



Raising The Bar On **HOPE**

PRATHAM USA 2010 ANNUAL REPORT





“Education is the most powerful weapon which you can use to change the world.”

— NELSON MANDELA

# WE'VE BEEN RAISING THE BAR ON HOPE FOR 17 YEARS.

Pratham started in Mumbai about 17 years ago. Then and now, our vision is to ensure that every child is in school and learning well. Then it was Mumbai. Now it is India.



Pratham's mission is to ensure every child is in school and learning well.

The organization is founded on the firm belief that education is the fundamental right of every child and no child should be deprived of this basic right simply because he or she does not have access to it or does not have the resources to realize his or her dreams.

Pratham seeks to improve the quality of education in India and to ensure that all children in India are not only attending but thriving in school.

Using very low-cost and scalable methods, Pratham has emerged as one of the world's largest non-profit organizations in the field of primary education. Pratham works in collaboration with the government, local communities, parents, teachers, and volunteers across the country to achieve its mission.

**Half of India's primary school-going children are not learning the basics... and that's why Pratham is needed.**

# THE YEAR IN NUMBERS

**OVER 2.4 MILLION** children in rural India reached through Read India. **65,000** volunteers recruited. **61,000** teachers trained. Active in **21** states and 47,000 villages. **OVER 425,000** children reached through urban programs in 30 cities. **22,000** pre-school age children attended “balwadis.” **160,000** children borrowed books from Pratham libraries. **113,000** gained computer skills in 430 centers in 28 cities across 8 states. **60,000** child laborers and street children rescued, educated, and sheltered. **22,000** children taught in science programming. **2,000** trained in vocational skilling courses. **16,000** received computer training. **700,000** children surveyed in ASER.

Thanks to your support, Pratham was able to achieve significant successes in 2010–2011.



# A LETTER OF THANKS

## DEAR FRIENDS,

Thank you for your generosity which once again allowed Pratham to teach millions of underprivileged children to read and write and to raise the bar on the quality of education in India.

Pratham is a people's movement. Each time I visit with the Pratham team, I am re-energized by the dedication and commitment of our teachers and volunteers. Working hand in hand with our teachers as well as an enormous volunteer force of over 65,000 individuals, Pratham shows that the people of India can help create their own solution to India's education needs.

In addition to helping millions of children, Pratham helps transform the lives of many of its teachers and volunteers as well, for whom Pratham often presents a first opportunity of their own. An opportunity for a young woman who had never left home to teach, to learn English, to perhaps enter the workforce, and to carve out an independent role

and identity. An opportunity for a mother to work with her neighbors and their community as, together, they watch their newly literate children bring home their first book from a Pratham library. And many other stories of individual success.

Leadership and skill building at all levels of the organization is critical to Pratham's evolution. We were honored by Dr. Madhav Chavan, Pratham's CEO & Co-Founder receiving a Skoll Award for Social Entrepreneurship and the Foundation's investment in our leadership development program. With their support, we look forward to advancing beyond basic reading, writing and math as we raise the bar on children's learning.

Thousands of you generously invested in Pratham USA in 2010. This diverse network of individuals, corporations, and foundations form the financial backbone of the organization and we appreciate the responsibility that goes with your trust. Our volunteer-driven

model helps keep costs low and makes your dollar go farther, as recognized by the prestigious four-star rating (the highest possible) from Charity Navigator for the fifth year in a row.

At the end of the day, what matters most is the difference we make to life of a child. On my last visit to Pratham, I took my young daughters to visit a pre-school, a tutorial and a library. Through their eyes, I re-learned the essence of Pratham. The setting of the programs and the environment were so very different from what they had imagined...but the joy of a child learning something new is universal. I invite each of you to visit a Pratham program on your next trip to India, and feel the impact of your support.

Thank you again for your generous support.



**Atul Varadhachary**  
President, Pratham USA

# THE NEED

While progress has been made in educating India's population the problem remains critical. Half of the children cannot read at grade level, undermining India's economic potential.



Some of the specific problems are:

- Classrooms are understaffed (1 in 4 teachers are absent on any given day).
- Teacher attendance is poor (Only 50% are likely to be teaching at any given time).
- The drop-out rate is unusually high (More than 1 in 3 children who begin primary school will drop out before reaching 5th grade).

To address some of these fundamental issues that plague education in India, Pratham runs a host of programs and initiatives designed to support education in different ways.





“No society can achieve its full potential when half the population cannot realize theirs.”

— SECRETARY OF STATE  
HILLARY CLINTON

*(Speaking at an event launching  
a global partnership on gender  
and education in May 2011)*





“If we are to teach real peace in this world, and if we are to carry on a real war against war, we shall have to begin with the children.”

