



PRATHAMUSA

CELEBRATING 20 YEARS OF
INNOVATION • EDUCATION • OPPORTUNITY



ANNUAL REPORT **2014**



OUR MISSION
EVERY CHILD
IN SCHOOL AND
LEARNING WELL

This annual report covers the activities of Pratham USA during the period of January 1, 2014 to December 31, 2014. However, Pratham's program statistics reflect data from the 2014 - 2015 Indian school year.

FROM OUR EXECUTIVE CHAIRMAN



DINYAR (DINNY) DEVITRE
EXECUTIVE CHAIRMAN OF
PRATHAM USA

Dear Friends of Pratham,

Twenty years ago, with support from UNICEF and the Mumbai Municipal Corporation, Dr. Madhav Chavan and Farida Lambay set out to transform the education landscape in Mumbai. What started with a single preschool has evolved into a national network that has reached 40 million children and youth through a broad spectrum of learning, literacy and vocational programs in 21 Indian states.

Pratham’s success is a tribute to the philanthropic support of donors and partners whose investment has allowed Pratham to replicate its success across the country. We are honored by the trust and confidence US donors have shown in us. We are humbled to report that in 2014, for the fifth consecutive year, we earned a 4-star rating—the highest possible—from Charity Navigator for our “sound fiscal management” and “commitment to accountability and transparency.” It is with great pride that we recognize our donors in this report.

In recent years, Pratham’s contributions to driving education reforms have been internationally acknowledged, with several major awards being bestowed on the organization and its leadership—the Skoll Award for Social Entrepreneurship, the Henry R. Kravis Prize in Leadership, the WISE Prize for Education, and more recently the Banco Bilbao Vizcaya Argentaria (BBVA) Foundation’s Frontiers of Knowledge Award.

But in celebrating these remarkable achievements, it is important not to lose sight of our mission of “every child in school and learning well,” and to remember the importance literacy can have in transforming a child’s prospects for the future. A solid educational foundation can ensure that all children have an equal opportunity to succeed.

And of course, none of this would be possible without our staff and volunteers. We thank them for their extraordinary dedication and for helping Pratham make quality education a reality for millions. There is still much to be done, and with their support, we are committed to continuing this important work. We look forward to a renewed partnership towards an educated and prosperous society.

LEADERSHIP

USA BOARD*

Avinash Ahuja	Jaideep Khanna
Sudesh Arora	Sunil Kumar
Navneet Chugh	Paul Pandian
Dinyar Devitre	Deepak Raj
Hemant Goradia	Arvind Sanger
Suren Gupta	Adarsh Sarma
Swatantra Jain	Fareed Zakaria

**Vijay Goradia, Founder and Chairman Emeritus of Pratham USA*

INDIA BOARD

Dr. Rukmini Banerji	Rohiqa Mistry
Neerja Birla	Sanjay Nayar
Dr. Madhav Chavan	Vibha Rishi Paul
Dinyar Devitre	Ajay G. Piramal
Vilas Gadkari	Arvind Sanger
Vijay Goradia	Narayanan Vaghul
Pramit Jhaveri	Dr. Atul Varadhachary
Ramesh Mangaleswaran	

EXECUTIVE LEADERSHIP, USA

Dinyar Devitre, *Executive Chairman*
Swatantra Jain, *Chief Financial Officer*
Bala Venkatachalam, *Executive Director*

NATIONAL EXECUTIVE COMMITTEE, USA

Vandana Kumar, *Austin*
Pratima Abichandani, *Boston*
Anju and Anup Desai, *Charlotte*
Shailendra Verma, *Chicago*
Sri Sridharan, *Dallas-Fort Worth*
Mayur Saigal, *Denver*

Dr. Marie Goradia, *Houston*
Rajen Dhami, *Los Angeles*
Deepak Raj, *New York Tri-State*
Dr. Priya Radhakrishnan, *Phoenix*
Chaya Rao, *Raleigh-RTP*
AGK Karunakaran, *San Francisco Bay Area*
Viren Kamdar, *Seattle*
Rakesh Bhatia, *Washington DC*
Ram Karuppusamy, *Washington DC*
Yogi Patel, *Past President and Readathon Co-Chair*
Dr. Atul Varadhachary, *Past President*
Vineeta Salvi, *Readathon Co-Chair*

PRATHAM MEANS **FIRST**

Pratham Co-Founder
Dr. Madhav Chavan on
INNOVATION

Pratham CEO
Dr. Rukmini Banerji on
MEASUREMENT

Pratham Co-Founder
Farida Lambay on
SCALE

“Mumbai needed about 4,000 Balwadis (preschools), but officials said there wasn’t enough space or trained manpower. Taking this shortage of resources into account, we began to set up preschool centers in Mumbai that identified young women in slum communities who were good with kids—we gave them a simple orientation and some play materials and asked them to find a community space where the parents would send their children for a couple of hours. The women were allowed to charge a small fee and keep the collection as their income. The Balwadis proved that, even without money, space or trained teachers, you could succeed on a large scale if you just cleared the restrictions in your mind.”

