



# A STEP BACK, A LEAP FORWARD

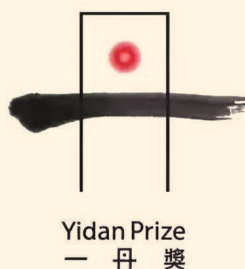
Learning through the pandemic





“Rukmini taught me that a commitment to education needs to start from love for the child. Her work has shown me that successful reform at scale requires both effective action and advocacy.”

– Lant Pritchett, RISE Research Director at Blavatnik School of Government, University of Oxford



## RECIPIENT OF THE 2021 YIDAN PRIZE FOR EDUCATION DEVELOPMENT

Pratham CEO Dr. Rukmini Banerji was awarded the 2021 Yidan Prize for Education Development in recognition of her work improving learning outcomes. Established in 2016 by Tencent co-founder Charles Chen Yidan, the prize aims to build a global community committed to advancing ideas in education.

According to Dorothy K. Gordon, head of the judging panel, “Dr. Rukmini Banerji and the Pratham team have a clear mission: ‘Every child in school and learning well.’ This is a reminder that we need to focus on education quality and not just school enrollments. The solutions they have deployed towards this goal have proven to be cost-effective and scalable with a demonstrated potential to impact globally—disruptive education innovation with transformative results.”

## REDEFINE

We redefine learning by moving beyond traditional models of how, where and when it occurs.

## ENGAGE

We engage local stakeholders to make learning a community effort and partner with government and industry to maximize our impact.

## INNOVATE

We innovate evidence-based programs, which are rigorously tested by internal and external evaluators.

## DEVELOP

We develop high-quality materials and replicable solutions that can be contextualized by educators globally.

Of the 250 million children worldwide who cannot read or write, two-fifths reside in India.

Pratham believes that every child has the right to quality education. We create high-quality, low-cost interventions to address gaps in India’s education system and transform academic achievements, self-confidence and life trajectories.

Our philosophy has always been to meet children at their own level. Today, we are uniquely positioned to mitigate the impact of extended school closures and leverage our recent learnings to address long-standing inequities and offer renewed hope.

# MESSAGE FROM OUR LEADERSHIP



The past two years have been anything but ordinary. Despite the challenges, the Pratham family has rallied together. Our achievements are too numerous to recount in this letter, but I'd like to share a few highlights that deserve special attention.

It's clear that the pandemic accelerated Pratham's digital transformation. This rapid evolution would not have been possible without the foresight of Manubhai Shah and the Sarva Mangal Family Trust, who were supportive of Madhav's pioneering explorations into EdTech in 2015.

These investments in technology and our volunteer network kept us connected to existing Pratham communities and allowed us to expand our reach to 20,000 communities.

Closer to home, the Pratham USA family mobilized its resources and coordinated its efforts, giving

us faith that we could persevere. Recognizing that Covid put us at risk of losing our most vital asset—our incredible team on the ground—board members ensured that there would not be a single layoff, furlough or salary cut.

As India's second wave swelled, supporters tapped their networks, overcoming supply chain shortages and government bureaucracy to help deliver urgent humanitarian aid that saved countless lives.

Faced with significant disruptions to our traditional fundraising model, our chapter leaders imagined new ways to stay connected and drive greater impact. The virtual social networking, intimate discussions and creative fundraising events they organized demonstrated our community's resolve and adaptability.

Finally, we welcomed Manisha Bharti as the first Pratham USA CEO and Global Executive. Her appointment

marks a significant commitment by the board to strengthen our US chapters while enhancing our brand, collaboration and impact globally. Throughout her 25-year career, Manisha has driven change, scaled organizations and demonstrated a keen ability to build strategic partnerships. We are thrilled to have her on board.

Thank you for the faith you have placed in Pratham. Your generosity is a source of hope, prosperity and better days ahead.

Sincerely,

**Deepak Raj**  
Pratham USA Chairman

As I reflect on my first six months as CEO, I am filled with gratitude.

I'm grateful for the belief that binds the Pratham community: that every child and young person has the right to quality learning opportunities that will prepare them for school, work and life.

I'm grateful for the commitment we make to uphold this right for children across India.

And I'm grateful for the chance to play my part.

Giving a child the best possible start in life should not require acts of heroism. But we face a harsh reality, where systems serve the few not the many, and a deadly pandemic has further impacted the most vulnerable. This reality does require heroes.

Our Pratham community is filled with them: parents, teachers, volunteers, staff, board members,

donors and, above all, the children and young people with whom we work.

This report chronicles their heroism through the Covid-19 pandemic. India's school closures—among the lengthiest in the world—threaten to impact the education of a generation. But as we gain perspective, we find that although this has been a period of adversity, it has also been one of evolution. Our heroes innovated, adapted and supported one another. Collectively, we continued to learn.

I hope this account gives you a sense of the remarkable work undertaken over the first two years of the pandemic, and offers you a new source of hope. My hope is that it can also remind us all that sometimes a step back can enable us to leap further forward.

We, as Pratham, have better infrastructure, stronger partnerships and bigger dreams than ever.

And we have a community of heroes to turn those dreams into reality.

Thank you for your acts of heroism. I am looking forward to shaping Pratham's future with you.

Sincerely,

**Manisha Bharti**  
Pratham USA CEO  
& Global Executive



# LEADERSHIP

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 Usha Rane, Director of Content and Training  
 Dr. Wilima Wadhwa, Director of ASER Centre

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The pandemic taught us many things, the most important being resilience and adaptation. Across the organization, our staff, board members, volunteers, and donors—many of whom were going through their own personal challenges—stepped in and stepped up for Pratham’s mission and to ensure that our community was taken care of.

**Bala Venkatachalam, Pratham USA Executive Director**



“

Rather than asking for donations, it is more effective to inspire. Our low-cost model, our open accounting, our scientifically proven methods, our Second Chance program—it all resonated with supporters and gave them a mission to believe in.

**Vandana Kumar, Austin Chapter Past Co-President**

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We had to turn our approach upside down and think innovatively to engage the community. We created a “big tent” culture because giving comes from the whole spectrum of donors, partners and corporations, regardless of reasons, politics or core beliefs.

**Dhiren Shethia, Pratham USA Director and Houston Chapter Past President**

“

It was important for DC supporters to hear that Pratham had a plan—not just how it would survive but also how it will thrive. We reminded them of Pratham’s strong leadership in India with its unwavering focus on execution. Donors appreciated our candor and felt comfortable supporting us.

**Madhu Chawla, DC Chapter Past President**



“

The entire Pratham family and its supporters were concerned about family members in other parts of the world, and yet we never lost faith in our core value of creating a better life through education and opportunity. They taught me that human kindness is limitless.

**Sanat Patel, Phoenix Chapter President**





## LEARNING NEVER STOPS

Ten-year-old Lakshmi loves school, but she hasn't been inside a classroom since the spring of 2020. She is one of over 1 billion children globally whose education has been disrupted by Covid-19.

Well before the pandemic, 50% of children in India were unable to read or understand a simple second-grade text, even after eight years of formal education. The impact of school closures on children in rural and remote communities is likely to be long-lasting and potentially catastrophic.

Lakshmi is happy, though.

A volunteer in her village has been sharing daily activities with her. She meets regularly with friends to work on the assignments. It is all part of Pratham's efforts to keep children engaged and focused on learning.

For a quarter-century, Pratham has provided children like Lakshmi access to quality education, helping them develop the competencies necessary to realize their full potential—in school, in work and in life.





