next level of

questions – what the impact of this herculean effort is, and how do we actually go about quantifying (going beyond anecdotal data) this impact? We have begun steps in this direction, and the next few years promises to be an exciting phase for Pratham Books. The team is ready to take this challenge and are willing to collaborate with state governments, with philanthropists and donors, with other nonprofits and with the communities at large. We have designed many projects to achieve this, and as a Founder Trustee, I cannot wait to see the results of these efforts.

-Ashok Kamath, Founder Trustee, Pratham Books.

When some of us at Pratham decided to set up a children’s publishing unit to fill in the huge gaps in children’s literature, I requested Ashok Kamath and Rekha Menon to join the founding team, and together, on January 1, 2004, we set up Pratham Books to democratise the joy of reading for all children by creating wonderful, diverse books in Indian languages and with indigenous content. And we did it!

- Rohini Nilekani, Co-Founder

From our ambitious vision of providing the joy of stories to India’s children to the outstanding reality of distributing affordable, high-quality story books and cards with locally relevant content for two decades, from recognizing the power of using technology for social good and scale early, to reaching across the globe with millions of readers and multiple languages, it has been an astonishing journey. Huge congratulations to the team that’s made the dream possible and traversed the course of these last 20 years – millions of children thank you !

- Rekha Menon: Co-Founder



As a group, and as an individual, every time that I have evaluated a new idea or a new innovation, it has always been through the lens of our mission. Does it get more books to more children who need them? Does it help more children begin to read? Does it open doors for children through the medium of reading? That’s what we set out to do. And that’s what we always will. In the next few decades, books will change, as will the ways in which they reach their readers. But the magic between book and reader that only words and pictures can create – that will continue to guide our way.

-Suzanne Singh: Former-Chairperson & Trustee

Over the past two decades, Pratham Books has grown into a transformative force in the world of children’s books through pioneering innovations. Our commitment to making high-quality, low-cost, multilingual books accessible to every child, across formats and channels, regardless of background or circumstance, has led to large-scale reach and impact, across India and the world.

We have seen the power of multilingual stories to ignite imaginations, foster empathy, and instil a love for reading, which has profound multiplier effects. As we celebrate this anniversary, we would like to acknowledge, appreciate and thank the community of authors, illustrators, translators, volunteers, partners, donors and supporters who have helped progress our mission. It is your continued support that has enabled us to reach and impact millions of children, especially the underserved and unserved.

- R Sriram, Chairperson

TWENTY YEARS

OF BUILDING A READING ECOSYSTEM FOR EVERY CHILD

When Pratham Books set out to make reading for joy accessible to every child in India, we began by addressing three core gaps: Children lacked affordable, high-quality books in their own languages, Schools had little beyond textbooks and Communities had limited infrastructure to nurture reading habits.

So, we set about to change things.



Over the past 20 years, this journey has taken us from district offices in Bihar to printing presses in Manipal, from the Garo Hills in the East to the Rann of Kutch in the West.

Through this long journey of faces, places and stories, three guiding principles have anchored our work for an India that loves to read:

1. **CREATION:** 7,000+ titles in the Pratham Books catalogue, featuring Indian stories by Indian creators that help children dream, learn, and grow.
2. **ACCESS:** To reach every child with stories, we work with government systems to scale, community networks to deepen reach, and market channels to sustain and expand distribution.
3. **USE:** We leverage our vast catalogue of picture books to create story-based programmes to bridge learning gaps.





In our first decade, we built an affordable publishing model, a multilingual creation pipeline, and the operational capacity to execute state-wide distribution at scale.

- By 2006, nearly **ten million** storycards were distributed across India in languages such as **Hindi, Bengali, Gujarati, Assamese, Bodo, Tamil, Urdu and Punjabi**.
- In 2008, with support from the State Government of Bihar, we distributed **3.75 million books and 3.75 million story cards** in nearly **54,000 schools** across Bihar in a total of 49 days reaching **5.5 million children**.
- By 2012, our picture books were reaching **21 states**, finding their way to **community centres** in Ladakh, **tea gardens** in Assam and Meghalaya, and **government schools** in rural Gujarat, Madhya Pradesh, Karnataka, and Jharkhand.

2004 -
2014

CREATING PATHWAYS FOR
AFFORDABLE, MULTILINGUAL
STORIES FOR EVERY CHILD

INSPIRING CLIMATE WARRIORS THROUGH PICTURE BOOKS

Our first green-lit title, *Cauvery* (2009), written by Oriole Henry with photographs by Clare Arni, showed how picture books could inspire action for the planet.

The book sparked the nationwide “Conserve Our Rivers, Save Water” campaign, resulting in 1,22,000 pledges to protect water resources.

PRESERVING OWN-VOICE STORIES

The *Adikahani* series marked Pratham Books’ first entry into tribal languages, bringing to life 10 books and 4 song cards co-created through workshops with tribal communities in Odisha.

Illustrated in the Saura style and developed with content partner Ignus ERG, the series received the *Publishing Innovation of the Year Award 2015*.



As our work evolved, we recognised that creation alone was not enough — stories had to travel across geographies, languages, systems, and communities.