“Pradhanji, the village headman in Sultanpur, did not believe the results of the ASER village report card that had been shown to him: although almost all of the children were enrolled in school, only a very small fraction could read. Armed with a reading tool, he walked through the village. Every child he met was asked to read. By the tenth child, he sat down, put his head in his hands and said, “yeh to mere izzat ka sawal hai (this is a question of my honor). How can this be the situation with children in my village and I not know about it?” ASER’s simple but effective approach to measurement had revealed what was invisible in plain sight.”

“In 1990, while giving a speech at UNICEF on the vulnerability of girls, especially those living on the streets, I was interrupted by a brash young man: “Will working with a few girls change the country?” At first I was taken aback. Then my deep-rooted conviction became clear: investing in children is investing in the country. I felt inspired. That young man turned out to be Madhav Chavan. I went from doing a small-scale education study of families in Mumbai—important work though it was—to talking with him about giving an education to every child in India. Some people thought we were mad. We took this as a compliment and went to scale. The rest is history: from Mumbai to the country—and now the world.”





RECOGNITION 2014

★ ★ ★ ★
CHARITY NAVIGATOR

For the fifth consecutive year, Pratham USA earned a 4-star rating—the highest possible—from Charity Navigator for **“sound fiscal management”** and **“commitment to accountability and transparency.”**



Asia Game Changer Award for transforming ideas into actions and improving lives in Asia



BBVA Award in the Development Cooperation Category for giving the gift of literacy to tens of millions of disadvantaged children



Selected by USIBC as one of its two charities of choice for demonstrating extraordinary vision and leadership



IMPACT

REACHING CHILDREN IN 21 OF INDIA'S 29 STATES

287 million people in India cannot read or write, of which an estimated 100 million are children. We believe that given the right support, every child can learn. We partner with schools, local communities and governments to improve the quality of education so that children across India are afforded the opportunity to learn and fulfill their potential.

7.7 MILLION CHILDREN

REACHED THROUGH LITERACY AND
LEARNING PROGRAMS

HELPING
KIDS **WRITE**
THEIR OWN
FUTURE

Twenty years ago, Pratham innovated Balwadis (preschools) in the slums of Mumbai. Today, we have reached more than 40 million children and are building a foundation to re-imagine learning through the use of mobile and digital technologies.

Our goal, first and foremost, is to ensure children are learning. By improving the quality of education provided to underprivileged children at the primary and middle school levels, we improve their chances for success in the future.

In our signature Read India program, we group children by ability rather than grade level and combine academic instruction with fun, hands-on activities. This drastically improves learning. Independent evaluation shows that after only 30 to 40 days of instruction in a Pratham learning camp, 80% of [children become readers](#) and are able to confidently do basic arithmetic.

10 GOVERNMENT PARTNERSHIPS
ACROSS **6** STATES





4,600 DROPOUTS

RE-ENGAGED IN LEARNING
THROUGH OPEN SCHOOLS PROGRAM

A **SECOND CHANCE** TO PUT HER EDUCATION FIRST

We promote access to secondary education for adolescent dropouts, primarily girls, through an alternative education model that helps students obtain their diploma and improves their prospects for higher education and employment.

Established in 2011, our fifteen-month program affords dropouts a safe and supportive learning environment so they can return to the classroom and prepare for their Secondary School Examination.

This model is [increasing graduation rates](#) and making an impact in the lives of the students—last year, the national pass percentage for Pratham students was 84% as compared to 72% in 2013—while in turn also having a positive effect on the community as a whole.

31 CENTERS IN **7** INDIAN STATES

15,000 YOUTH

EMPOWERED THROUGH
VOCATIONAL PROGRAMS

GIVING
YOUTH THE
RIGHT **TOOLS**
FOR THE
TRADE

Since 2005, we have built [pathways to careers and economic self-sufficiency](#) for thousands of disenfranchised youth.