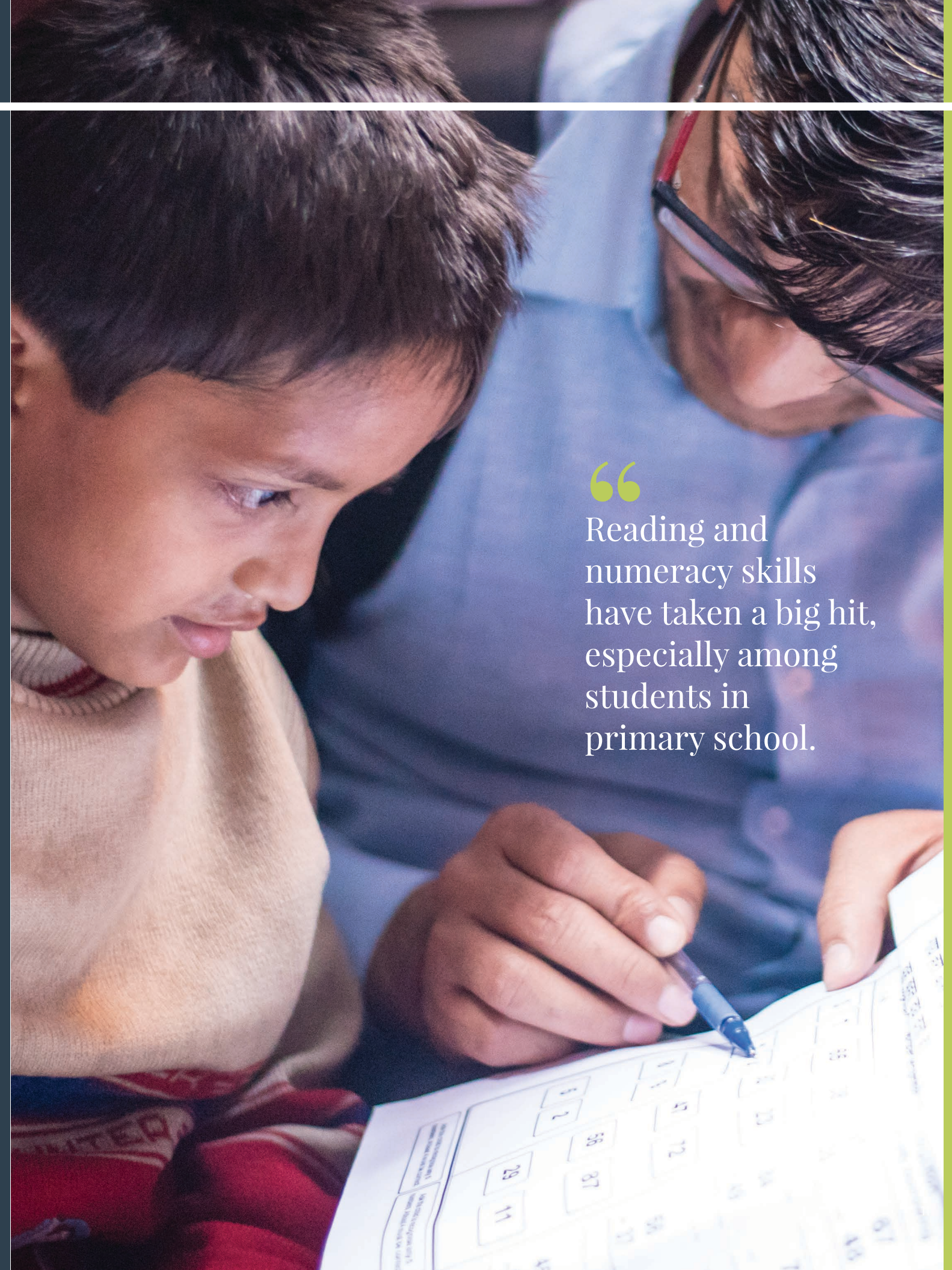
## HARD DATA - MEASURING LEARNING DURING THE PANDEMIC

As it has done since 2005, Pratham's Annual Status of Education Report (ASER) continues during the pandemic to provide critical data on the state of education in India.

The world's largest household survey of its kind, ASER measures the basic literacy and numeracy skills of 600,000 rural children at district, state and national levels. Its simple, easy-to-administer assessment tools allow ordinary citizens to take action and improve the quality of education in their communities.

Findings from the report have had a major influence on government strategy, helping shape India's education policy, and have sparked a movement of citizen-led assessments on three continents.

The suspension of face-to-face instruction has raised concerns about the consequences for children. Although a great deal of digital content has been created and disseminated, there is limited data on the extent to which it is reaching children, whether they are engaging with it and its impact on their participation and learning.



“  
Reading and numeracy skills have taken a big hit, especially among students in primary school.”



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While the data revealed a sharp increase in the proportion of households that own a smartphone, the mere presence of one did not necessarily translate to children having access.



Photo credit: The Hindu

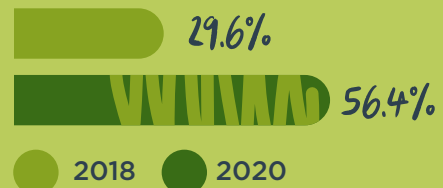
## LEARNING LOSS - THE CASE OF KARNATAKA

Although a halt to field-based activities prevented the assessment of children's learning levels on a national scale, ASER was carried out in Karnataka at the start of 2021. Pratham surveyed 18,385 children between the ages of five and 16 across 24 districts. The report, which can be compared with data going as far back as 2006, provides a critical snapshot of how school closures have impacted children's learning levels.

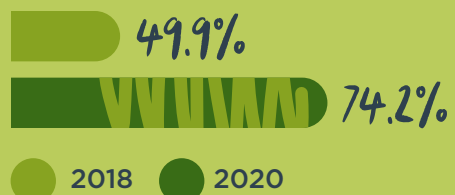
The survey revealed a statewide decline in literacy and numeracy skills, in government as well as private schools. In addition to learning loss, learning regression was also apparent. This suggests that extensive remedial measures will be required as schools reopen, and underscores the need for educators to meet children at their learning level rather than their age or grade.

### PROLIFERATION OF SMARTPHONES

% households with smartphones for children enrolled in government schools



% households with smartphones for children enrolled in private schools



Source: ASER 2020

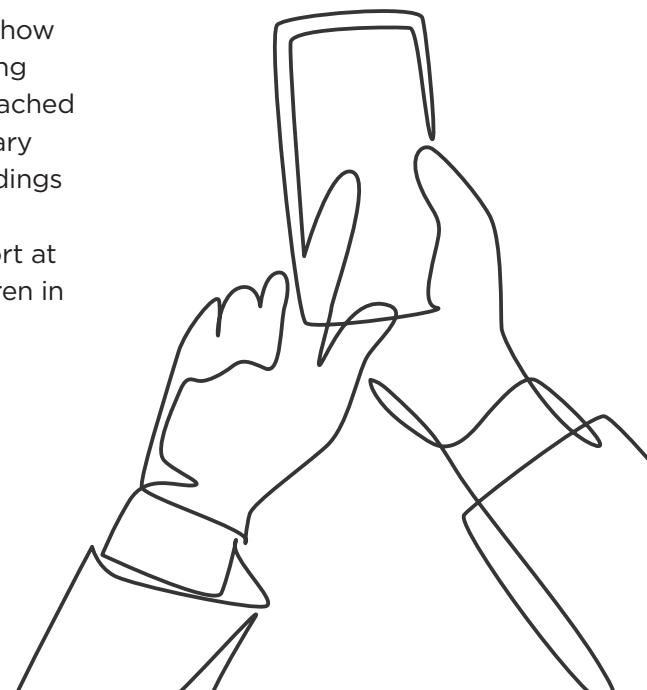
## ASER 2020 - WAVE 1

The first campaign conducted entirely by phone, ASER WAVE 1 provided an important overview of learning six months into Indian school closures. Reaching more than 52,000 households in 17,000 villages across 26 states and four union territories, the survey focused on the availability of resources, like smartphones and textbooks, as well as family involvement and infrastructure to support learning.