In 2014, we started building new pathways for access, powered by digital infrastructure and collective participation. Two transformative initiatives emerged:

Donate-a-Book, our crowdfunding platform, connects communities in need of libraries with individuals and institutions willing to support them.

In its first year, it helped raise funds to distribute nearly 50,000 books, impacting over one million children in remote parts of the country. From volunteers starting fundraisers for girls from the Irula tribe in rural Tamil Nadu, to schools in villages like Kolwadi, Maharashtra, communities began to take ownership of building reading spaces, sparking a movement of shared responsibility for access to stories for every child in the country.

2014 -
2018

EXPANDING REACH THROUGH PLATFORMS, PARTNERSHIPS, AND COMMUNITY

StoryWeaver reimagined access on a different scale. Starting with 800 open-licensed stories, today this Digital Public Good is responsible for more than 60,000 stories in 380+ languages that are continually translated, adapted to local contexts, and redistributed without cost barriers across the world.



PRATHAM BOOKS

donate-a-book

PRATHAM BOOKS
storyweaver



Community volunteers translated Hindi picture books into Gondi through StoryWeaver, helping children like Manisha hold a book in their mother-tongue for the first time in their lives.



Children with picture books received via a crowdfunding fundraiser by Mango Tree on the Donate-a-Book platform.



Scan to watch 10 years of Donate-a-Book's work to build a Reading India!

2020.

TURNING STORIES INTO LEARNING TO DRIVE SYSTEM-LEVEL CHANGE

When the pandemic silenced classrooms across the country, In partnership with SCERT Maharashtra and UNICEF, Pratham Books launched *Goshticha Shaniwar* (Saturday of Stories) across 100,000 schools and *anganwadis*, ensuring that millions of children continued learning through structured story sessions.

Shambhavi Patil, is a Grade 1 student at a Zilla Parishad school in Palghar, Maharashtra, who was struggling with paediatric diabetes and had lost interest in learning. Through Goshticha Shaniwar, she began reading bright, engaging storybooks every Saturday with her teacher's support.

Over time, Shambhavi started asking questions, discussing stories, and became an active, enthusiastic participant in class.

STRENGTHENING FOUNDATIONAL LEARNING AT SCALE

Post-pandemic, we launched a Foundational Literacy Programme aligned with the NIPUN Bharat Mission and national learning outcomes, to help children in Grades 1–3 move from learning to read to reading to learn. Developed in Hindi and Marathi, the programme supports both classroom instruction and system adoption. In partnership with State departments of education, this programme has reached 30,000 primary schools and 2.6 million children in Chhattisgarh, and 42,000 schools and 4 million children in Maharashtra.

In our foundational learning interventions, field studies have recorded 15–40 percentage-point improvements in phonological awareness, word reading, and comprehension, alongside an increase in independent story reading from 44% to 82%.

Till date our hybrid story-based learning programmes have been deployed in 72,000 schools reaching ~7 million children.



USING STORIES AS A GATEWAY TO STEM

Our story-based approach has also expanded into STEM learning. Our STEM with Stories Programme, built around 200+ curriculum-aligned picture books that spark scientific curiosity, combined with teacher-trainings build a STEM mindset in early grades.

In a pilot study across government schools in Kota, Rajasthan, students recorded a 33-percentage-point increase in STEM understanding (from 42% to 75%), a 28-point gain in applied STEM skills, and a 32-point improvement in learning mindsets before and after the programme.

BREAKING GENDER STEREOTYPES THROUGH PICTURE BOOKS

Children need stories that reinforce the belief that they can be who they are, regardless of gender. Responding to limiting narratives and conventional gender roles in India, we developed a story-based learning programme featuring gender-atypical protagonists.

As part of UNICEF's *Ling Sambhav* Initiative, Pratham Books launched the Open Books, Open Doors, Open Minds: Gender Transformation Through Storybooks programme. The programme leverages the power of books for gender advocacy with children in Grades 1–5.

In Dharashiv, Maharashtra where the pilot was implemented, the baseline assessment, indicated that 51% of girls believed that both genders could be police officers; in the endline assessment, this rose to 93%.

Scan to watch our impact film
from our pilot programme with
UNICEF Maharashtra.