Pratham vocational programs emphasize practical training over classroom instruction; they also impart basic life and soft skills, better preparing students to enter the workforce. In addition to technical training and job placement services, Pratham also offers entrepreneurial support towards self-employment.

Strategic partnerships with businesses ensure that our programs meet and align with industry needs training. Our graduates earn 1,000-2,000 rupees more monthly than their counterparts. Since 2012, enrollment has doubled annually and we expect to reach more than 25,000 youth in 2015-16.

PROGRAMS: AUTOMOTIVE • BEAUTY
BEDSIDE ASSISTANCE • CONSTRUCTION
ELECTRICAL • HOSPITALITY • TAILORING





600,000 CHILDREN

ASSESSED IN READING
AND MATH THROUGH ASER

MAKING AN **IMPACT** THROUGH MEASUREMENT

Through the Annual Status of Education Report (ASER), Pratham has mobilized thousands of volunteers annually to measure the basic literacy and numeracy skills of 600,000 children in rural districts of India. The largest household education survey in the world, ASER not only measures children’s learning and enrollment, it also [puts the overall quality of education into perspective](#): nearly half of all Indian fifth graders are unable to read a second grade text.

After a decade of testing and reporting, ASER continues to provide invaluable

data to school and government officials, informing domestic policy and budgetary outlays. And its influence goes beyond India’s borders: education entities across the globe—Kenya, Tanzania, Uganda, Pakistan, Mali, Senegal and Mexico—are implementing ASER methodology to confront their own education crises.



photo by: Dana Schmidt

CELEBRATING **20 YEARS** OF INNOVATION, EDUCATION AND OPPORTUNITY



1994-1995

Pratham is founded by Dr. Madhav Chavan and Farida Lambay with launch of Balwadis (preschools) in Mumbai.



1998

Remedial learning programs for out-of-school and in-school children are launched.

1998

Computer-assisted learning program starts in partnership with Mumbai schools.



1998-2000

Pratham scales up—rapid expansion to other cities including Bangalore, Delhi, Lucknow, Jaipur, Pune, Ahmedabad and Patna. Pratham USA is founded in Houston and New York City.

2002

Pratham starts work in rural India with the innovative Learn-to-Read program.

2005

First ASER survey is conducted, eventually reaching every rural district in the country. Pratham becomes a national organization.



2005

Pratham Council for Vulnerable Children leads a coalition of government and NGOs to eliminate child labor in Mumbai's Zari industry, freeing over 17,000 children. This model will be used in other states in subsequent years.

2005-2006

Vocational training classes are piloted in partnership with Larsen & Toubro.

2007-2009

Read India campaign is launched. In partnership with state governments, Pratham reaches nearly 33 million children.



photo by: Dana Schmidt



2008

Pratham establishes the ASER Centre to generate *Evidence for Action*.

2009

Pratham goes global with [adoption of ASER tool](#) in Pakistan and Kenya. Other countries, including Bangladesh, Ghana, Tanzania, Mali, Senegal and Mexico, follow suit.

2010-2012

Pratham receives international recognition—2010 Henry R. Kravis Leadership Prize, 2011 Skoll Foundation Award for Social Entrepreneurship and the 2012 Wise Prize for Education.

2011

Pratham launches Second Chance program to lend support to girls and women, enabling them to complete their secondary schooling.

2012

Pratham pilots a successful teaching-learning model in two rural districts of Bihar, which eventually forms the basis for state-wide partnerships in Bihar and 5 other Indian states.

2015

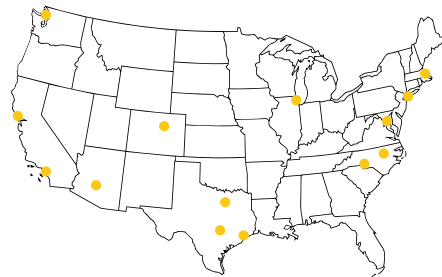
Pratham announces leadership transition—Dr. Rukmini takes the reins as Pratham CEO from Dr. Madhav Chavan.

PRATHAM USA

In big and small ways, Pratham volunteers are advancing Pratham’s mission of “Every Child in School and Learning Well.” Comprised of 14 chapters, Pratham USA is a volunteer-driven association of individuals committed to bringing about lasting change in India through education reform.