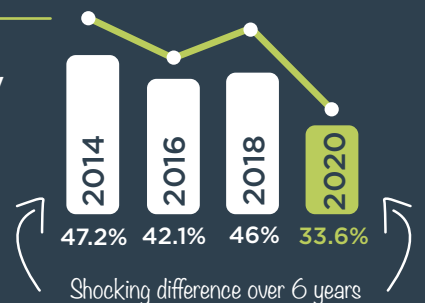
## ASER 2021

A companion to WAVE 1, the 2021 survey explored how five- to 16-year-olds were faring with remote learning and the challenges faced by schools. The survey reached 76,706 households and educators from 7,299 primary schools in 25 states and three union territories. Findings showed a clear shift of enrollment from private to government schools and decreased learning support at home, with the sharpest drops visible among children in higher grades.

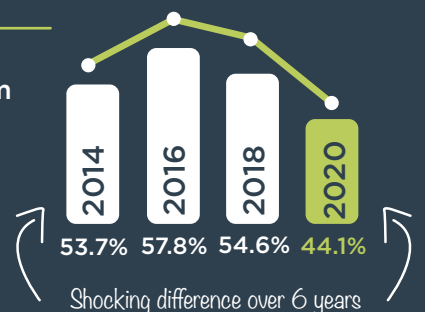
Across all grades, **67.6% of students have a smartphone available at home. But of these children, 26% do not have access to the device.**



% fifth-graders who can fluently read second-grade level text



% fifth-graders who can perform a simple subtraction problem





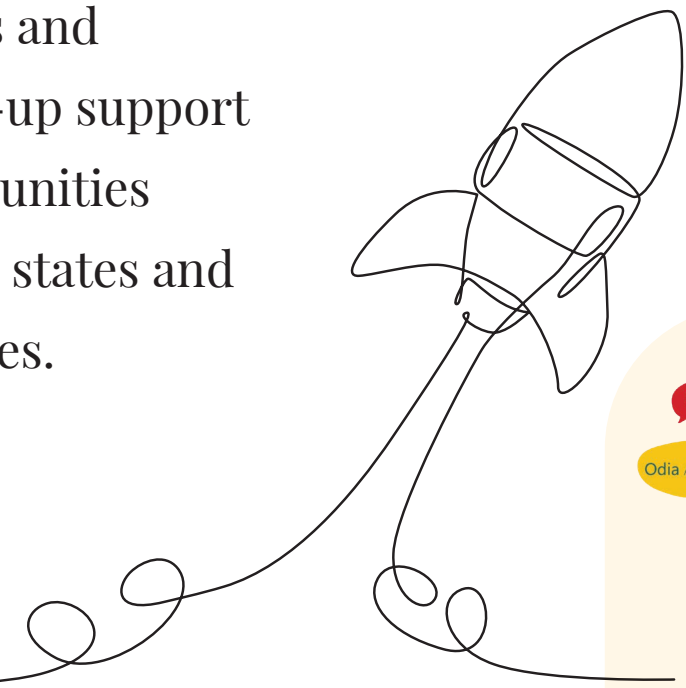


# EDUCATION

1.5 million school closures have affected the education of 247 million children across India, threatening learning loss and regression for a generation.

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Pratham is promoting school readiness and providing catch-up support in 20,000 communities across 20 Indian states and 2 union territories.



Despite decades of impressive school enrollment numbers, many Indian children have been left behind. Even before Covid, more than half of India’s fifth-graders could not read a second-grade text.

Pratham has addressed this learning crisis for a quarter-century by innovating low-cost, scalable solutions to support foundational learning. Through six randomized control trials over 15 years, our TaRL (Teaching at the Right Level) methodology has been proven to significantly increase children’s math and reading competencies in a matter of weeks.

We have also continuously focused on early childhood education, recognizing that the pre-primary years (ages 3-6) are critical for cognitive, emotional and social development, an essential path toward school readiness.

The pandemic required us to pivot from in-person to remote learning. With the help of more than 500,000 youth volunteers and mothers, our outreach expanded, allowing us to serve 20,000 communities.

An estimated 1.5 million school closures have affected the education of 247 million children across India, threatening learning loss and regression for a generation.

Proven solutions, enhanced digital infrastructure and expanded presence will enable Pratham to help mitigate the pandemic’s impact on children’s learning at scale.

## PRADIGI CREATIVITY CLUBS

Launched during the pandemic, PraDigi Creativity Clubs aim to stimulate imagination and encourage critical thinking among children and youth. Participants have the freedom to explore creative avenues at their fingertips, fostering a culture of learning that extends beyond the boundaries of the classroom.

Built on the framework of Pratham’s Karona: Thodi Masti, Thodi Padhai campaign, which kept children learning through daily activities, subscribers can access our vast library of content in 12 Indian languages. Expert-led workshops serve as a forum for exploring, experimenting with and exchanging ideas.



# SNAPSHOTS



## MULTI-FACETED APPROACH

As schools reopen, a multi-faceted approach is needed to stem learning loss and engage children at home, in neighborhood groups and through community-based activities.

Mothers are playing an increasingly critical role, assisting with lessons and supporting other caregivers. Youth have also emerged as important anchors in communities, leading activities while acquiring digital skills themselves.



- Daily activities for child engagement
- Support for volunteers and caregivers
- Follow-up phone call with parents



- Group activities for mothers and children
- Camps focused on foundational skills
- Training and support for volunteers



- Socially distant community-wide events
- Outreach to local stakeholders
- Fostering of learning environments



Let's look at the data up close

## LESSON LEARNED

Using TaRL principles, Pratham ran a catch-up campaign emphasizing foundational skills for 200,000+ children in grades 3-6. These month-long neighborhood camps, supported by youth volunteers, taught us that pandemic-related learning loss can be addressed at scale.



**KARNATAKA** Parents watch a video with their son and neighborhood children.



**ODISHA** A Pratham volunteer leads a daily warm-up activity as part of a language learning camp.



**PUNJAB** A first-grader arranges number recognition flashcards with the help of her mother.



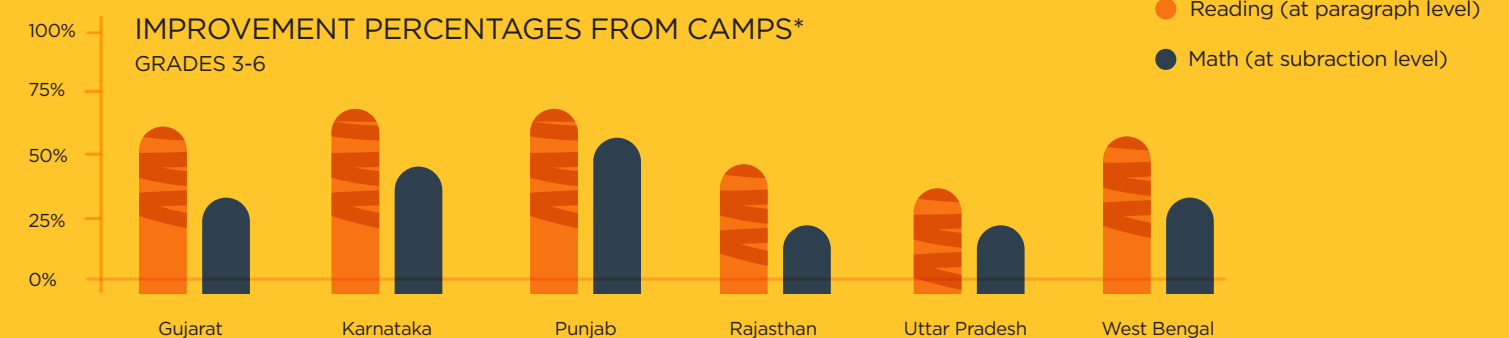
**RAJASTHAN** A Pratham vocational trainee uses a "number circle" to help explain place values.