AT A GLANCE

PICTURE BOOKS PUBLISHED

7000+

32+

LANGUAGES
IN PRINT

380+

LANGUAGES
SUPPORTED

~200K

GOVERNMENT
SCHOOLS REACHED

~5000

35+M

PICTURE BOOKS
DISTRIBUTED

ON-GROUND
PARTNERS

10+M

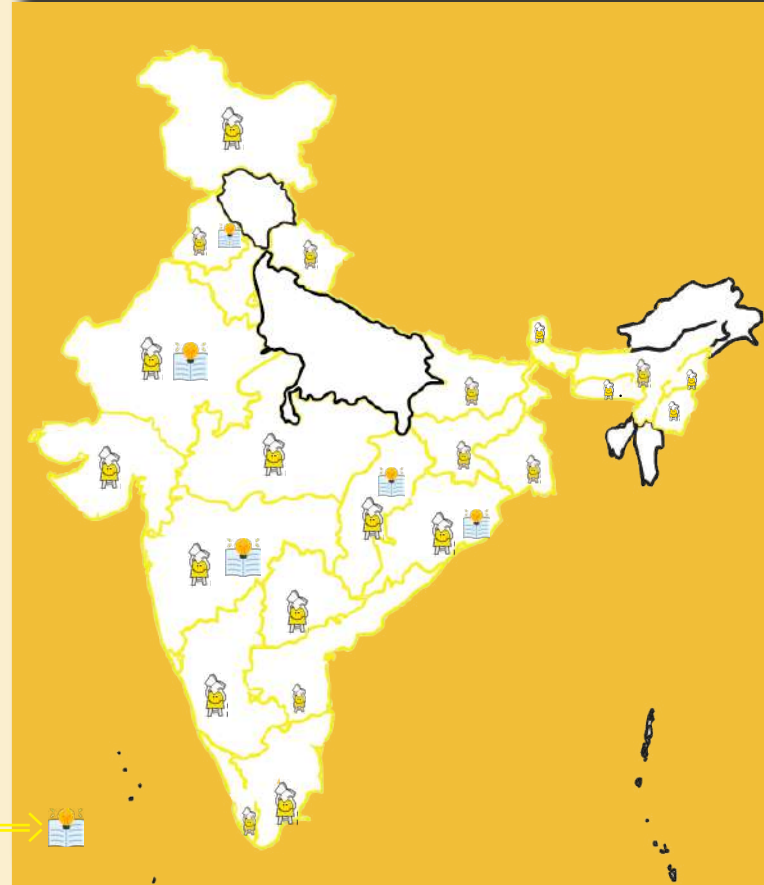
DIGITAL USERS

250M

DIGITAL
READERSHIP

12+

GOVERNMENT-PARTNERED
INTERVENTIONS



OUR PICTURE BOOKS CAN BE FOUND IN
26 INDIAN STATES AND 6 UNION TERRITORIES.



YEAR IN REVIEW

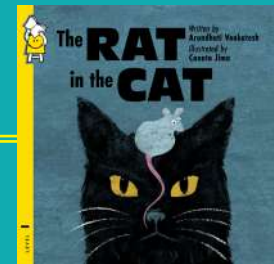
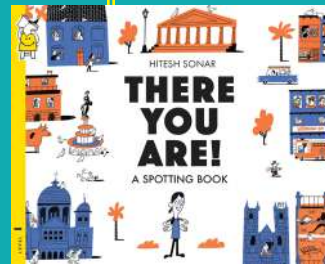
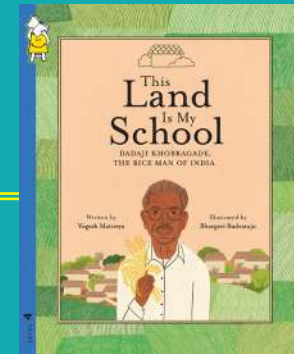
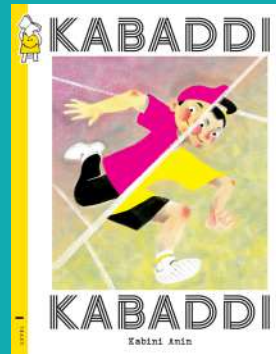
In 2024, we celebrated our 20th Anniversary as an organisation, by doing what we do best—working towards creating a joyful and inclusive reading culture in India.



CELEBRATING PICTURE BOOKS

Our editorial team has been at the forefront of advocacy on nurturing visual literacy. Through titles like *The Rat in the Cat*, a joyful picture book written by Arundhati Venkatesh and illustrated by Canato Jimo, *This Land Is My School* biography of Dadaji Khobragade written by Yogesh Maitreya and illustrated by Bhargavi Rudraraju, a wordless *Kabaddi, Kabaddi* by Kabini Amin and a delightful spotting book *There You Are!* by Hitesh Sonar, we worked towards creating quality children's picture books across genres.

We also practiced nurturing visual literacy in the next generation of creators by conducting workshops and hackathons at universities and colleges like National Institute of Design, Srishti Manipal Institute of Art, Design and Technology and Christ (Deemed to be University).



EXPLORING INDIGENOUS ARTFORMS IN PICTURE BOOKS

Pratham Books invited six indigenous women artists from across India for a workshop to create the picture book *What I Want*, showcasing their dreams and aspirations in six traditional art styles, ranging from *Pattachitra* to *Phad*.

On World Art Day, this book became the heart of sessions with children nationwide, encouraging them to express their dreams through art. Children responded with warmth and enthusiasm to the sessions. Yashika, 9, imagined space in colour. Soumya, 10, wished to be such a famous writer that her birthday would be World Author's Day. Arohi, 11, wanted the sun to be her best friend. And Navika, 11, sketched out her determination to pursue higher education.