Chapters host a range of events, including an annual fundraising Gala, as well as awareness-building campaigns throughout the year. Highlights from 2014 include:

- NY Tri-state raised a record-breaking \$2 million at its annual gala, where Washington Post journalist and CNN host Fareed Zakaria delivered the night’s keynote address.
- Pratham SF Bay Area and the PANIIT Alumni Association hosted a first-of-its-kind round table on how technology can be leveraged to enhance primary education in India.
- Chicago teen Anya Agarwal made an inspiring video, *Pratham Means First*, in an effort to raise awareness about illiteracy in India and Pratham’s groundbreaking work.
- 200 children in 11 cities read books, collectively raising \$85,000, to help underprivileged children access quality education.
- [#WHYPRATHAM](#), a social media campaign encouraging Gala goers to share messages about their personal connection to the organization, galvanized supporters on Facebook and Twitter.
- Through a series of networking events and karaoke nights, Houston’s Young Professionals channeled their enthusiasm and energy into support for ten tribal schools and library programs in Mysore, India.



CHAPTERS

- AUSTIN
- BOSTON
- CHARLOTTE
- CHICAGO
- DALLAS-FORT WORTH
- DENVER
- HOUSTON
- LOS ANGELES
- NEW YORK TRI-STATE
- PHOENIX
- RALEIGH RTP
- SAN FRANCISCO BAY AREA
- SEATTLE
- WASHINGTON DC



PRATHAM **USA** STATEMENT OF ACTIVITIES

For the year ending December 31, 2014

Changes in Unrestricted Net Assets	2014
REVENUES AND OTHER SUPPORT	
Contributions	4,333,522
Foundation grants	492,000
Special events	4,807,010
Less: direct benefit to donors	(833,787)
Other income	4,518
Total revenues and other support	\$ 8,803,263
NET ASSETS RELEASED FROM RESTRICTION	
Expiration of time restrictions	2,280,740
TOTAL UNRESTRICTED REVENUES AND OTHER SUPPORT	11,084,003
EXPENDITURES	
Program support expenses	10,842,552
General and administrative expenses	407,448
Fundraising expenses	1,222,693
Total expenditures	\$ 12,472,693
INCREASE (DECREASE) IN UNRESTRICTED NET ASSETS	(1,388,690)
CHANGES IN TEMPORARILY RESTRICTED NET ASSETS	
Contributions	4,114,700
Foundation grants	274,000
Special events	506,469
Net assets released from restriction	(2,280,740)
INCREASE (DECREASE) IN TEMPORARILY RESTRICTED NET ASSETS	2,614,429
INCREASE (DECREASE) IN NET ASSETS	1,225,739
NET ASSETS, BEGINNING OF YEAR	10,369,996
NET ASSETS, END OF YEAR	\$ 11,595,735