— MAHATMA GANDHI



# READ INDIA

In the second iteration of our flagship program, strategic improvements were made in materials, methods, and goals.

In 2010–2011, while placing its focus on key blocks and districts across the country, Pratham reached 2.4 million children, over 65,000 village volunteers, approximately 62,000 government teachers, and over 45,000 villages across 19 states in India through its flagship Read India program.

This year, creating strong demonstration, “100 village Block Excellence Program (BEP)” units throughout India was a key part of Pratham’s strategy, in order to illustrate to key players in education that rapid and cost-effective improvements in learning are possible using Pratham methodology and materials.

The Education for Education (EFE) program was added last year to Read India II as a support component, which led to approximately 14,000 of Pratham’s hard working and dedicated young volunteers receiving an Intel-Pratham certification for successfully completing a digital literacy course. Government partnerships at the state, district, block, and village levels continued to play a catalytic role in facilitating Pratham’s work, with state-wide government partnerships in Punjab and Himachal Pradesh and partnerships in selected districts and schools in Gujarat, Rajasthan, and Uttarakhand. Pratham reached almost 1.4 million children and trained almost 62,000 Government teachers through the five Government partnerships mentioned above.

Infusing Pratham materials, methods, goals, and assessment into the public school system has allowed Pratham to have an impact on classroom practices, rote learning mindsets, and on the development of young minds to think independently, talk confidently, and be avid learners. Given that formal, state-wide partnerships are challenging to create and sustain, special focus was also placed on efforts to engage and involve the community in children’s education with the aim of bringing about a learning achievement orientation in communities and building a bottom-up demand for superior learning outcomes.

# DIRECT URBAN PROGRAMS

Pratham continues to run Urban Programs, the second biggest component of Pratham's program budget, in 30 cities, reaching approximately 425,000 children through both in-school and community-based programs.



Pratham also runs more than 1,400 school-based and community library units, which enables 160,000 children from underserved communities to read and borrow books. The primary goal of Pratham's Urban Programs is to bring quality education to underserved communities in the cities in which Pratham works. Wherever possible, Pratham works with Governments to provide in-school learning support classes for children who are significantly below grade-level competencies.

In addition, Pratham runs large scale programs, especially preschool and library programs in communities. Lastly, but not least, Pratham runs 250 Urban Learning Centres in underserved communities that provide subject-specific after-school support classes to more than 30,000 children, for a nominal fee.





“There is a huge need for effective primary school education in India, but point a finger at the government and three fingers point back at you. Bringing education to every children meant united and supplementing the government’s effort. And, so Pratham was born.”

- MADHAV CHAVAN





“I very strongly believe that if we are going to build a civil, competent, democratic society, you cannot do it without educating your society.”

— MOHAMED HAMIR



# ANNUAL STATUS OF EDUCATION REPORT

Having quantified learning outcomes across India since 2005, the ASER Centre and its Annual Status of Education Report (ASER) has become an important component of the educational policies of central and state governments.

In 2010–2011, the ASER released its 5th annual report on the status of education in India, adding to the report new tools focused on higher competencies, measuring the implementation of the Right to Education Act, and tracking funding flows, expenditures and decision making at the school level through the PAISA survey. More than 30,000 volunteers conducted the survey in over 18,000 villages across the country. The ASER Report has played a big role in furthering Pratham's agenda of bringing

a learning outcomes focus to the national agenda. In 2010–2011, ASER Centre continued its growth as an autonomous research and evaluation institution by constantly developing new methods and streamlining existing methods in order to collect data in an effective and cost effective manner, and consistently exploring new areas of need through ongoing research projects with international institutions such as UNICEF and the UNDP. The project with UNDP is called PAHELI—

a rapid assessment of the prevailing status of human development in a district. PAHELI is currently being conducted in 8 states, with 9,760 being surveyed. Two studies are being conducted with UNICEF—one on understanding teaching and learning in Government Primary Schools across 900 schools in 5 states, and the other on Early Childhood Education in 2 districts of 3 states.

# PACE & PRATHAM INSTITUTES

With the commencement of the EFE program, vocational skilling was an area of intense focus in 2010–2011, with Pratham Institutes being formed as an entity to bring all of Pratham’s vocational programs under their umbrella.



The Pratham Arora Centre for Excellence (PACE), addresses India’s growing need for skilled manpower by offering thousands of students and young adults courses that range from plumbing to banking. Targeting disadvantaged youth from semi-urban and rural locations through our “Vocational Vertical Program,” the PACE Centres partner with corporations such as Larsen & Toubro, Deutsche Bank, Godrej Agrovet, and Taj Hotels, Resorts and Palaces to provide these youth with strong

foundational courses, certification and most importantly, opportunity to reach self-sufficiency.