LEARNING THROUGH PICTURE BOOKS

While we have continued creating vibrant read aloud books such as *A Moon Full of Ants* by Aparna Kapur and Priya Kuriyan, *Akkad Bakkad Golam Goli* written by Lavanya Karthik and illustrated by Pankaj Saikia, *Nilu ki Zubeida* by Asuma Noor and *Main Billi Nahin Hu* written by Paro Anand and illustrated by David Yambem, we have also expanded our catalogue of social and emotional learning (SEL) picture books that help children navigate emotions through simple, but moving stories. This includes a wordless book by first-time creator Rishita Loitongbam called *Thoithoi Feels Shy*, Jairaj Singh's *A Home Made of Books*, illustrated by Aindri C., along with titles like *Chik-chik Girl* written by Komilla Raote and illustrated by Shubhshree Mathur, *Piku and His Magical Pishi* written by Somak Ghoshal and illustrated by Proiti Roy, and *Little Tara's Big Fire* written by Shreeja Rao and illustrated by Kruttika Susarla, that are empathetic reflections of the world around us. In response to the rising tide of violence in the world, we have also published a book on peace titled *Dreaming Under the Same Sky* written by Fausto Aarya De Santis and illustrated by Ogin Nayam.



Pratham Books has a long history of publishing picture books that help children understand the global climate crisis and the importance of protecting our environment. This year we published two titles focused on conservation efforts in India, including *The Pangolin Protectors* written by Radha Rangarajan and illustrated by Rajiv Eipe and *Bumbb: The Magical Cylinder* written by Meenu Thomas and illustrated by Rohit Kelkar. Pratham Books was also part of Trialogue Days – Planetary Health from Different Perspectives: Mind the Gap which was held in Bengaluru. Scientists and artists from India, Switzerland and Uganda came together to share their hopes for better planetary health, and their efforts were captured through a picture book entitled *One Earth: Planetary Health for All*.



STEM LEARNING THROUGH PICTURE BOOKS

Pratham Books extensive STEM picture book catalogue aims at sparking discovery and engagement on STEM topics through the power of storybooks. In Chhattisgarh, we partnered with Samagra Shiksha Abhiyan (SSA) to embed our story-based learning strategies into the state’s remedial program for middle-grade students. With the upcoming National Achievement Survey (NAS), the department identified this as a key tool to support conceptual clarity in early-grade Science and Math. As part of this collaboration, we trained 5,000 teachers across the state on using our STEM picture books to help nurture a scientific curiosity.

“Pratham Books’ STEM stories have made it easier for children to understand concepts quickly; for example, the story *I, Spy*, written by Samvida Venkatesh and illustrated by Sandhya Prabhat gave my students such a clear understanding of subtraction that it achieved what might otherwise have taken me six months to teach.”

— Mrs Seema Acharya, Teacher, Govt School, Kota

CELEBRATING LANGUAGES

We believe children learn to read best in the languages they speak, think and dream in every day. In the past two decades, we have published picture books in 32+ Indian languages, including both mainstream and indigenous languages, and continue to host picture books in 370+ languages on our digital platform, StoryWeaver.

In the past year, we published 24 new titles, out of which eight were language-first books, in Kannada, Marathi, and Hindi by creators like Deepa Bhashti, Kollegala Sharma, Madhuri Purandare and Wasimbarry Maner. These stories have also been translated into English and other regional languages by award-winning writers like Anushka Ravishankar, Jayant Kaikini, and Srinath Perur.

In line with our commitment to making high-quality children's literature



accessible in mother tongue languages, this year we enabled over 130 translations, including a special focus on the North East, where we added more than 50 stories in Assamese and other regional languages. We expanded our language-first approach by translating directly between Indian languages and cultivating a wider network of skilled translators. Collaborations with university language departments and educator-training programmes encouraged more teachers and librarians to translate picture books. On International Mother Language Day, we partnered with Ekstep's Bachpan Manao to conduct a StoryWeaver workshop that trained over 250 participants in translating levelled picture books for children.



EXPANDING ACCESS TO TOPICAL LITERATURE IN MOTHER TONGUE LANGUAGES

This year, Pratham Books, in partnership with the French Institute in India, launched a new series of books on poverty and inequality for young readers, titled, *Poor Economics for Kids* authored by Nobel laureate Esther Duflo and illustrated by Cheyenne Olivier in five Indian languages: Marathi, Hindi, Kannada, Tamil, and Malayalam.



Illustrator Cheyenne Olivier and Author Esther Duflo holding the Marathi and Malayalam translations of their children's book series respectively.