**UTTARAKHAND** A youth volunteer conducts a jumping game to reinforce number recognition skills.



**WEST BENGAL** A mother helps her children experiment with a paper boat.



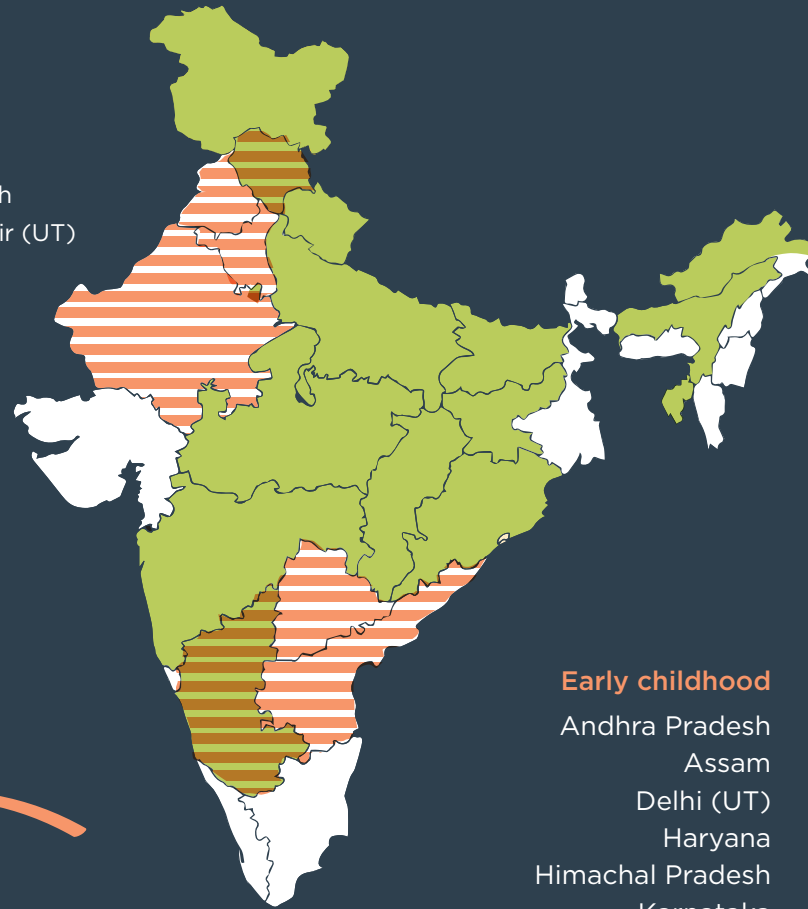
\* self-reported by volunteers and participants



# GOVERNMENT COLLABORATION

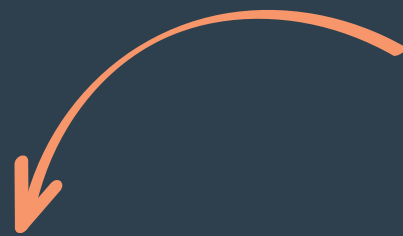
## Primary

- Arunachal Pradesh
- Assam
- Bihar
- Chhattisgarh
- Delhi (UT)
- Haryana
- Himachal Pradesh
- Jammu & Kashmir (UT)
- Jharkhand
- Ladakh
- Karnataka
- Maharashtra
- Madhya Pradesh
- Odisha
- Tripura
- Uttar Pradesh



## Early childhood

- Andhra Pradesh
- Assam
- Delhi (UT)
- Haryana
- Himachal Pradesh
- Karnataka
- Punjab
- Rajasthan
- Telangana



WORKING WITH GOVERNMENT



## STRENGTHENING EDUCATION SYSTEMS

Pratham partnered with state and local governments to sustain learning during the pandemic. At the early childhood level, we focused on strengthening preschools and developing the capacity of existing systems. For the primary grades, digital content and remedial education materials were deployed to stem learning loss.

**ANDHRA PRADESH** and **HARYANA** Training and capacity building of Anganwadi (preschool) teachers

**ASSAM** TaRL activities for children in grades 3 to 5 in two districts

**BIHAR** Education and training for women's groups in five districts; teacher training in nine districts and support of 150,000 children

**DELHI** TaRL activities for children in grades 3 to 8

**HIMACHAL PRADESH** and **PUNJAB** Statewide activation of early childhood education in government-run primary schools

**KARNATAKA** TaRL activities for 800,000 children in grades 4 and 5 aided by 52,000 teachers; activation of early childhood education in preschools in four districts

**MADHYA PRADESH** and **MAHARASHTRA** Statewide broadcast of educational radio programming

**TRIPURA** Catch-up campaign reaching 250,000 children



Assist with enrollment and mitigation of dropouts



Stabilize attendance in schools and preschools



Establish community-school connections



Provide instructional activities



Partner for teacher training and advocacy





PROMOTING

# JOBS & LIVELIHOODS

Pratham is promoting career and livelihood opportunities for a greater number of young adults by offering self-paced virtual courses that are connected to the larger vocational training system.

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In the past 12 months, Pratham has trained over 50,000 youth and placed 27,000 graduates in jobs.

Pratham’s vocational program offers rural youth hands-on practical training in eight fields, imparting marketable skills while opening doors to employment and entrepreneurship opportunities.

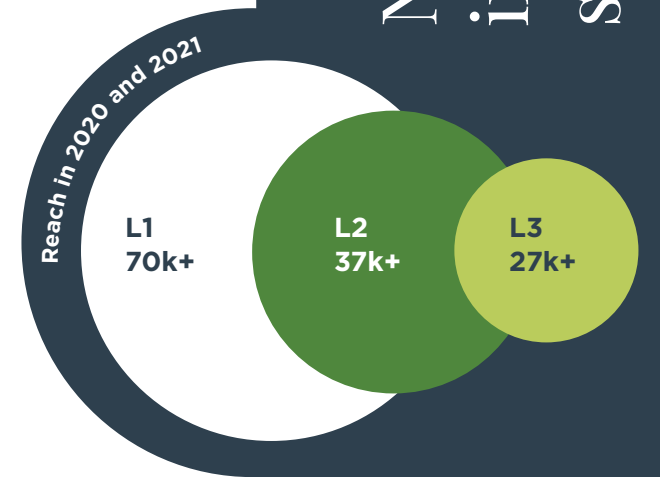
Our industry-driven curricula, developed in conjunction with our knowledge partners and accredited by India’s National Skill Development Corporation, equip students with the know-how to work in India’s most high-demand sectors.

Our post-placement tracking and counseling services offer critical support to recent graduates, who often must relocate to unfamiliar cities. Courses in soft and life skills prepare alumni to manage their newfound independence.

Aspiring students are eligible for entrepreneurship assistance to launch micro-enterprises.

To ensure the safety of our students in the wake of Covid, Pratham pivoted from in-person to remote and hybrid training. These new models utilized digital platforms to engage with youth just entering the workforce, as well as experienced workers in need of upskilling or certification.

In the past 12 months, Pratham has trained over 50,000 youth and placed 27,000 graduates in jobs. We have also concentrated on building the infrastructure and capacity that will allow our teams to continue operating in the event of future restrictions.



New pathways  
in vocational  
skilling

### LEVEL 1

#### Self-learning

7-day courses that offer exposure to trades

### LEVEL 2

#### Virtual training

15-25 days of online training in fundamentals

### LEVEL 3

#### Practical training

25-30 days of in-person, hands-on training at Pratham centers or industry sites



# YOUTHNET

Pratham YouthNet is an education and mentoring program that provides learning opportunities for adolescents and young adults. Participants learn through an asynchronous hybrid model that alternates between face-to-face instruction and independent online study.