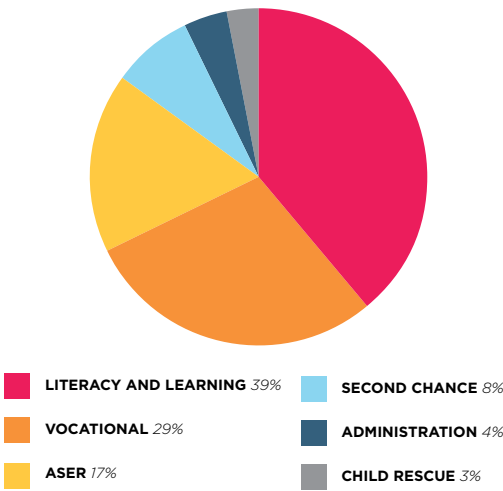
PRATHAM **USA**
REVENUE BREAKDOWN

73% INDIVIDUAL CONTRIBUTIONS
AND CHAPTER FUNDRAISING EVENTS

27% GRANTS FROM FOUNDATIONS
AND CORPORATE CONTRIBUTIONS

\$10,842,552

..... ALLOCATION OF U.S. FUNDS
TO PROGRAMS IN INDIA

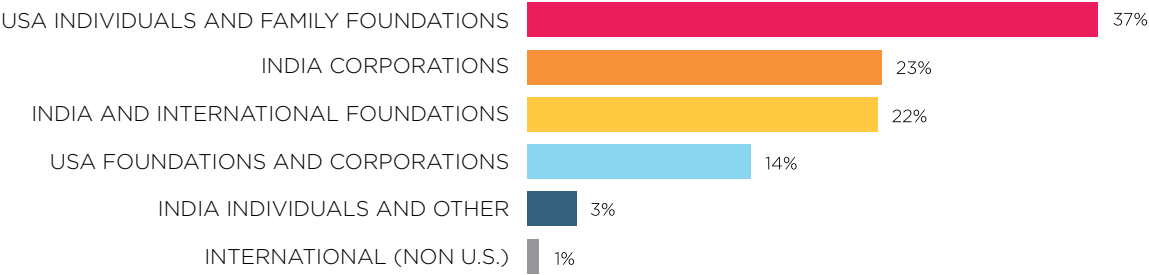


PRATHAM **INDIA** FINANCIALS

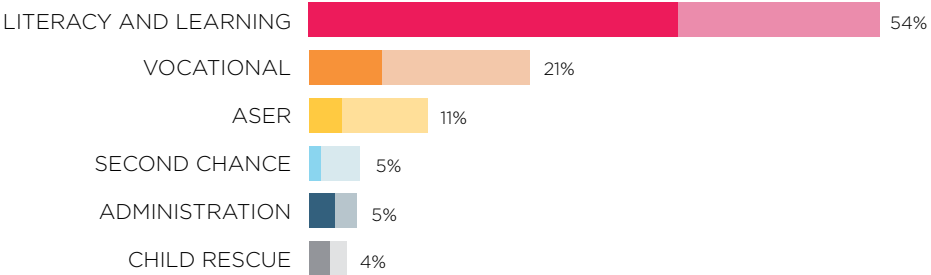
Unaudited from April 1, 2014 - March 31, 2015

ABOUT **90%** OF THE FUNDS RAISED BY PRATHAM USA GO
DIRECTLY TO SUPPORT PROGRAMS IN INDIA

PRATHAM **INDIA** REVENUE *\$27.6 million*



PRATHAM **INDIA** EXPENDITURES *\$23.6 million*



LIGHTER PORTIONS REPRESENT FUNDS FROM PRATHAM USA

SINCE THE ACCOUNTING PERIOD IN INDIA (APRIL - MARCH) DIFFERS FROM THE ONE ADOPTED IN THE U.S. (JANUARY - DECEMBER), THERE MAY BE FUNDS THAT ARE NOT UTILIZED IN THE CALENDAR YEAR. ANY REMAINING FUNDS WILL BE UTILIZED ON PROGRAMS IN THE FIRST QUARTER OF 2015.

DONORS

We are humbled to have the support of the following organizations and individuals who have donated generously to ensure the continued success of our mission. Pratham is grateful for their confidence in us.

LIFETIME GIVING

\$2,500,000 & ABOVE

Artha Capital
GE Foundation
Google
The Sudesh and Chitra Arora Family Foundation
The William and Flora Hewlett Foundation

\$1,000,000 - \$2,499,999

Douglas B Marshall, Jr Family Foundation
Shilpa & Arvind Sanger
Skoll Foundation

Vijay & Marie Goradia Charitable Foundation

\$500,000 - \$999,999

Peggy & Avinash Ahuja
Deloitte
Aashish & Dinny Devitre
Hemant & Indrani Goradia and Indrani's Light Foundation
MacArthur Foundation
Omidyar Network
Geetha & Paul Pandian
Swatantra and Bimla Jain Family Foundation
Wrigley Company Foundation

\$250,000 - \$499,999

Denise & Hamilton Brewart
Goldman Sachs
Johnson & Johnson
Marie-Josée and Henry R. Kravis Foundation
Manjula & Gopal Menon
Michael & Susan Dell Foundation
Anjna & Sanjay Motwani
Vijaysree Venkataraman & Subash Pereira
Qatar Foundation
Indira & Om Singla
The Capital Group

Companies Foundation
The Echidna Giving Fund
Wells Fargo

\$100,000 - \$249,999

Asha & Sajjan Kumar Agarwal
Allstate Insurance Company
Hema & Arvind Amin
Chitra Kumar & Kumar Bashyam
Arpita & Amit Bhandari
Kalpana & Ramesh Bhatia
CLSA
Patricia & Madhav Dhar
Richa & Manish Dhawan
Diana & Arjun Divecha

Leena & Nitin Doshi
Meera & Vikram Gandhi
Deborah Weissner & Ben Gomes
Janet & Ravi Gulati
Sheila Gulati
Yumi Iwasaki & Anoop Gupta
Jillian & Matthew Hochstetler
Anu & Naveen Jain
Himadri & Harish Katharani
Laura Miller & Apoorva Koticha
Padma & Venkatram Kuditipudi