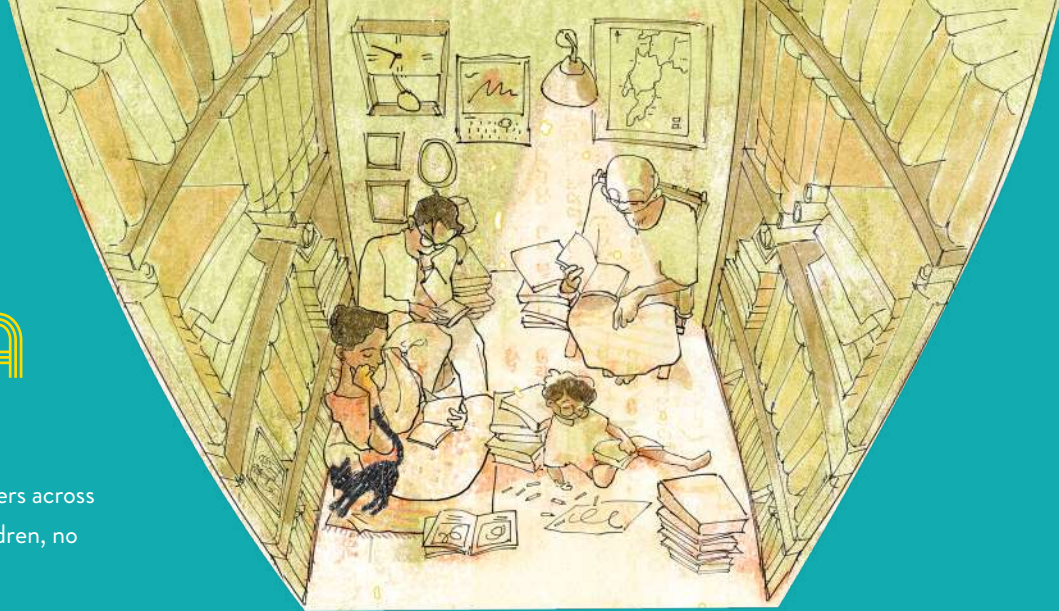
“When I won the Nobel Prize, I was asked to donate an object to the Nobel Museum. I chose to give several Pratham Books titles, because of their role in supporting kids’ reading all over India. I am proud that now, my own work is represented among Pratham Books, and hope young readers will find joy in the stories of Nilu and her friends. Thanks, Pratham Books, for bringing out these books in various languages. It could be a game changer. I hope educators and parents will also use them.” –Esther Dufflo, Nobel Laureate in Economics.

CELEBRATING BUILDING A READING INDIA

Pratham Books continued to deepen its collaborations with partners across the country to take high-quality children's literature to more children, no matter where they are.

In 2025, we celebrated 15 years of our school outreach partnership with the Jaipur Literature Festival, a collaboration that has brought stories, ideas, and inspiration directly to the classroom. In the last decade and a half, this partnership has enabled 1,000+ interactive sessions across 500 institutions, reaching more than 50,000 children. These sessions opened up worlds of history, technology and science to children. This year, speakers such as Akshata Murthy, Kallol Bhattacharjee, and Ambassador Hervé Delphin helped spark creativity and a love for reading among our young audience.

Our outreach extended further through our presence at the Gumla Book Fair in Jharkhand and the World Book Fair 2025 in Delhi, strengthening access to books and reading experiences for educators and communities.



STRENGTHENING ACCESS THROUGH GOVERNMENT PARTNERSHIPS

This year, Pratham Books disseminated 1.07 million picture books, reaching an estimated 3.5 million children across India. Through close collaborations with the organisations and education departments of Jharkhand, Telangana, Dadra & Nagar Haveli, and Daman & Diu, we ensured that our books reached classrooms and learning centres in some of the most underserved geographies.

We continued to deepen our ongoing institutional partnerships with education departments to advance early STEM learning through storybooks. Through StoryWeaver's STEM Literacy Programme, we have been able to demonstrate the power of picture books to unlock curiosity and build a

STEM mindset in early learners. In Maharashtra, we collaborated with the Pimpri-Chinchwad Municipal Corporation (PCMC) to roll out a STEM-themed reading campaign across municipal schools. The campaign combined weekly picture books with hands-on STEM activities, delivered through easy-to-use, plug-and-play modules. Teachers and Headmasters were trained to extract scientific concepts from stories, and WhatsApp groups became vibrant spaces for peer learning and real-time support.

STRENGTHENING ACCESS THROUGH THE JOY OF GIVING



Pratham Books' Donate-a-Book is a crowdfunding platform where teachers, librarians, NGOs, or individuals set up fundraisers to receive affordable, quality picture books from Pratham Books in 32+ Indian languages in a portable library for children. Donate-a-Book was launched a decade ago to help provide picture books to children in remote areas. This year, with Village Lab Foundation's fundraiser, it established Nubra Valley's first children's library and placed 2,000 picture books in English and Bhoti at community locations.

Other notable fundraisers include IIM Women Book Magic Fund, which supplied libraries to 60 primary schools in three states, and Babies With Books Read-a-thon, bringing picture books for mothers to read to their infants in the NICU of Bharati Hospital in Pune.

During Daan Utsav, Donate-a-Book teamed up with Salesforce for an employee giving campaign called Sapno Ki Library. Over 300 Salesforce employees helped set up libraries for more than 4,000 underprivileged children in rural Chhattisgarh, Uttarakhand, and Jharkhand in under a month.

HOW YOUR CROWDFUNDING DONATION CAN MAKE A DIFFERENCE

It is often hard to imagine what difference a crowdfunding donation makes. So, here we would like to tell you about one of the 250+ fundraisers that were fulfilled through the generosity of our supporters this year.

This story was shared by James Tunglut, of the Saplings Library Project, who hosted a fundraiser for 200 children in Churachandpur, Manipur.