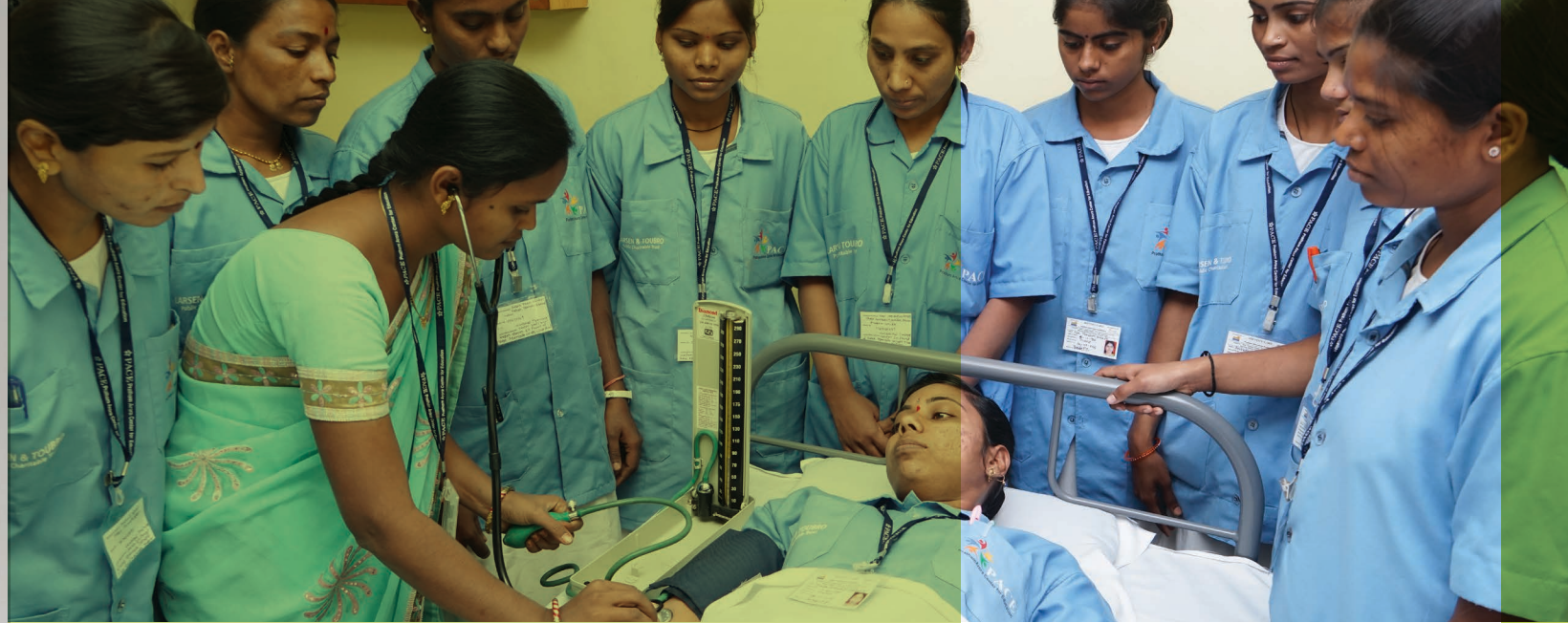


Major anchor funders include Pratham USA Board Directors Jaideep Khanna and Hemant Goradia. Jaideep has been involved with YouthNet since its inception in 2019, sharing ideas, insights and connections to nurture and expand the program. Hemant Goradia's funding has been targeted at raising awareness of environmental issues, specifically plastic waste management.



100+ CENTERS

5,000 COMMUNITIES



“It was as if the course was designed exactly for me. I had skills but no certification to prove it.”

In response to the shortage of skilled healthcare workers, Pratham expanded its Healthcare and Allied Training program to include a new medical equipment repair course and an enhanced bedside assistance track that offers certified training in the handling of Covid patients.

## PROFILE

# PRIYANKA

After losing her father at the age of ten, Priyanka watched her mother struggle to raise a family of four. She left school to find work. “I wanted my younger siblings to be able to continue their education, even if I couldn’t,” she explains. “I got a job at a hospital earning ₹3,500 a month. It wasn’t much, but it was a start.”

Then Covid threw her world into turmoil, heightening her family’s financial strains. “I needed to make more money, but I had no formal training. I was stuck,” she recalls. That’s when a coworker told her about Pratham’s Recognition of Prior Learning program.

Priyanka enrolled in the month-long online course, which recognizes workers’ existing skill sets and prior experience from formal and informal sectors, allowing them to increase their employability and earning potential.

She learned about the essential aspects of self-protection, the responsibilities of a general duty assistant, the anatomy and systems of the human body, and the guidelines for measuring vital signs.

The sessions solidified Priyanka’s foundation, opening a door to opportunities previously unattainable: “I was thrilled to

learn the actual names of the procedures and equipment I was already working with and have my understanding of them expanded.”

Priyanka now earns ₹6,500 a month, and it’s not only her salary but her entire demeanor that has been transformed. When she talks, she commands attention. “What attracted me to the Pratham program was the flexibility and certification,” admits Priyanka, “but what I gained most was confidence and respect.”





EMPOWERING

# WOMEN & GIRLS

Since 2011, Pratham's Second Chance program has offered adolescent girls and women an opportunity to earn their secondary school certificate in a safe, nurturing environment.

Since 2011, Pratham's Second Chance program has offered girls and women an opportunity to earn their secondary school certificate, improving their higher education and employment prospects.

The flexibility of the curriculum, which includes an intensive foundation course and subject-specific tutoring, allows participants to study around their daily household and work responsibilities. Sessions in life skills, nutrition, childcare, and computer literacy help women navigate their lives with confidence after graduation.

The pandemic threatens to undo many of the gains that have been

achieved. According to UNESCO, over 11 million girls may not return to school after the Covid-19 crisis, as economic strain forces them to give up their education.

Throughout India's school closures, Pratham has worked to mitigate the disruption to girls' education by using a holistic approach that combines remote learning with independent and group study.

Over 4,300 women enrolled in the program between 2020-2021, achieving an average pass rate of 92%. In addition, our scope broadened to encompass middle school-aged girls preparing for entry into secondary school.

Education  
Empowerment  
Equity

A second chance for adolescent girls and women to complete their secondary schooling

Mentorship to help mothers take a more active role in their children's education

Attainment of 21st-century digital skills as part of remote learning programs

Equal access to careers with job training, placement and post-placement support

Economic empowerment through entrepreneurship support for micro-enterprises





PROFILE

SHWETA

Shweta's garage has become a familiar name in Kolhapur, Maharashtra. An alumna of Pratham's automotive training center in Kolhapur, Shweta has established herself in a trade traditionally reserved for men.

After overcoming stereotypes and contending with surprised gazes, she has distinguished herself not only as the garage's mechanic, but also as its proprietor.

Like all business owners, Shweta had to adapt during the pandemic. "I have ensured that my garage has sanitizer," she explains. "I wear a mask and insist that my customers also wear one. I request them to leave their vehicle in the garage, and I call them after the work is done, so there's minimum contact."

She is optimistic when asked about the future: "This year was difficult," she admits, "but Pratham taught me that no challenge is too big to overcome."

