



Pratham USA

Annual Report 2009

Mumbai Balwadi, June 2010



In 1930 Gandhi walked for 23 days. At the end of it, he picked up a fist of salt. That changed India's history forever. Today you don't need to walk. But if you pick up a book and work with kids, India's history can change again.

Pratham's MISSION is every child in school and learning well. Pratham works with schools, families and communities to make this happen. We work with governments where they are willing, with village volunteers, and with village communities. We believe in a societal mission where citizens come together to ensure that India's children have a better future.

Of India's 210 million children, almost half are unable to read. Pratham believes that it is essential for children to read fluently and be able to do arithmetic confidently. These skills need to be built rapidly and on scale across the country. The basic foundation of learning can be built and strengthened by working with governments and citizens.

Read India – Pratham's flagship campaign – has become a nationwide movement.

Pratham now works in 21 of India's 28 states and has mobilized more than a million members of the public to volunteer, in a range of capacities, to educate local children and build community support for primary education.

"While education represents just two of the Millennium Development Goals: achieving universal primary education can catalyze many of the other goals with respect to health and hunger."

David Gartner, Co-Director, Center for Universal Education



MISSION



Message from President, Pratham USA

Dear Friends,

In the past year, we have seen many significant new accomplishments by Pratham and recognition of these accomplishments by external observers. The Read India campaign has concluded its third year and reached over 33 million children. Pratham released its fifth ASER (Annual Status of Education Report) survey -- the largest and most comprehensive survey of its kind covering over 700,000 children in 16,000 villages. And our urban programs continue to reach hundreds of thousands of children. Pratham's scale and impact have garnered recognition from multiple organizations including CNN-IBN, the Kravis Leadership Institute and the Indian Express newspaper. But much more important is the difference we make to every child whose life is impacted by Pratham programs! All these accomplishments and kudos are heartening, but Pratham's work is far from done. We continue to catalyze, deliver and innovate to improve delivery of education to the underprivileged children on a far larger scale than any other educational NGO in India. And where possible, we work with partners, governments and local communities to maximize impact. Pratham continues to focus less on infrastructure and more on the quality of learning as our ASER surveys of the last few years showed that although over 95% of children were enrolled in schools, almost 50% were not learning basic reading and math skills. The Read India campaign was launched to address this issue. We are now taking the next steps to go deeper into local communities in rural India and partner with them to develop a more robust and sustainable improvement in schools. We have also launched skills or training in vocational initiatives in this regard.

Pratham's low-cost programs make it easy to help transform the life of a young child. A \$150 dollar investment supports a village learning program for 20 children. A \$250 dollar contribution in an urban learning center supports 10 children for an entire year. And a \$1,000 investment trains 10 volunteers who will reach out and teach children across ten villages for a full year or supports an ASER survey in an entire district. Pratham USA and each of you can feel proud of what we have achieved this year. Through a dozen chapters across the country -- more than double in five years -- we have raised funds to support Pratham's remarkable work in India and helped increase the awareness of the critical role played by primary education in transforming India and the world. Our volunteer-driven model has helped keep costs low to maximize the impact of your support as recognized by the prestigious four-star rating (the highest possible) from Charity Navigator, for each of the last four years.

Thank you for your support over the years and for helping transform the lives of millions of underprivileged children.