In a children's home called 'Lainat' in Churachandpur, nestled between forested hills and roads marked by conflict, a group of children had grown up without ever holding a real book. There were no picture books at bedtime, no storytime in class, no library. Most of them had fled violence—some had lost parents, others had been separated from their families. What they knew of the world came from what they saw around them: the camp, the hills, the silence. When the picture book library arrived from Pratham Books, for many of the children, it was the first time they had seen a storybook that wasn't torn or scribbled on. For some, it was the first book they

had ever touched. The children had cleared a corner in the common room. They found an old wooden shelf, wiped it clean, and arranged the donated books on it. It wasn't just a corner for reading—it was a corner of possibility. Of stories, curiosity, laughter, and quiet healing. For children who had lost so much, this was their first window into a larger world. And it all began because we could give them their first book.”

When asked about why he chose Donate-a-Book, he said:

“What I love most about Donate-a-Book is that it gives children something many of us take for granted — the joy of discovering a world beyond their own. A single book can light up a child’s imagination, offer comfort, inspire dreams, or even open a door to a future they never thought possible. It’s not just about literacy — it’s about dignity, possibility, and hope. Watching a child hold their very first book and realize, ‘this story is for me,’ is incredibly powerful. That’s what makes it worth it, every time.”

1100+ DONORS

40.6K PICTURE BOOKS DISTRIBUTED

2.7L CHILDREN IMPACTED



CELEBRATING COMMUNITIES



Pratham Books StoryWeaver is a certified Digital Public Good in early child education, where anyone can read, create and translate picture books. In our tenth year, we have continued to foster ecosystem collaborations to spread the joy of reading. Teaming up with governments, civil society organisation, and grassroots leaders, we leverage their reach to include more and more children in the reading movement.

With Rajasthan's Department of Education, StoryWeaver's curated Hindi titles became part of the Prakhar Rajasthan Initiative, leading a month-long campaign and generating ~35,000 reads from more than 4,000 classrooms. As part of Ekstep's Bachpan Manao ecosystem we also furthered reading advocacy through interactive webinars and masterclasses that brought librarians, educators, NGOs, and translators together. These alliances amplified our brand voice, grew our network, and strengthened our push for joyful, inclusive reading as a shared purpose.

376+ LANGUAGES

32M READS

64K STORIES

STARTING AN URDU READING MOVEMENT IN SAMBHAJINAGAR, MAHARASHTRA

Teachers from the Regional Academic Authority (RAA) Sambhajinagar, Maharashtra, participated in Pratham Books' translation workshops to create and actively use over 80 Urdu picture books. They used StoryWeaver in their classrooms to sparking a vibrant reading movement among their students. In an exemplar instance a community of practice where systemic support, local ownership and digital access converged to create lasting change in children's reading lives.



ONE DAY ONE STORY: PRATHAM BOOKS' FLAGSHIP COMMUNITY READING INITIATIVE

Every September, we mark International Literacy Day with One Day, One Story, as Reading Champions lead storytelling sessions in spaces ranging from schools and libraries to parks and homes across India and overseas. The much-loved titles this year were *Kaise Bhagayein Bukhaar?* by Lovleen Misra, illustrated by Priya Kuriyan, translated by Shabnam Minwalla; and *Goal!* by Neha Singh and Sabah Khan, illustrated by Alafiya Hasan and Pyro Draws. The storybooks brought communities together. With 1,500+ registrations, sessions took place in India, Singapore, Dubai, the USA, and Sri Lanka. Our Champions hosted over 9,000 sessions, reaching ~60,000 children.

9,000 READING SESSIONS

1,500 VOLUNTEERS

60K CHILDREN REACHED



CELEBRATING ACCOLADES



AFO AND I

Parag Honour List 2024

Mehli Gobhai Best Children's Illustrator
Award (third edition) – Winner

Binod Kanoria Children's Book Awards –
Shortlist, Early Reader (English) 4–7 years



CHAAND PIZZA

Kalinga Literary Festival Book Award
2024 – Shortlist



GAPPU GOLA (HINDI)

Parag Honour List 2024 (Hindi)

FICCI Publishing Awards 2023 – Children's
Book of the Year (below 10, Hindi)



GRACE

Parag Honour List 2024



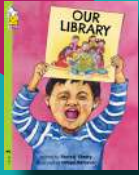
HELLO, SUN!

Parag Honour List 2024

Binod Kanoria Children's Book Awards 2023 –
Winner, Early Readers (6–8 years)

Green Literature Festival 2024 – Book of the
Year (Children's Category)





OUR LIBRARY

Parag Honour List 2024



THE GRUMPUS RUMPUS

Atta Galatta-Bangalore Literature Festival Book Prize 2024 – Best Children’s Picture Book Illustration (shortlist)



WE HOPE

Parag Honour List 2024



WHEN THE SUN SETS

Binod Kanoria Children’s Book Awards – shortlist



WHEN WE ARE HOME

Parag Honour List 2024

FICCI Publishing Awards 2023 – Children’s Book of the Year (below 10, English)

Neev Book Awards – Shortlist



WHAT THE DARK SOUNDS LIKE

Valley of Words – Shortlist, Children’s Literature (5–10 years)