Several components of our girls' education program were modified due to Covid-19 restrictions:

**BLENDED LEARNING**

Online and in-person classes to facilitate learning and explore digital tools

**CONTENT DEVELOPMENT**

New digital content, contextualized for learners, was developed

**STRENGTHENING COMMUNITY**

Engagement with stakeholders to support out-of-school learners

**LIFE SKILLS**

Modules in communication and interpersonal skills, conflict management, and financial literacy

**CAREER COUNSELING**

Mentoring of students augmented by guest lectures from community members in various professions



“Empowering women and girls to reach their full economic potential and thrive”



GOOGLE.ORG IMPACT CHALLENGE FOR WOMEN AND GIRLS

Pratham will be expanding its support of women like Shweta through a new initiative funded by the Google.org Impact Challenge for Women and Girls.

The program will place more than 7,500 unemployed young women from rural areas into jobs in the beauty and health industry, as well as in male-dominated fields.

Using Pratham technology tools, we will also provide up to 500 hours of free training to help participants become accredited and economically independent.

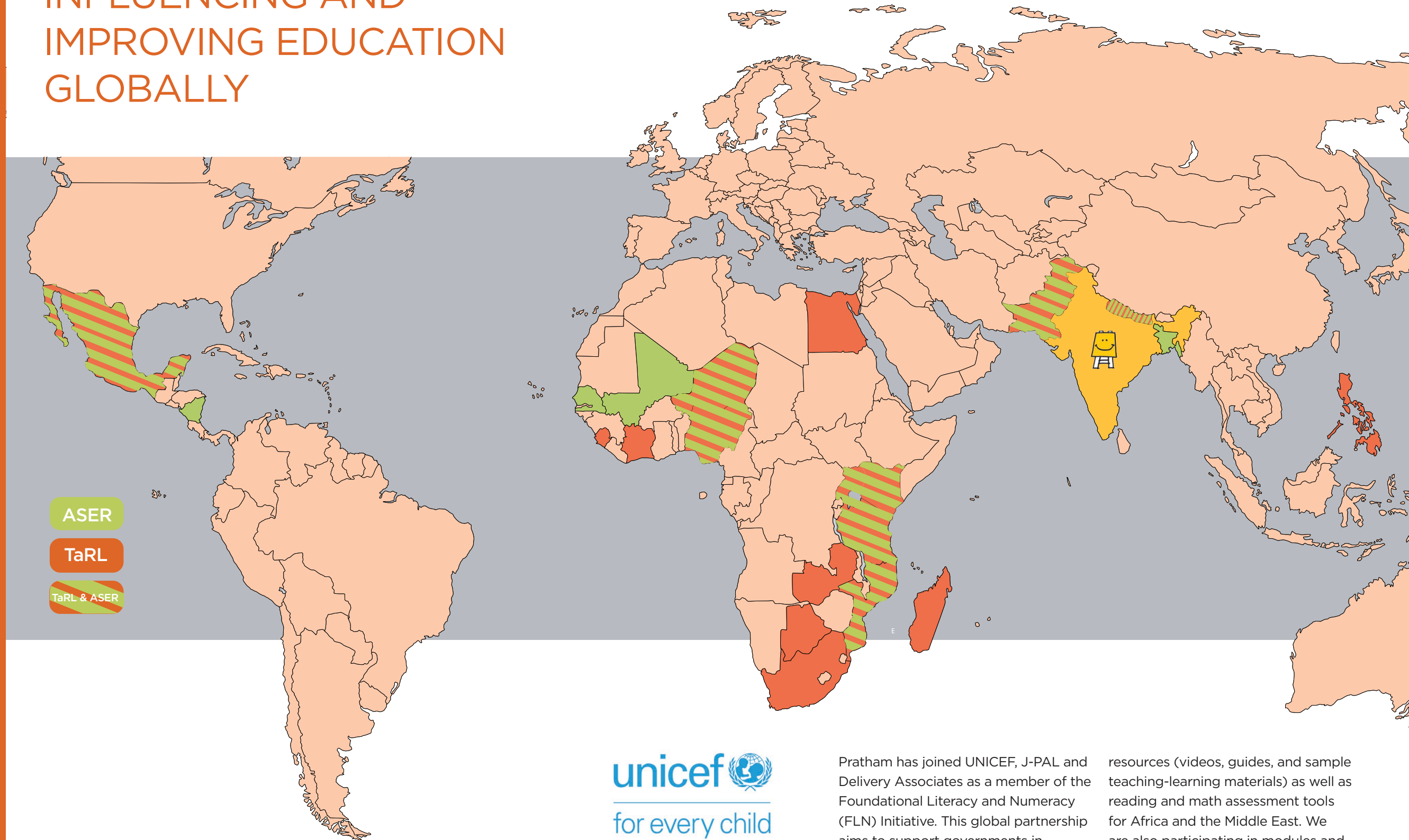


# INFLUENCING AND IMPROVING EDUCATION GLOBALLY

More than half of children in low- and middle-income countries live in a condition that the World Bank has termed “learning poverty.” This is defined as the inability to read and understand a simple text by age ten. Providing students with foundational skills ensures they have equal opportunities to grow and achieve regardless of their socioeconomic background.

**ASER** Since 2005, Pratham has been shedding light on the state of children’s learning levels across India. Our pioneering survey has since spread across the globe—today, entities in 13 countries in Africa, South Asia and Latin America carry out citizen-led surveys of more than a million children annually in 40 languages as part of the PAL (People’s Action for Learning) Network.

**TaRL** One of the most promising strategies for improving learning outcomes, TaRL has reached over 60 million students in India and Africa. Pratham is collaborating with governments and entities in 17 African countries to contextualize our approach in an effort to reduce the learning gap for children across the continent.



Pratham has joined UNICEF, J-PAL and Delivery Associates as a member of the Foundational Literacy and Numeracy (FLN) Initiative. This global partnership aims to support governments in strengthening foundational education through evidence-based approaches.

resources (videos, guides, and sample teaching-learning materials) as well as reading and math assessment tools for Africa and the Middle East. We are also participating in modules and workshops, such as the FLN Academy webinar series.

As part of this effort, Pratham is developing comprehensive online



# TaRL AFRICA

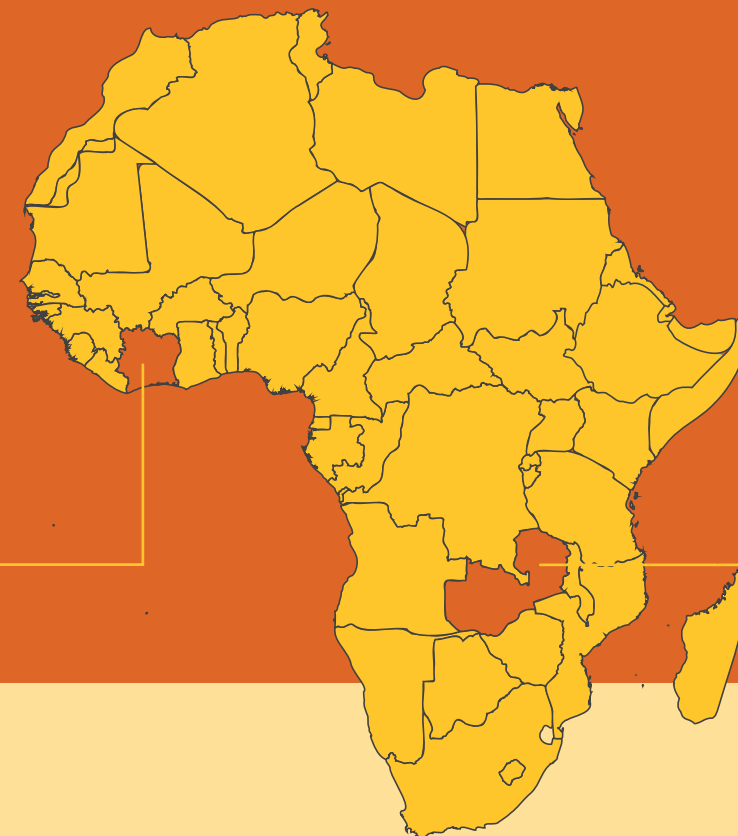
A joint venture between Pratham and J-PAL, TaRL Africa addresses the learning crisis in primary schools through our pioneering Teaching at the Right Level methodology.