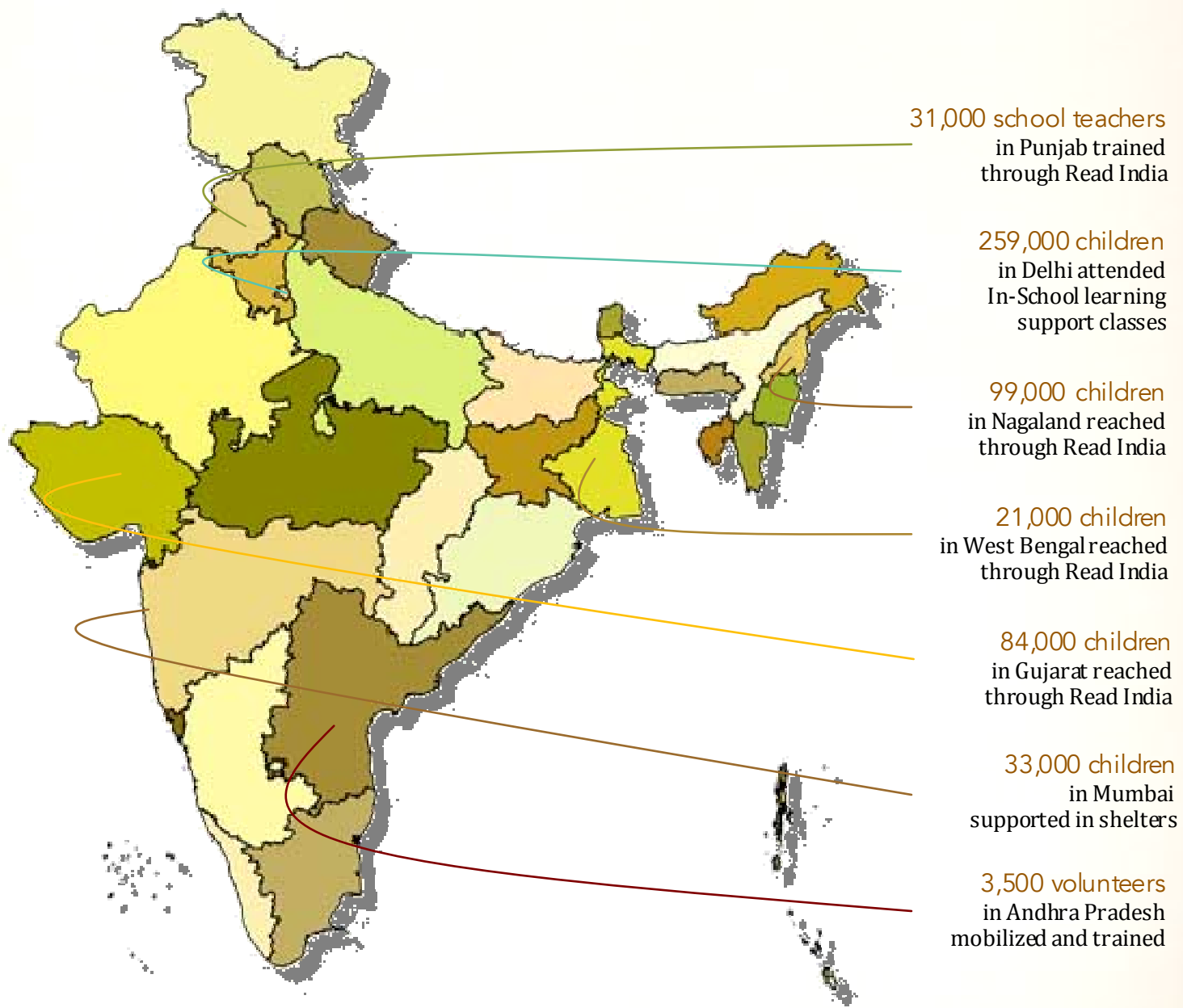
Atul Varadhachary

Atul Varadhachary,
President, Pratham USA



Atul Varadhachary

Pratham Across the country



The Year in Numbers (2009-10)

Thanks to your support, Pratham India was able to achieve significant successes in 2009-10.

- Read India reached over **12.2 million** children* in **299** districts in **86,153** villages across 19 states. We trained more than **127,000** volunteers and **282,000** teachers in our teaching and assessment techniques.
- Our Annual Status of Education Report (ASER) tested more than **700,000** children across over **16,000** villages in **575** districts in 2009, establishing a picture of learning levels across the country and spurring education reform.
- Our pre-school (balwadi) programs benefited over **13,000** children, preparing them for regular school.
- Over **264,000** children attended our learning support classes in urban communities.
- More than **354,000** children borrowed books from our community libraries, developing their reading abilities.
- Our program for child laborers and other children at risk benefited over **44,000** children across 8 states and influenced several national and state policies on child labor.
- Our computer assisted learning centers prepared over **341,000** children for the digital age.
- Over **20,000** children were taught to speak and read English
- Over **16,000** children attended scholarship classes.

* At its peak, the Read India campaign reached upwards of 33 million children.





Education is a social process. Education is growth. Education is, not a preparation for life; education is life itself. .