Mehlli Gobhai Award for Best Illustration in a Children’s Book – Shortlist



CELEBRATING OUR ENABLERS



FINANCIAL DECLARATION

Donors List consisting of donations received more than Rs. 50,000 in the year as well as Major Donors supported projects implemented during the year

	Name of the Donors
	Rohini Nilekani Philanthropies Foundation
	Caterpillar India Engineering Solutions Private Limited
	HT Parekh Foundation
	King Baudouin Foundation
	UK Online Giving Foundation
	Ashajyothi USA Inc
	Infoedge India Limited
	Shopify Commerce India Private Limited
	Wildlife Conservation Trust
	Enphase Solar Energy Private Limited
	Sir Dorabji Tata Trust
	United Way Bengaluru
	Elliott Ebara Turbomachinery India Pvt Ltd
	Kohima-Mariani Transmission Limited
Individual	Collis Ta'eed
	Nayara Energy Limited

	Name of the Donors
	Raay Foundation
Individual	Shweta Helen Robert
	Mayuresh Sharad Shirgoakar
	H & R Block India Private Limited
	The Online Giving Foundation
	Liferarian Association
Individual	Shubh Arambh Foundation
Individual	Balaji Radhakrishnan
Individual	Tarvinder Singh

List of individual [donors](#)

Board of Trustees in FY 2024-25

Name	Position	Number of Board Meetings Attended	Remuneration/ reimbursements received by Trustees
Ashok Kamath	Trustee	4	Nil
Harit Nagpal	Trustee	2	Nil
Meekashi Ramesh	Trustee	1	Nil
MS Sriram	Trustee	3	Nil
R Sriram	Chairperson and Managing Trustee	4	Nil
Srikanth Nadhamuni	Trustee	4	Nil
Suzanne Singh	Trustee	4	Nil

The Board of Trustees met 4 times in FY 2024-25, on July 10, 2024, September 20th 2024, December 4th 2024 and March 26th 2025. All Board Meetings minutes were documented and circulated

Ms. Pervin Varma resigned from Board on March 26, 2025

Pratham Books

Balance sheet as at March 31, 2025

Particulars	Sch No.	(Amount in Rupees)	
		As at March 31, 2025 Amount	As at March 31, 2024 Amount
Liabilities			
Own Funds	1	12,46,50,623	11,47,17,119
Specified Fund	2	39,63,649	73,66,019
Current Liabilities	3	1,44,79,398	1,60,15,456
Provisions	4	43,31,243	46,26,718
Other advances	5	1,46,959	21,65,806
Total		14,75,71,872	14,48,91,118
Assets			
Fixed Assets	6	20,40,055	19,80,392
Deposits	7	11,13,52,212	8,46,43,096
Debtors	8	44,26,783	24,70,991
Loans and advances	9	10,80,806	25,06,917
Stock of Books		92,88,505	83,22,808
Cash in Hand		29,099	15,762
Cash at Bank	10	1,88,44,153	4,44,69,456
Specified Fund Receivable	11	-	1,50,000
Other Current Assets	12	5,10,260	3,31,696
Total		14,75,71,872	14,48,91,118

Significant Accounting Policies and notes to accounts

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for Pratham Books



R Sriram
Chairperson

Ashok R Kamath
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: 25235431BMLABR2342



Bengaluru
September 24, 2025

Bengaluru
September 24, 2025

Pratham Books

Income & Expenditure for the year ended March 31, 2025

(Amount in Rupees)

Particulars	Sch No.	(Amount in Rupees)	
		For the period from 1st April 2024 to 31st March 2025	For the period from 1st April 2023 to 31st March 2024
Income			
Sale of Books	13	6,86,98,700	8,73,87,601
Donations received	14	5,11,70,541	59,15,192
Other Income	15	69,89,671	67,22,965
Income from Funds	16	2,82,27,098	4,63,99,969
Total (A)		15,50,85,011	14,74,25,727
Expenditure			
Book Development & StoryWeaver Expenses	17	5,84,74,622	2,91,23,267
Selling & Administrative Expenses	18	2,57,86,636	2,27,51,805
Staff Expenses	19	3,14,82,774	5,69,18,922
Promotional Expenses	20	6,43,438	2,47,544
Depreciation	6	5,37,739	5,37,823
Fund Expenditure	21	3,14,79,468	8,67,17,139
Total (B)		14,84,04,677	17,62,96,500
Excess of Income over expenditure (A-B)		66,81,134	(2,88,70,773)
Add:			
Opening Balance in Funds			
Opening Balance in Corpus Fund		11,47,17,121	10,11,68,543
Opening Balance in Specified Fund		73,65,619	5,03,01,352
Balance of Funds after appropriations			
Corpus Fund		12,46,50,624	11,47,17,120
Specified Fund		35,63,649	73,66,019
Total balance in Funds		12,86,14,273	12,20,83,139

Significant Accounting Policies and notes to accounts 22

for Pratham Books

R Sarem
ChairpersonAshok R. Kamath
TrusteeAs per our report of even date
for Singhvi Dev & Unni LLP
Chartered Accountants
Firm Reg No 0036675/ 8200358

Shashi Kumar H D
Partner
Membership No.: 235431
UDIN: 20235431BMLABR2342
Bengaluru
September 24, 2025Bengaluru
September 24, 2025