Rekha & Sunil Kumar
Manmeet & Prithvipal Likhari
Shibani & Ivan Menezes
Mimi and Peter Haas Fund
Newman's Own Foundation
Shirin & Preetish Nijhawan
Rohini & Suneil Parulekar
Madhu & Ashok Naran Patel
Meena & Jayendra Patel
Pravina & Yogi Patel
Peter G Peterson Fund
Poonam Mittal & Ajai Puri
Neera & Deepak Raj
Chithra & Mahalingam Ramesh
Sudha & Satpal Rathie
Charu & Adarsh Sarma
Urvashi & Gopal Savjani
Shah Capital
Leena & Ash Shah
Rika & Manahar Shah
Jyothi & Somesh Singh
Ravi Singh
Rubie & Pradeep Singh
Pratap Srivastava
St. Simon Charitable Foundation
Chandrika & Ranjan Tandon
Target

The Chugh Firm
The Marc Haas Foundation
Gauri & Atul Varadhachary
Sandeep Walia
Vineeta Salvi & Amit Walia
Western Union Foundation
Suzanne & Ravi Yadav
Ann Stock & Arshad Zakaria
\$50,000 - \$99,999
Uma & Avadhesh Agarwal
Tania & Anilesh Ahuja
Amegy Bank of Texas
American Express
Komal & Ketu Amin

Ascend Performance Materials
Bank of America
Jennifer Moses & Ron Beller
Shalini & Dilip Bhargava
Leslie & Ashish Bhutani
Manisha & Devindra Chainani
Ananya Sarkar & Indy Chakrabarti
Satish & Sharda Cherwoo
Child Aid International
Citigroup
Cognizant
Ranika Ahuja & Ruben Cohen
Credit Suisse Foundation
Rema & Dharmo Dhamotharan
Dhingra Family Foundation
Dome Equities
Inge & Al Duran
EY
Lisa & Bradford Freer
Reita & Vilas Gadkari
General Atlantic
Good Ventures
Yasmin & Satish Gupta
Gulie & Mohamed Hamir
Sheila & Rajan Hooda
i2 Foundation
Manish Jain
Tehmina & Tariq Jesrai
Ram Karuppusamy, Lancesoft
Medha & Shashank Karve
Kaye Family Foundation
Gail & Victor Khosla
Annapoorna Ogoti & Mukund Krishnaswami
Ranjana & Ashok Kulkarni
Kavita & Sunil Mahtani
Shazma & Arshad Matin
Karen Petersen Mehra & Sanjeev Mehra
Nidhika & Pershant Mehta

Tara & Victor Menezes
Amrita & Prasad Menon
Sudha & Pravin Mody
Morgan Stanley
Annu Rao & Sagar Naik
Sandra and Avi Nash
Usha & Rahul Nath
P&G Fund
Pannell Kerr Forster of Texas
Pushpaben & Bhikhubhai Patel
Jyoti & Narendra Popat
Ashley & Ashish Prasad
Loveena & Mayur Saigal
Satya & Rao Remala Foundation
Praggya & Pradip Seernani
Shama Tanveer & Rasool Shaik
Anila & Dhiren Shethia
Cartha & Nameer Siddiqui
Sangeeta & Sanjiv Sobti
Shubha Somas & Somas Somasundaram
Stemcor USA
Anuradha & Mani Subramanian
Sudha & Subramanian Sundaresh
Kay & Ashok Talwar
Vani Nambudiri & Vikas Taneja
Tara Energy
Ravi Tilak
Naresh Vashisht
Vinmar International
Judith & Arjun Waney
World Bank Community Connections Fund
Angela & Chowdary
Yalamanchili

2014 GIVING

CORPORATIONS & FOUNDATIONS

\$1,000,000 & ABOVE

The William and Flora Hewlett Foundation

\$250,000 - \$999,999

Artha Capital
Douglas B Marshall, Jr Family Foundation
Skoll Foundation
Wrigley Company Foundation

\$100,000 - \$249,999

Deloitte
The Echidna Giving Fund
Western Union Foundation

\$50,000 - \$99,999

Allstate Insurance Company
Dome Equities
Goldman Sachs
Wells Fargo

\$25,000 - \$49,999

American Express
BNY Mellon
EY
Shah Capital
The Capital Group Companies Foundation
The Chugh Firm
PNC Financial Services Group
Vinakom

\$10,000 - \$24,999

Amegy Bank of Texas
Ascend Performance Materials
Bank of America
Bill & Melinda Gates Foundation
BMC Software
CA Technologies