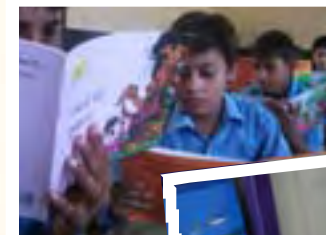
- John Dewey



The year 2009-10 was another great year for Pratham. The most important milestone during the year was the completion of Phase 1 of its flagship Read India campaign. Entering Phase 2 of the campaign, Pratham made several strategic changes to the Read India model to increase its effectiveness.

In the following pages, we have provided the highlights of Pratham's core programs.

- * *Read India*
- * *Annual Status of Education Report (ASER)*
- * *Pratham Council For Vulnerable Children (PCVC)*
- * *Direct Urban Programs*
- * *Pratham Arora Centre For Education (PACE)*
- * *Computer Aided Learning (CAL)*



Read India continues...

Read India has five central goals:

1. Increase basic learning levels from 50% to 70% across India.
2. Change attitudes towards learning. Many in the education system believe that 'these children cannot learn'. READ INDIA will show that a fast and visible change is possible and that these children can and do learn.
3. Inspire the establishment. This 'overnight' change on a massive scale can energize the entire school establishment and boost the morale of children, parents, teachers, officers and government.
4. Bring learning to the center of the stage in discussions about education. Most education discussions in India still primarily focus on inputs and processes for teaching-learning.
5. Reduce drop outs. Often children leave school because they are unable to deal with academic expectations and work. When children are able to read, they learn more effectively and are less likely to be withdrawn by parents.

In the last three years, Read India has helped improve and strengthen the focus on learning achievement. There is also a broader recognition of the fact that learning achievement is an essential ingredient of universalization of elementary education. Pratham continues to be looked upon as a technical resource for training government school teachers in accelerated learning technologies.

Improvement in learning levels was highest in States where Pratham attained strong State government partnerships. Training and capacity building of internal staff and volunteers is critical to ensuring a strong campaign on the ground. Volunteers have been the backbone of the Read India campaign and have enabled us to reach over 33 million children across 350,000 villages at its peak.

TEACHING LEARNING ACTIVITIES

In 2009-10, Pratham introduced its Combined Activities for Maximised Learning (CAMaL) methodology across all locations. CAMaL is a learning framework for learning language, math and any other subject at the basic level. Three instructional strategies are incorporated focusing on classroom interactions, group interactions and individual activities. The methodology can be used to achieve learning goals both at the basic level and at higher levels (grade V-VIII)

Read-India State-Wise Reach

States	Districts	Blocks	Children	Volunteers	Teachers	Villages	Schools
Andhra Pradesh*	12	83	75,701	3,589	155	2,697	925
Assam	19	28	69,147	5,000	437	2,500	437
Bihar	19	100	689,100	20,656	1,315	6,409	49,461
Chattisgarh	18	21	80,163	5,589	-	2,230	-
Gujarat	11	18	84,221	2,965	5,698	7,135	2,786
Haryana	5	23	37,539		1,569		
Himachal	12	118	1,303,363	9,967	26,562	9,301	14,914
Jammu and Kashmir	6	16	26,529	1490	1469	936	
Jharkhand	4	6	20,135	1,740	-	600	546
Maharashtra	13	48	295,492	9,960	-	7,589	581
Madhya Pradesh	13	60	86,250	3,243	-	1,664	-
Nagaland	11	61	99,402	139	2,159	139	1,165
ORRISA	30	30	151,734	8,096	-	3,686	1,348
Punjab	20	216	1,865,096	10,622	31,549	10,622	13,102
Rajasthan	11	26	95,350	6,103	-	4,998	3,172
Tamil Nadu	8	80	322,712	6,956	1,191	6,100	505
UP	68	267	6,236,885	25,999	184,828	14,944	98,286
Uttarakhand	13	37	642,610	4,394	25,786	3,761	12,383
West Bengal	6	9	20,688	1,119	-	842	-
All	299	1,318	12,202,117	127,627	282,718	86,153	199,611



Pratham Council For Vulnerable Children (PCVC)

The year 2009-10 yielded the new motto of Pratham Council for Vulnerable Children (PCVC): "Every Child's Rights Protected, Every Child in School and Learning Well". This reflects Pratham's goal of protecting all categories of vulnerable children. It indicates our expanded focus, to address the specific needs of under-protected children, and to address all issues related to child protection.