Pratham Books

Receipts and Payments account for the year ended March 31, 2025

(Amount in Rupees)

Particulars	Sch no.	Year ended	
		March 31, 2025 Amount	March 31, 2024 Amount
Receipts			
Balance brought forward			
- Cash on hand		15,763	13,440
- Cash at bank		4,44,59,456	5,59,18,084
Sale of books		5,46,37,778	8,98,95,914
Donations		5,11,70,541	59,15,192
Other Income		57,92,251	57,68,936
Specified Funds		2,82,27,098	4,63,22,969
Fixed Deposits - Withdrawn		14,48,88,984	19,93,31,224
Gratuity Fund (LIC)		2,40,943	1,42,313
Income Tax Refund - Received (TDS)		14,27,910	-
Total		34,06,70,724	40,38,08,072
Payments			
Book Development Expenses		5,91,14,076	2,68,14,910
Selling, Administrative Expenses and Promotional Expenses		2,65,72,883	2,25,51,749
Staff Expenses		3,14,03,045	2,94,13,621
Fund Expenditure		3,17,34,685	9,14,43,364
Fixed Assets Purchased		3,97,402	3,06,360
Fixed Deposits		17,10,05,381	18,76,17,547
Gratuity- LIC Policy		8,00,000	10,00,000
Specific Grant Balance Refund		-	1,75,302
Earnest Money/Security Deposit		5,70,000	-
Balance carried forward			
- Cash on hand		29,099	15,763
- Cash at bank		1,88,44,153	4,44,69,456
Total		34,06,70,724	40,38,08,072

Significant Accounting Policies and notes to accounts 22

for Pratham Books

R Sarem
ChairpersonAshok R. Kamath
TrusteeAs per our report of even date
for Singhvi Dev & Unni LLP
Chartered Accountants
Firm Reg No 0036675/ 8200358

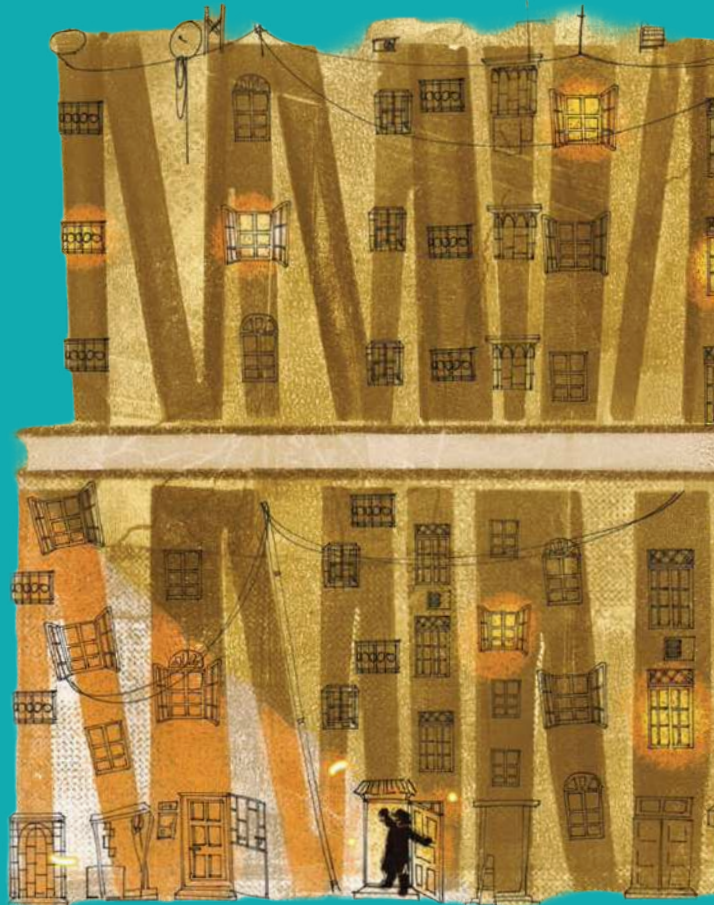
Shashi Kumar H D
Partner
Membership No.: 235431
UDIN: 25235431BMLABR2342
Bengaluru
September 24, 2025Bengaluru
September 24, 2025

ILLUSTRATION CREDITS

Title	Illustrator	Author
A Home Made of Books	Aindri C.	Jairaj Singh
A Moon Full of Ants	Priya Kuriyan	Aparna Kapur
There's a Hole in My Galaxy	Chaaya Prabhat	Ananya Dasgupta
Discovering Dinosaurs	Gina James	Anjali Alappat
Kabbadi	Kabini Amin	Kabini Amin
Dreaming Under the Same Sky	Ogin Nayam	Fausto Aarya De Santis
I Am Not a Cat	David Yambem	Paro Anand
Dordles Save Fuel	Aindri C.	C G Salamander
I Love Grey	Canato Jimo	Canato Jimo
What I Want	Gitanjali Das, Japani Shyam, Kamta Tahed, Kritika Joshi, Lado Bai and Minakshi Vayeda	

Our heartfelt gratitude to Canato Jimo for visualising this report.





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