Centerview Partners
Child Aid International
Cleary Gottlieb Steen & Hamilton
Cognilytics
Cognizant
Colgate-Palmolive Company
Danem Foundation
Deutsche Bank
Eagle Global Advisors
Fidelity Investments
General Atlantic
Infosys Technology
KPMG
Mattel Foundation
Multi-Cultural Books & Videos
Newman's Own Foundation
Ovation Travel Group
Pannell Kerr Forster of Texas
Paul, Weiss, Rifkind, Wharton and Garrison
PricewaterhouseCoopers
Tata Consultancy Services
The Parthenon Group
UBS
World Bank Community Connections Fund
\$5,000 - \$9,999
Arya Samaj Greater Houston
BBVA Compass
Cadence Bank
Communities Foundation of Texas
Direct Energy
IBM
Indus Valley Partners
JP Morgan Chase
McKinsey & Company
Northwest Indiana Hindu Religious Center
Objectwin Foundation
Porter Hedges



FIRST ENCOUNTER

Pratham USA Founder and Chairman Emeritus Vijay Goradia reflects on his first encounter with Pratham

About fifteen years ago, I was on a business trip to India and I was persuaded to take a couple of hours off and go into a slum not too far from my office in Mumbai. What I saw was really amazing. I saw about twenty kids sitting on the floor of a little shanty joyfully learning to read. I thought it was staged and asked to see another. Madhav took me to another little school—which was really not a school, just someone’s little one-room home where the kids sat on the floor and learned to read and write. These were the first steps in Pratham’s journey and it was fascinating and inspiring.

When I saw what Pratham was doing, I realized that this was something that could be scaled and replicated in any part of India and beyond. I agreed to not only commit some money but also to start Pratham USA to raise money for them through our friends and family.

Pratham means “first” and the name encapsulates how the organization broke the mold and was the first to start a revolutionary methodology of imparting education.

Stout Risius Ross
US Chamber of Commerce
and Related Entities
Vinmar International
Ware, Jackson, Lee
& Chambers
\$2,500 - \$4,999
Answers Corporation
Anya & Aarav Bhojwani
Foundation
Block Management Group
Bollywood Planet
Century 21 Discovery

Commercial Bank
of California
Covenant Management
Systems
Divine Spark USA
Fashion Ave of New York
Frost Bank
GE Capital Solutions
Google
HSBC Bank
Interfaith Ministries of
Greater Houston
Locke Lord

Nisum Technologies
Princeton University
Salesforce Foundation
San Jose Pune Sister City Org
\$1,000 - \$2,499
A L Stuart Investments
Alamo Plaza Motel
Asian American Hotel
Owners Association
B L Electricals
Barclays Capital
BDR Hospitality: La Quinta
Inn & Suites

BlackRock Financial
Management
Calexico Pharmacy
Club 24 Plus
Conrad N Hilton Foundation
David Weekley Homes
DRD Hospitality
Grapevine Development
Ingenious
iTexico
Microsoft
Morgan Stanley
Mu Sigma

Northern Trust
PayPal
Renaissance Charitable
Foundation
Revel Consulting
Riddhi IP
Roundtable Ventures
Sai Hospitality
SanDisk Corporation Fund
Sangam Music Center
Sodexo
Southern Energy
Texas Motel Corporation

The Orpheum Theater
The Seattle Foundation
Transcore Lamination
Velveteen International
Zolon Tech Solutions

CORPORATE MATCHING

\$1,000 & ABOVE

Adobe
Aetna Foundation
AIG
American Express
Ameriprise Financial
Apple
ArcelorMittal
Bank of America
Bill & Melinda Gates
Foundation
BP

INDIVIDUALS & FAMILY FOUNDATIONS

\$500,000 & ABOVE

The Sudesh and Chitra Arora
Family Foundation

\$100,000 - \$499,999

Peggy & Avinash Ahuja
Aashish & Dinny Devitre
Hemant & Indrani Goradia
and Indrani’s Light
Foundation
Glaxo
Goldman Sachs
Google
Grantham, Mayo,
Van Otterloo & Co
HP
IBM
Intel
ITW
The Janus Foundation
JP Morgan Chase
Lenovo
Leo Burnett
LPL Financial

Microsoft
Mission Fish: The Pentair
Foundation
Novartis
Pfizer Foundation
SanDisk Corporation Fund
SAP
Shell
Soros Fund Charitable
Foundation
The Capital Group
Companies Foundation
The William & Flora
Hewlett Foundation