Pratham worked extensively to advocate for the needs of these children under the newly enacted "The Right of Children to Free and Compulsory Education Act, 2009". PCVC has been able to transform 44,000 young lives by providing shelter, education and hope for a better future.

Direct Urban Programs

Pratham's direct programs, traditionally conducted in urban slums, aim to increase the enrollment and learning levels of children through focused interventions. The instructors, mainly women volunteers, belong to the community in which the program is conducted and are mobilized and trained by Pratham. Pratham also provides teacher-learning material and regularly monitors the progress of the program. Each instructor receives a nominal monthly allowance for the work that they undertake.

In 2009-10, direct programs continued in 30 cities across the country, reaching out to almost a half a million children. Pratham has always worked in underprivileged communities with a critical need for educational intervention through two approaches: the community model and the in-school model.

In the year 2009-2010, Pratham introduced the Urban Learning Center (ULC) as a new model.

Urban Learning Center: Pratham has evolved and innovated from providing pre-schools to providing accelerated techniques for reading and arithmetic, improving English conversational ability and a host of other learning support mechanisms for children in and out of school.

Pratham launched its ULC programme across most cities where it was working in 2008-09. Wherever strong government partnerships were already in place, Pratham opted to continue these programmes, providing maximum coverage while mainstreaming Pratham's instructional model in public classrooms.

THE CORE DIRECT PROGRAMS IN 2009-10:

1. **BALWADI (PRESCHOOL PROGRAM):** The Balwadi programme provides high quality pre-school education in areas/communities where there are no Anganwadis (Government pre-schools) or pre-schools run by other NGOs.

2. **LIBRARIES:** To ensure that all children in slum communities have access to good books even before the Learning to Read (L2R) and Reading to Learn (R2L) activities begin, Pratham established libraries in urban areas.

3. **LEARNING SUPPORT CLASSES:** These classes are meant for in-school and out-of-school children. Learning Support Classes use the L2R and R2L methodology to teach children how to read through accelerated learning techniques.

4. **ENGLISH CLASSES:** These classes are focused on listening, speaking and reading English. Children are taught to pronounce the alphabet and words correctly and build vocabulary.

5. **SCHOLARSHIP CLASSES:** The Scholarship program was piloted in 2007 in Mumbai and Maharashtra and has been getting stronger with better results each year. These classes are focused on helping children enrolled in government schools prepare for class four scholarship exam in three areas of language, English, Math and "intelligence quotient" through an eight-month preparatory exam.

Program	Number of Units	Children Reached
PreSchool	700	13,000
Libraries	2,481	354,000
Learning Support Classes	2,290	264,000
English Classes	980	20,000
Scholarship Classes	832	16,500

Vocational Skilling Programme - PACE

The program is targeted at economically disadvantaged youth in the 18-30 year age group. India has a large percentage of youth who have not been able to complete their formal education and also do not have the required vocational skills to be gainfully employed.

Pratham's Skills Training Programme attempts to:

- * Train youth in market relevant skills such as banking, agriculture, hospitality, etc.
- * Help them start their own businesses

Computer Assisted Learning (CAL)

The objective of the Computer Assisted Learning (CAL) program is to reach out to all children from disadvantaged backgrounds who do not have exposure to the world of information technology.

The CAL Program is operational in eight states (Maharashtra, Uttar Pradesh, Rajasthan, Gujarat, Haryana, Karnataka, Punjab and National Capital Region) and has served over 173,000 children and youth since its inception.

Before the start of each CAL program, specific content-based training is provided. The training content has been designed in such a way as to help the child to recognize his interest area and skill, and to help the children pursue careers in the field of technology best suited to them. The training provided is also sufficient for the student to take up a job related to IT after school in case his circumstances do not allow him to pursue further education.



Annual Status of Education Report

For the past five years, the Annual Status of Education Report (ASER) has conducted the largest household survey undertaken in India by people outside the government annually measuring enrollment as well as reading and arithmetic levels of children in the age group of 6-14 years.