PACE reached approximately 12,000 youth this year through their Knowledge Centres, Foundation Courses, Grass-root Centres, Prison Program, and Entrepreneurial Program along with about 14,000 youth through the Education for Education program.





"I think education is the one thing that can't be taken away from you. Even if you're in the most horrible situation... education can take you places."

— DHRUV KOTHARI

# PRATHAM COUNCIL FOR VULNERABLE CHILDREN

Launched in 2001, the Pratham Council for Vulnerable Children (PCVC) targets vulnerable, out-of-school children who have been deprived of their fundamental right to a childhood and an education.



In 2010–2011, its 10th year of operations, PCVC worked in 7 states across the country reaching more than 60,723 children. In 2010, PCVC's newest Prevention Activity, the Focus Block Intervention/Focus City Intervention (FBI/FCI), was launched in all PCVC States. Through the FBI/FCI model, PCVC concentrated its efforts on a few rural blocks and the capital city of each state to implement a program to prevent child labor and child rights violations.

Activities run under the FBI-FCI intervention included: door-to-door surveys, parents meetings, community mobilization activities, child protection groups, parents counseling, and various awareness meetings to win the community support. These programs were cost-effective and used easily scalable methods.



# GEOGRAPHIC REACH

Pratham's signature program reaches across 19 states, and impacts millions of children in hundreds of districts.



## READ INDIA II REACH 2010-2011

District	Children through Gov. Partnership	Children BEP/DRC	Volunteers	Villages	Teachers Trained	No. of Districts
1. Andhra Pradesh		77,175	2,546	1,867	564	12
2. Assam		28,777	2,520	1,150		19
3. Bihar		125,929	5,893	2,097		19
4. Chhattisgarh		80,045	7,739	2,077		18
5. Gujarat	48,000	13,603	980	1,450	1,893	11
6. Himachal Pradesh	440,504		1,137	1,137	27,181	12
7. Jammu & Kashmir		36,631	1,566	936	850	6
8. Jharkhand		28,194	1,578	858	247	4
9. Karnataka		4,635		60		1
10. Madhya Pradesh		65,439	6,324	2,071		14
11. Maharashtra		203,011	11,505	7,277	825	14
12. Nagaland		984	51	51		2
13. Orissa		91,984	4,599	3,132		30
14. Punjab	813,974		1,237	13,102	28,313	20
15. Rajasthan	60,633	12,780	5,731	2,991	2,429	11
16. Tamil Nadu		16,178	639	639		8
17. Uttar Pradesh		175,382	8,520	4,003		31
18. Uttarakhand	27,436	23,167	1,903	1,677	140	13
19. West Bengal		23,898	1,327	681	78	6
Sub-Totals	1,390,547	1,007,812	65,795	47,256	62,520	251
<b>TOTAL</b>	<b>2,398,359</b>		<b>65,795</b>	<b>47,256</b>	<b>62,520</b>	<b>251</b>

# PRATHAM AROUND THE WORLD



- INTERNATIONAL PARTNERS
- PROGRAMS ADOPTED BY LOCAL NGOs

Pratham's influence spans the globe, with fundraising partners as well as other countries adopting our Annual Survey on Education.



# PRATHAM IN THE UNITED STATES



● PRATHAM USA CHAPTERS

Pratham's 15 regional chapters raise awareness about the critical needs of children in India.

# EVENTS ACROSS THE UNITED STATES

Author Gurcharan Das and Pratham Director Rukmini Banerji spoke in **SEATTLE, WA** about the growing need for education.

Actress Amritra Rao performed at the Pratham **SF BAY AREA** Gala in Milpitas, CA.



Bollywood Actor and Pratham Ambassador Anupam Kher both inspired and amused Pratham supporters at a dinner event in **CHICAGO, IL**

Nobel Laureate Amartya Sen accepted the 2010 Pratham Award for Outstanding Service in Education at the Annual Tri-State Gala at the Pierre Hotel in **NEW YORK CITY**.



Pratham **DC** Young Professionals hosted a 5K run/walk to raise funds for the organization.



Over 2000 individuals attended the Pratham **LOS ANGELES** Benefit Concert featuring Alka Yagnik and Meiyang Chang.



Houstonian Guests enjoyed a glamorous fashion show at their third annual luncheon, "Fashioning the Future" at the Junior League of **HOUSTON**.