The initiative provides support to governments and partners in 12 countries, helping them scale and adapt TaRL to their local context.

## CÔTE D'IVOIRE

In partnership with the Ministry of Education of Côte d'Ivoire and Transforming Education in Cocoa Communities (TRECC), TaRL Africa provides technical support to implement the government-led Programme d'Enseignement Ciblé (PEC).

**The program is currently active in 1,000 schools and will reach 5,000 schools and more than 500,000 children over the next five years.**



## ZAMBIA

Zambia's Ministry of Education selected TaRL as the preferred model for its remedial education program, Catch Up. From 2018 to 2020, Catch Up was scaled to more than 1,700 schools in the Eastern and Southern Provinces, with plans for further expansion.

**More than 250,000 children are now benefiting from TaRL in Zambia.**

In-country staff hired

Ministry officials visit Pratham programs in India

Training for 4 pilot districts

80-school pilot launched

Ministry creates Catch Up working group

USAID commits funding for scale

Pilot concludes

Pilot review meeting, decision to scale up to 1,800 schools

## ZAMBIA CÔTE D'IVOIRE

2015

2016

2017

2018

2019

2020

2021

Learning visit to India by National Education Ministry officials

Ministry, J-PAL Europe, Pratham, and TRECC adapt TaRL for PEC pilot

Pilot implemented successfully

Extension phase of PEC launched in over 200 schools

Ministry identifies PEC as a priority for national scale-up

Launch of local radio program with support from TRECC

470

Scaled up to 470 schools

1,114

Teacher training in 1,114 schools

1,700

Scaled up to 1,700 schools

1,900

Scaled up to 1,900 schools

1,000

Scaled up to 1,000 schools





# RESPONSIVE INNOVATION

TO SUSTAIN LEARNING



Global lockdowns exacerbated the challenges of providing quality education, particularly in under-resourced communities. Although schools across India transitioned to virtual classes, most lacked the basic infrastructure and digital content to reach the majority of students.

Pratham was uniquely positioned to innovate and adapt during this time of crisis. Our previous investments in EdTech and well-established presence on the ground allowed us to pivot quickly and effectively to a remote learning model.

Leveraging high- and low-tech platforms, we were able to reach rural communities with low digital penetration. Our numerous communication channels were streamlined into a single cascading system to ensure that we remained connected with our staff, volunteers and the communities we serve.

Covid has presented us with many challenges, but it has also brought our far-flung teams closer together and strengthened their resolve.

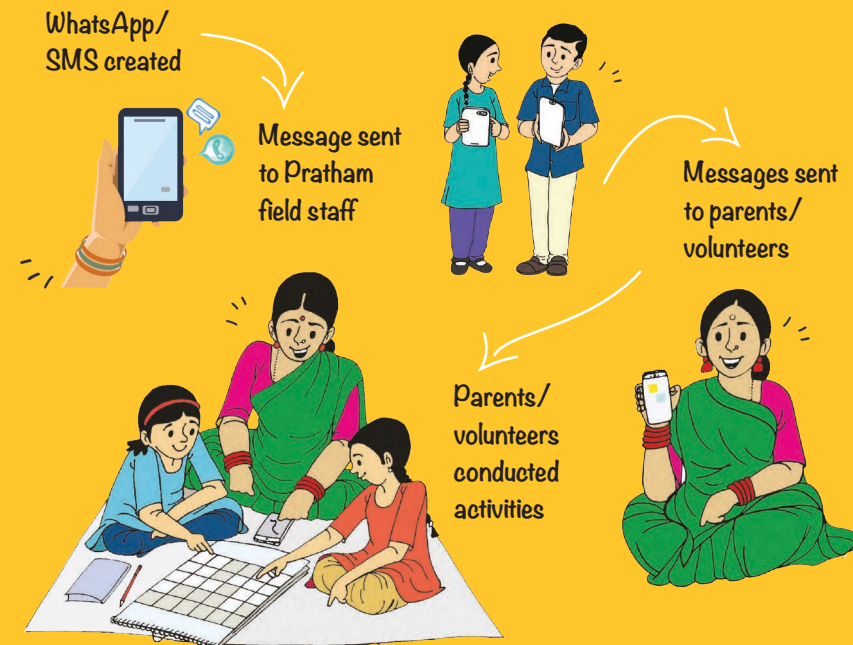
“

Our decision to back Pratham’s digital initiatives was born out of my own belief that to improve the quality of education at scale, we have to move towards a model where we have schools without walls and classrooms without teachers.

- Manubhai Shah, Sarva Mangal Family Trust


## KARONA: THODI MASTI, THODI PADHAI

Daily activities in art, music, theater, math, language, and science delivered through a variety of channels



## PRADIGI | PRATHAM OPEN SCHOOLS

A repository of digital content containing videos, games and learning apps shared directly and with 700+ partners

-   
5,900 videos
-   
600+ games
-   
12 languages
-   
3 educational apps

In 2021, the Pratham-Shah PraDigi Innovation Centre was established with a multi-year commitment from the Sarva Mangal Family Trust. The Centre consolidates Pratham’s various digital initiatives, providing the infrastructure needed to develop contextualized content and technology solutions that will empower learners to study at their own pace in and outside of the classroom.



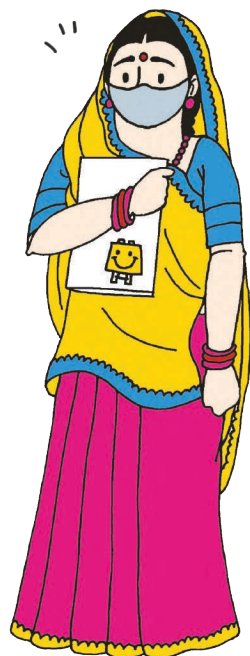


# EMERGENCY RESPONSE

DURING INDIA'S DEADLY COVID SURGE



Many donors and corporations turned to Pratham for a reliable channel to help bring humanitarian aid to India. In response, we established the Pratham Covid Relief Fund to meet the demand for essential medical and safety supplies and provide reliable, accurate health and safety information.



Let's talk facts!



7,000+ oxygen concentrators procured and distributed to hospital and Covid-care facilities in 23 states.



Six-week Covid information campaign provided reliable health and hygiene content to 26,000 communities.

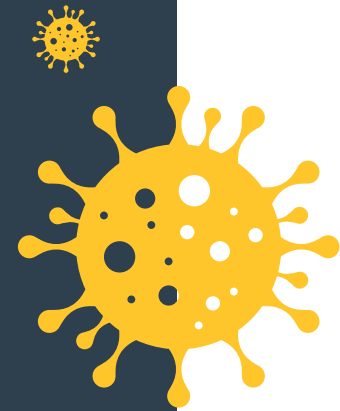


Volunteers in 10,000 communities trained in the recognition of Covid symptoms, use of vaccine registration portals, and vaccination promotion.



Engagement materials and activities delivered to families in 20,000 communities.

# SOURCING OXYGEN CONCENTRATORS



As the heartbreaking images from India's deadly second wave filled news feeds, Pratham's leadership quickly assembled a task force that included, among others, Raj Shah, Deepak Raj, Rajeev Sobti, and Jalaj Dani.

The question was how best to help. Based on discussions with medical staff, the number one issue was indisputable: oxygen. In less than 24 hours, Raj and the task force had identified oxygen concentrator suppliers in China (producer of 90% of the world's supply) and were working around the clock to procure them. Navigating logistics and bureaucracy wasn't easy. The voltage had to be 220. The dashboard had to be in English.