The national ASER Report 2009 (Rural) was released by Mr Kapil Sibal, Minister for Human Resource Development, Government of India, in Delhi in January 2010, and was followed by a panel discussion focusing on the highlights of the report and steps forward.



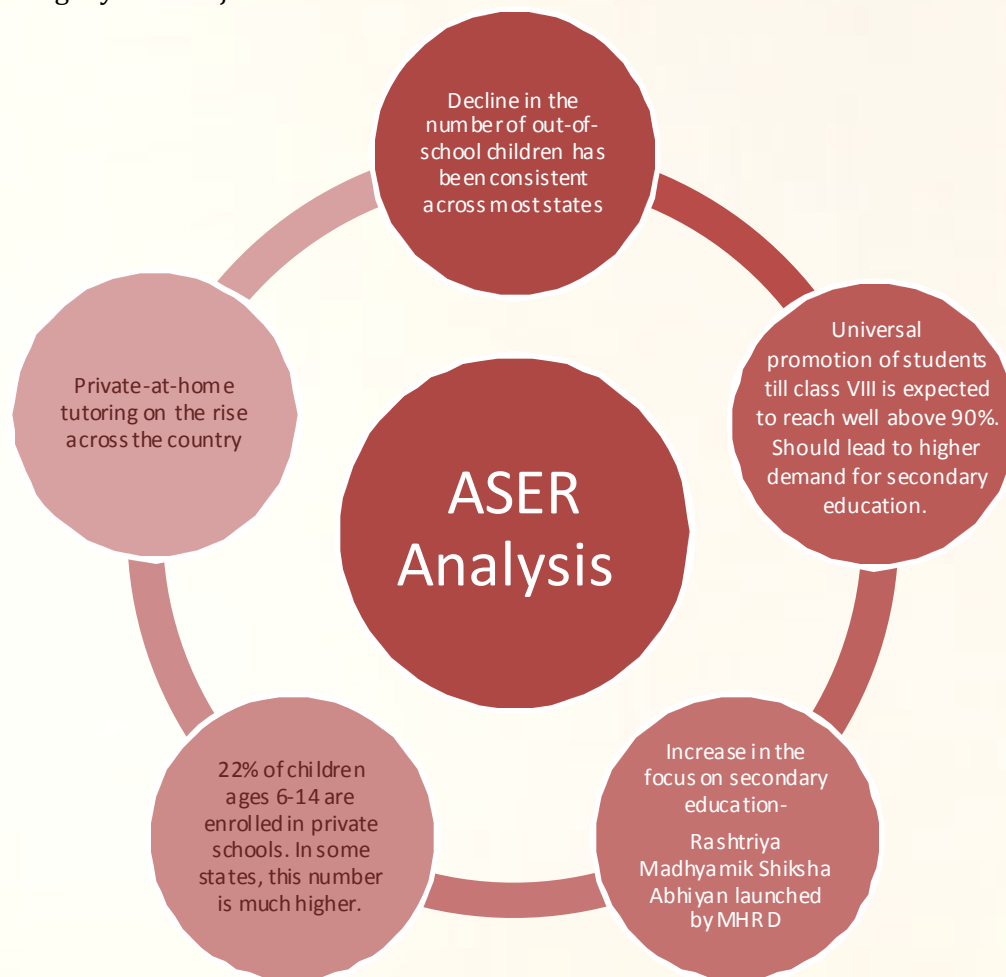
ASER GOES GLOBAL

The influence of ASER is also beginning to be felt in countries around the globe. ASER Pakistan was recently released, taking a look at the current status of primary education in that country. Similarly, in Kenya, the first UWEZO Kenya was recently launched; UWEZO, meaning capability, is also an ASER-like initiative. Similar surveys will take place in Uganda and Tanzania. Given that all these exercises have been inspired by our own ASER and that we have helped them all in some manner or the other, it is a matter of great satisfaction for us to see them come to fruition.

Another milestone at the international level was when more than 1,000 global leaders (including 60 Heads of State and five Nobel Peace Prize winners) joined former President Bill Clinton in New York to develop solutions to some of the world's most challenging issues. Dr. Rukmini Banerji, Director, ASER Centre, introduced Pratham and ASER Centre's work and brought attention to the problem of 'access to education for Indian children.