“The function of education is to help you from childhood not to imitate anybody, but be yourself all the time.”

— JIDDU KRISHNAMURTI  
(Indian Educator, 1895–1986)



# 2009–2010 FINANCIALS

## Pratham USA Statement of Activities

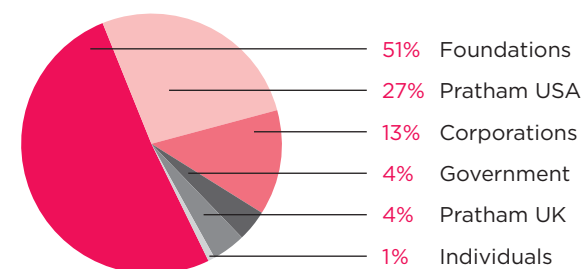
For the year ending December 31, 2010 (with comparative totals for 2009).  
(Numbers in '000)

SUPPORT AND REVENUES	2010	2009
Individual and corporate contributions	\$ 1,735	\$ 1,010
Foundation grants	5,022	4,715
Special Events	2,319	2,425
Less: Direct benefit to donors	(460)	(361)
Interest Income	15	12
	<b>\$ 8,631</b>	<b>\$ 7,801</b>
OPERATING EXPENSES		
Program support	\$ 7,908	\$ 9,583
General and administrative expenses	183	176
Fundraising expenses	330	311
	<b>\$ 8,421</b>	<b>\$ 10,070</b>
NET ASSETS		
Change in unrestricted net assets	\$ 210	\$ (2,269)
Change in temporarily restricted assets	\$ 4,392	\$ (3,028)
Net assets at the beginning of the year	\$ 2,640	\$ 7,937
Net assets at the end of the year	\$ 7,242	\$ 2,640

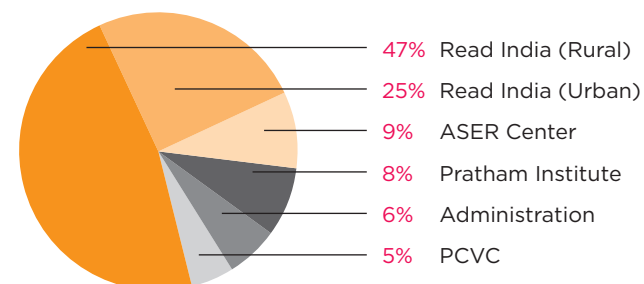
## Pratham India Financials

For the year ending December 31, 2010.

### PRATHAM INDIA REVENUE



### PRATHAM INDIA EXPENDITURES



# PRATHAM SUPPORTERS

Pratham expresses gratitude to our supporters who help us raise the bar on hope for those young children who are born into poverty and need the opportunity that only an education can provide.



Honorary Pratham USA Houston Chairs  
John & Ann Montgomery

The commitment of individuals, foundations, corporations, volunteers, and governments, enable Pratham to achieve its mission of every child in school and learning well. On the following pages, we salute the generous donors who supported Pratham USA during the past calendar year, which began January 1, 2010 and ended December 31, 2010.

## CORPORATIONS & FOUNDATIONS

### \$1,000,000 & ABOVE

The William and Flora Hewlett Foundation

### \$100,000 - \$999,999

Artha Capital  
GE Foundation

### \$50,000 - \$99,999

Target

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Anand Jayaramam  
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Sandeep Walia  
Vineeta (Salvi), Amit &  
Divya Walia  
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Darshan & Dr. Manjit Singh Bains  
Chitra Kumar & Kumar Bashyam  
Marion & Stanley Bergman

"If I can be of some help in getting  
these children a better life, I'll feel like  
I have done something meaningful...  
Lots of these children's lives are changed  
because of the education they receive."

— DIPAK SARKAR



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“When you give to an organization like  
 Pratham, you know where your money  
 is going... you’re giving the children a  
 chance for a future; you’re giving their  
 future a chance.”

— SHAILEE MEHTA

"I always feel a little dissatisfied with myself when I donate to Pratham: I ask myself, could I have donated more? This cause is so great, and Pratham is so vital, that the answer is always yes."

— MANISH DHAWAN

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“We must go on fighting for basic education for all, but also emphasize the importance of the content of education. We have to make sure that sectarian schooling does not convert education into a prison, rather than being a passport to the wide world.”

— AMARTYA SEN

# ACCOUNTABILITY

Pratham has always firmly believed in measuring what we do.  
We measure progress to gauge our success.



In every Pratham class, a pre-intervention test is conducted by the Pratham teacher. This is followed by a post intervention test, and in some cases a mid-intervention test. This testing data is used by Pratham teachers to target children who are below expected competencies, and enroll them in our classes. The data is then used by Pratham teachers and Pratham field staff to gauge progress of children.