Micro

\$25,000 - \$49,999

Komal & Ketu Amin
Leslie & Ashish Bhutani
Sharda & Satish Cherwoo
Richa & Manish Dhawan
Diana & Arjun Divecha
Peter Harf
Shikha & Rohit Kapoor
Atul Khanna
Jaya & Arvind Krishnaswami
Shibani & Ivan Menezes
Manjula & Gopal Menon
Meena & Jayendra Patel
Pravina & Yogi Patel
Paulson Family Foundation
Poses Family Foundation
Poonam Mittal & Ajai Puri
Rasika & Girish Reddy
Loveena & Mayur Saigal
Leena & Ash Shah
Sunaina & Gagan Singh
Anuradha & Mani
Subramanian
Nilima & Urvish Vashi
Sandeep Walia
Angela & Chowdary
Yalamanchili

INDIVIDUALS & FAMILY FOUNDATIONS

\$500,000 & ABOVE

The Sudesh and Chitra Arora
Family Foundation

\$100,000 - \$499,999

Peggy & Avinash Ahuja
Aashish & Dinny Devitre
Hemant & Indrani Goradia
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THE FIRST PRIORITY

“I want to be a scientist, the one who studies stars,” said 10-year-old Shivam, his eyes sparkling with the hope of pursuing his dreams. But the moment I asked him about school his smile diminished. “Acha nahi hai school.” He didn’t like school. The teachers never had time for him, he explained. No one checked homework or gave feedback. It seemed he had no incentive to go.

I asked if he liked Pratham’s classes. “Toh Pratham acha hai?” His face lit up. “Pratham toh maza hai! The teachers are amazing. We learn how to speak and

write in English! We play a lot of games and sometimes I don’t feel like going back home.”

I was captivated by this boy and wanted to see where he came from, so I asked if I could meet his parents. With permission from his teacher, he asked me to follow him home.

At the end of a narrow lane was Shivam’s house. His mother, Rita, sat working at her sewing machine. She greeted me and asked Shivam to get me some water. I asked her if she was happy that Shivam was going to Pratham and she stopped working.

“I am a mother and for me the first priority is my child’s education. I can’t read or write. I can’t help Shivam in his studies. ” Tears rolled down her cheeks. “Every day I only wish for one thing: that Shivam should get opportunities I missed out on. I don’t expect him to be a billionaire, but I want him to be good enough to be able to take care of himself and someday his own family.”

As Shivam returned with my water, she wiped tears from her eyes. I drank and did the same.

- Excerpted from field interviews by Pratham Intern Kavya

“ASER COMBINES RIGOROUS METHODOLOGY
AND UNIFORM PROCEDURES WITH SIMPLE
ASSESSMENT TOOLS THAT ARE EASY TO ADMINISTER
AND UNDERSTAND; AND PROBLEM-SOLVING TASKS
ARE TAILORED TO THE LOCAL CONTEXT.”

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HIS FIRST JOB

George Lakda is an Adivasi youth from the village of Pushnar in the Bijapur district in Chattisgarh, which has the second lowest literacy rate in the country. Through his teenage years, George hauled construction sacks to support his family and pay for his education. He earned two rupees a day. His strong will allowed him to complete the 12th grade. But after graduating, he didn’t want to continue working as a laborer. He desired a better life.

So he enrolled in a three-month hospitality training course at PACE (Pratham Arora Centre for Education). Beneath his quiet demeanor, a determined student began to emerge. He excelled in his coursework, which trained him in baking, food and beverage preparation and housekeeping. PACE then assisted him in his search for employment. An interview at the five-star Orchid Hotel in Pune was arranged, where he now earns 6,000 rupees a month.

Through hard work, perseverance and PACE’s help, George can proudly support his family. He received more than the necessary training. He got his first job.

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THE FIRST STEP

Nineteen-year-old Tabassum’s father passed away when she was very young. In order to support her ill mother and younger sister, Tabassum had to leave school to earn money stitching clothes. She never dreamt she would have the chance to pick up a book again.

Then she heard about Pratham. She wondered if she would be able to manage studying, work and household responsibilities. A teacher at Pratham assured her it was possible and suggested she take the first step and attend one session to see how she liked it. She loved it. With her teacher’s encouragement, she resolved to give it her all. She would sew from 8 to 11 and attend class from noon to 4. Once back home she would complete the household chores and study until 1 in the morning.

But this hectic schedule began to take its toll. She was constantly anxious and frequently sick. When she burst into tears during class one day, her teacher urged her not to give up, reminding her that the final hurdle—exams—would be over soon.

Now she has taken her exams. And done well. Although she isn’t sure she’ll be able to study further, she is grateful to have had this second chance to complete her education: “What I have learnt about life as a part of taking this opportunity is more important than marks and it will stay with me forever.”

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