Some important ASER Findings:

- * The Annual Status on Education Report indicates that 96% children in the age group 6-14 years of age are in school. Government is additionally launching 6,000 model schools out of which 2,500 will be set up through private investment. Funds for the schooling of 1,000 underprivileged children at each of these schools will be provided by the government, at a rate that appears to be about four times the average national per child expenditure.
- * Enrollment in elementary education approaches 100% completion rate and hence universal promotion of students till Class VIII is expected to reach well above 90%, which should lead to higher demand for secondary education.
- * Rashtriya Madhyamik Shiksha Abhiyan (RMSA) was launched with the objective of universalizing access to secondary education while also improving its quality and ensuring equity and social justice.
- * Building on the national skills development initiative introduced last year, the government has undertaken new initiatives to start mass scale skilling of youth for jobs.



Pratham USA is proud to present this Award to a visionary whose life's work embodies and helped inspire Pratham's mission. Amartya Sen is an influential voice in the field of welfare economics. He has argued for decades about the critical importance of education and of public-private partnerships in the field of education. He has advocated that the government needs to invest more resources and partner with social groups in making educational reforms. Much of Pratham's impact has been driven by our understanding that ensuring that every child in India is in school and learning well can only be achieved as a societal mission driven by partnership between key stakeholders including NGOs such as Pratham, the government at all levels, corporations and the people.

Amartya Sen is the Thomas W. Lamont university professor and professor of economics and philosophy at Harvard University, and until recently the Master of Trinity College, Cambridge. Among the numerous awards he has won is India's highest civilian honor, the Bharat Ratna.

"Since I greatly admire the work that Pratham does, it is very nice for me to become associated with Pratham in this wonderful way" - Amartya Sen

"I am committed to education and feel delighted when I see things move in the same direction mainly on the basis of the efforts of others who have done a lot of work... Now there is greater commitment on the part of government with regard to primary education. When I was writing about it in the '60s, '70s, '80s, and even the '90s the commitment was very, very weak indeed. So I am glad that things have not only moved in the direction that I not only approve but could be proud of as happening in my country."

Pratham USA award for outstanding service in education



AMARTYA SEN

"Blackboards do smile and make a difference in people's lives."

- Amartya Sen

Leading academics and businessman in the united states have identified Pratham as an outstanding innovator and leader in the education sector.

The Abdul Latif Jameel Poverty Action Lab at MIT identified Pratham as one of their seven "best buys"

Their "best buys" are practical programs that were highly effective at achieving specific millennium development goals at a relatively low price.

"It costs no more than \$2.25 per child per year to provide remedial education to children who lack basic reading skills. Within three months, Pratham's "Read India" remedial education program boosted letter recognition by 60 percentage points, and ability to read and comprehend a short story by 35 percentage points."

CNN-IBN named Pratham the 2009 Indian of the Year in the category of Public Service.

For Pratham's outstanding contribution in the field of universal literacy and education amongst children.

Pratham awarded the 2010 Henry R. Kravis Leadership Prize

The mission of Kravis Prize is to identify extraordinary leaders in the nonprofit sector, celebrate their accomplishments, and share their best practices with others.

Recipients of the Henry R. Kravis Prize in leadership are global leaders. Their work impacts millions of individuals across the world.

"But I tell you I have learned something incredible tonight and today when I think about what has been the leverage from this organization; started just a few years ago with very few people and today have 450,000 volunteers that go into these villages and these 33 million students that now read, it's really incredible . . . we hit the jackpot tonight by giving Pratham the Kravis Prize." - Henry R. Kravis .



RIGOROUS EVALUATION

ASER

Is conducted every year and is a statistical sample of children across Cbeca. The sample could contain children who may or may not be a part of Pratham's interventions. This serves as an indicator of whether there has been a wider change, across each state, catalyzed by the campaign.

Internal Evaluations

In states where there was a state-wide partnership, monitoring and evaluation was done jointly by Pratham and the state education officers. For all district resource centers, evaluations were undertaken using a testing tool developed by the ASER Centre. 50 children from each school/village were tested, 10 from each class.

External Evaluations

Wherever possible, Pratham engages external evaluators. For example, 1 of every 5 districts was evaluated externally during the summer camps. MIT and the Abdul Jameel Poverty Action Lab has been conducting gold standard research in Bihar and Uttarakhand on the Learning to Read and Reading to Learn models, as well as the effectiveness of volunteer based programs.