Several formal external evaluations of Pratham's work have been carried out

over the years. The Jamal Abdul Lateef Poverty Action Lab (JPAL) of MIT has carried out gold standard research into Pratham programs for a number of years. Recently (2008-10), JPAL evaluated Read India in the state of Bihar and Uttarakhand. Currently, JPAL is conducting its 8th study on Pratham interventions, which focuses on the impact of mothers' literacy and awareness on children's learning levels.



# IMPACT

Our innovative programs are creating systematic changes for kids across 21 of India's 28 states, producing tangible benefits that change lives.



Some Examples of Pratham's Impact:

1. Contributed to significant increases in learning levels (8-15 percentage points) in states such as Madhya Pradesh, Chhattisgarh, and Punjab.
2. Reached over 33 million children with its Read India I initiative.
3. Introduced remedial education for children lagging behind and the first urban 'bridge classes' to bring out-of school children into mainstream schools.
4. Created a new standard for supplying 'current' data with ASER. ASER is commonly used by government departments for planning and by researchers.
5. Lent its ASER tools and experience to several other countries including Pakistan, Tanzania, Ghana, and Kenya.
6. Contributed to the monitoring system of the Millennium Development Goals (MDG).
7. Created a model for eradicating child labor in Mumbai with the Pratham Council for Vulnerable Children that brings together various governmental agencies including the police and NGOs on one platform for concerted action which has been replicated in other states.
8. Influenced the choice of several corporate leaders to set up foundations which support work in education.



# RECOGNITION

Internationally, grantmakers and entrepreneurs recognize Pratham's impact and invest in its future.

*"Awards make you feel good, but the daily rewards of seeing the children learn are the best. It feels good to be a part of the global community of social entrepreneurs/of people who think in critical ways to find solutions. The fact that I have many dedicated, creative colleagues is an important factor in all the awards that Pratham has won."*

— Dr. Madhav Chavan

Pratham continues to hold the attention of the world's leading social visionaries and grantmakers. Their support is a testament to their belief that Pratham is a change agent that IS raising the bar on hope.

## THE SKOLL FOUNDATION

The Skoll Foundation awarded Pratham with a 3-year \$1,235,000 grant to create an institution dedicated to identifying, training, and nurturing leaders, managers, and entrepreneurs who will not only continue to run Pratham programs around the country but who will also independently build new ideas and strengthen efforts in the area of education in the country. The grant was awarded in conjunction with the honor of a 2011 Skoll Award for Social Entrepreneurship, awarded by the Skoll World Forum on Social Entrepreneurship, the premier, international platform for accelerating entrepreneurial approaches to the world most pressing social issues.



## THE OMIDYAR NETWORK (ON)

The ON made a grant of \$500,000 to Pratham USA to fund a 12-month pilot to test the sustainability of rural vocational training institutes in India. The pilot will set up a vocational center that will provide training in hospitality and twenty foundation skills centers, set-up as for-profit entities, owned by local entrepreneurs and operated similar to a franchise model. ON is a philanthropic investing firm of eBay Inc. founder, Pierre Omidyar that supports market-based approaches with the potential for large-scale, catalytic impact.



# PARTNERSHIPS

We achieve more through collaboration with academia to drive new initiatives, business to launch new programs, and media to raise awareness.

## ACADEMIC

Pratham's association with universities and academics has been useful in many ways. The earliest association for evaluation was with the MIT economists who are now known as a larger network—J-PAL. Subsequently, association with Kennedy School and the Harvard Business School has led to closer understanding of the Pratham model abroad. A group of business strategy faculty at universities in Pittsburgh, Phoenix and at Texas A&M conducted a study of Pratham strategies. In India, university and college alliances have been at a lower level, in conjunction with the ASER study. All these linkages have helped Pratham to understand itself better, to introspect, and to sharpen its strategy.

## CORPORATE

In partnership with Deloitte, Pratham USA is launching new educational centers in India to enable disenfranchised teenage girls to acquire secondary school certification and develop vocational skills to help them gain employment and achieve self-sufficiency.



## MEDIA

10x10 is a groundbreaking film and social action campaign that amplifies the importance of investing in girls and compels people to action. As an NGO partner, 10X10 will be filming at Pratham sites in India and collaborate on a social action campaign. 10X10's other NGO partners include World Vision, CARE, Room to Read and Plan.



# LEADERSHIP

Every member of our board demonstrates an uncommon commitment to the urgent cause of child literacy in India.

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