Pratham USA has received a four Star rating from Charity Navigator for the past four consecutive years. Charity Navigator is an independent charity evaluator that works to advance a more efficient and responsive philanthropic marketplace by evaluating the financial health of over 5,500 of America's largest charities. Pratham USA spends less than 6% annually on overhead and fundraising costs. So give with the confidence that your dollars are being prudently managed and reaching the intended beneficiaries.



Statement of Activities, Pratham USA

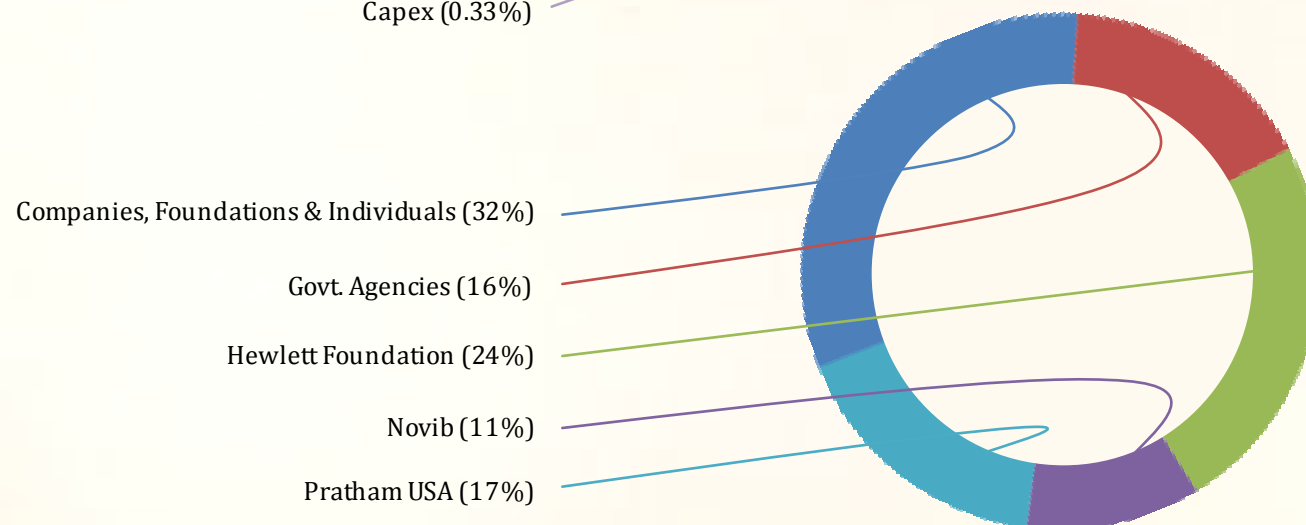
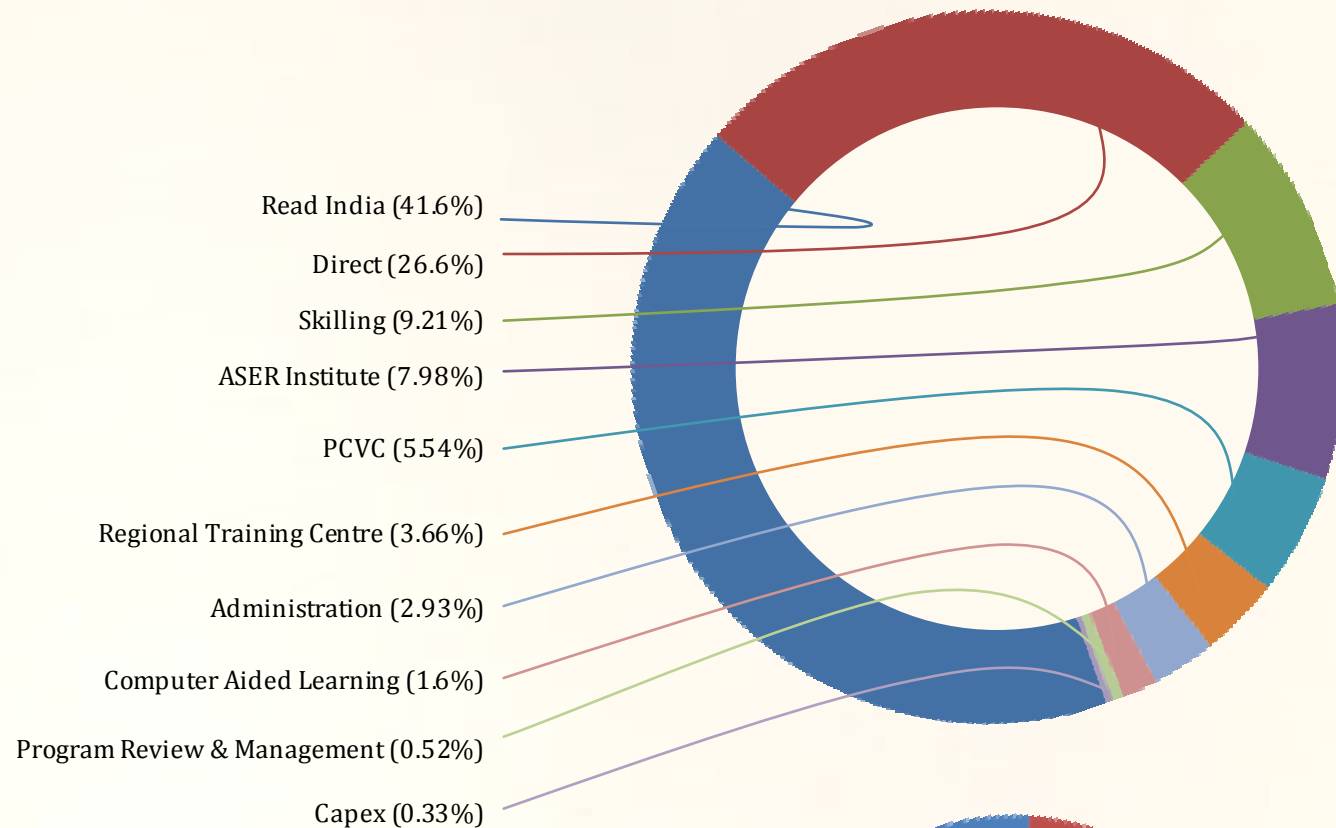
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	Years Ended December 31,	
	2009	2008
Changes in unrestricted net assets		
Revenues and other support:		
Contributions	\$ 1,009,724	\$ 791,108
Foundation grants	1,677,299	4,274,437
Special events	2,425,112	1,972,213
Less: direct benefit to donors	(361,307)	(488,968)
Interest income	12,461	53,638
Total revenues and other support	4,763,289	6,602,428
Net assets released from restriction		
Expiration of time restrictions	3,038,000	3,567,802
Total unrestricted revenues and other support	7,801,289	10,170,230
Expenditures:		
Program support expenses	9,583,322	10,055,590
General and administrative expenses	176,242	103,057
Fundraising expenses	310,989	287,234
Total expenditures	10,070,553	10,445,881
Decrease in unrestricted net assets	(2,269,264)	(275,651)
Changes in temporarily restricted net assets		
Contributions	10,000	800,000
Net assets released from restriction	(3,038,000)	(3,567,802)
Decrease in temporarily restricted net assets	(3,028,000)	(2,767,802)
Decrease in net assets	(5,297,264)	(3,043,453)
Net assets, beginning of year	7,937,380	10,980,833
Net assets, end of year	\$ 2,640,116	\$ 7,937,380

Statement of Activities, Pratham

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FINANCIALS

Our supporters

The Pratham team joins hands with children across India in expressing deep gratitude to our supporters. It is with your help that we are able to bring hope and opportunity to a country in need. In the following pages we proudly recognize the commitment of those individuals, foundations, corporations and volunteers who have supported Pratham USA and brought the vision of having all children in school and learning well, one step closer to reality.

Lifetime Giving

Pratham USA is grateful to the individuals, foundations and corporations whose generosity over the past decade have brought the dream of education to millions of children.

\$5,000,000 & above

The William and Flora Hewlett Foundation

\$1,000,000-\$4,999,999

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Raj & Suvrata Unni
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Philip & Tina Vasani

\$5,000-\$9,999

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