Factories had to be audited to make sure they adhered to European and US standards. Crucial decisions had to be made—and funds transferred—within minutes. Clearing customs was another hurdle.

Working with factions of the Indian government, Rajeev obtained discounted air freight and charter. He was even able to get duty fees as well as goods and services tax waived, allowing the team to purchase more concentrators in the long run. Less than two weeks after forming, the task force had managed to deliver 7,000 hospital-grade oxygen concentrators to India, exceeding the amount sent by the US government.

Under the oversight of Pratham India Board Member Jalaj Dani, reputable NGOs such as Piramal Swasthya and Project Mumbai deployed the concentrators to carefully vetted, free hospitals and Covid centers across the country. To put the impact into numbers, roughly 130,000 lives were saved in 179 districts across 23 states every month thanks to the collective efforts of the Pratham community.

“ Luckily, Pratham has a team that spans India, both rural and urban areas, so we were able to quickly get real-time news and real-time data.



# STEPPING UP TOGETHER

PRATHAM USA



The heart of Pratham USA is our network of dedicated volunteers and supporters, whose collective passion and determination are vital to our success.

Our chapter leaders repeatedly rose to the occasion to find creative ways to stay connected throughout the pandemic, from virtual run/walks to socially distanced outdoor gatherings.

By tapping their networks, they provided life-saving humanitarian aid and ensured the livelihood of Pratham's team on the ground.

Despite enormous challenges, we raised \$20 million in 2020 and \$26 million, including \$8.3 million for the Covid Relief Fund, in 2021. We also welcomed thousands of new supporters to the Pratham family.



## You are invited SPIRIT OF GIVING A Virtual Pratham Event

Saturday, Dec 12th, 2020  
8:30 PM ET | 7:30 PM CT | 5:30 PM PT

Join us for our special holiday event and learn more about Pratham Digital Learning Villages

ENTERTAINMENT BY:  
Amit Tandon  
Penn Masala



Pratham  
Every Child in School & Learning Well

JOIN US FOR AN EVENING OF ENTERTAINMENT & EDUCATION  
**प्रवास आयुष्याचा : तिचा आणि त्याचा !**  
LIFE'S JOURNEY: HERS & HIS!

Sunday, August 29, 2021 | Online  
5:30 PM PT | 7:30 PM CT | 8:30 PM ET

Hosted by Dr. Rupa Wakharkar

All funds raised will support Pratham's work in Maharashtra

RSVP: [prathamusa.link/august29](https://prathamusa.link/august29)

Pratham USA  
November 6, 2020

In what is sure to be an engaging discussion, three leading economists - Gita Gopinath, Viral Acharya, moderated by Bhaskar Chakravarti - will discuss the pandemic's impact on businesses and institutions, the outlook for the global economy, and the broader implications for individuals as we try to balance health and economics in decisions affecting our daily lives. Join us for our Pratham Speaker Series: 'Economic Impact of the Pandemic and the Future of the Global Economy' o... See more



ASCEND GW | PRATHAM  
**CHARITY GOLF SCRAMBLE TOURNAMENT**  
9/29/21

GET TICKETS: [prathamusa.link/golf](https://prathamusa.link/golf)

Hidden Creek Country Club  
1711 Clubhouse Rd, Reston, VA 20190

Check-in begins at 10:00 AM ET  
Shotgun start at 11:00 AM ET  
Prizes, food and drinks included

Pratham USA Ascend



Pratham USA

PERSPECTIVES ON THE NEW NORMAL

A Virtual Salon Series featuring conversations with leaders in business, academia, media and more.

TODAY: SATURDAY, APRIL 25, 2020 12:30 PM EDT

Thomas L. Friedman  
Internationally renowned author of seven bestselling books, reporter, columnist for The New York Times and recipient of three Pulitzer Prizes

PRATHAM USA  
2021 NATIONAL CONFERENCE  
SATURDAY, APRIL 17, 2021 | 10:30 AM TO 4:00 PM EDT

AN EVENING OF REFLECTION AND HOPE

A PRATHAM VIRTUAL BENEFIT

THURSDAY  
OCT. 28, 2021

8:30 - 9:30 PM ET  
7:30 - 8:30 PM CT  
5:30 - 6:30 PM PT

Join us for a conversation about the post-pandemic world with

 FAREED ZAKARIA CNN Host and The Washington Post Columnist	 ABHIJIT BANERJEE Nobel Laureate and Ford Foundation International Professor of Economics, MIT	 RUKMINI BANERJI CEO, Pratham Education Foundation
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Exciting entertainment and other special guests to be announced soon!

To support Pratham and RSVP for the event, visit:  
[prathamusa.link/reflectionhope2021](https://prathamusa.link/reflectionhope2021)

Pratham Beyond

Make learning limitless

Invitation to sponsor our national fundraising virtual gala  
on July 18 2020, 8:30 PM EDT

Despite enormous challenges, we raised \$20 million in 2020 and \$26 million, including \$8.3 million for the Covid Relief Fund, in 2021.



# PRATHAM USA STATEMENTS OF ACTIVITIES

Consolidated January 1, 2020 - December 31, 2021

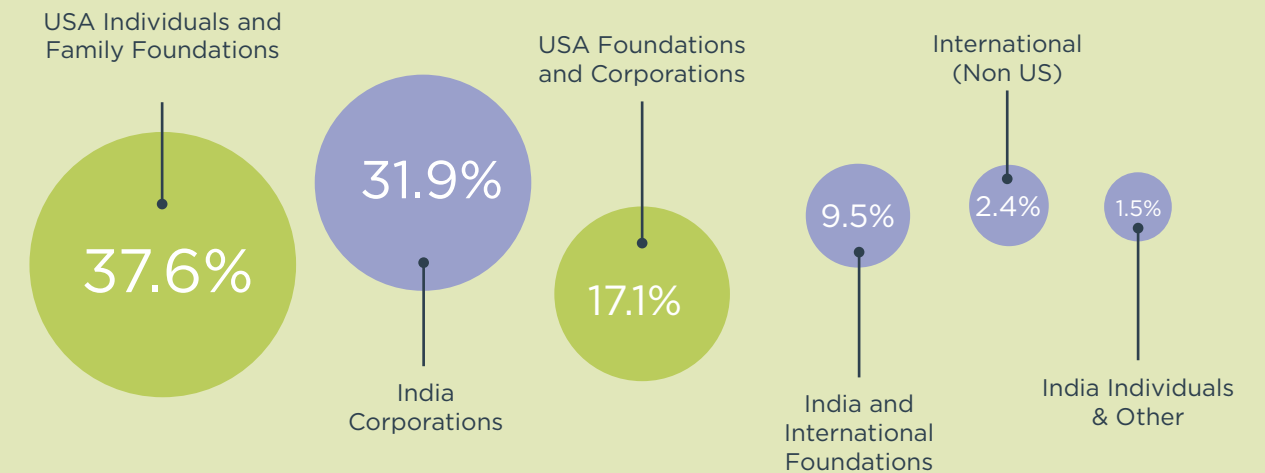
	2021 Unaudited	2020 Audited	2019 Audited
<b>CHANGES IN NET ASSETS WITHOUT DONOR RESTRICTIONS</b>			
<i>Revenues and other support</i>			
Contributions	\$ 14,982,829	\$ 10,260,570	\$ 4,041,031
Foundation grants	2,621,885	2,843,872	5,083,125
Service agreements	224,934	-	-
Special events	1,331,473	1,734,472	8,031,981
Less: direct benefit to donors	(93,306)	(123,709)	(1,384,771)
Other income	4,145	(1,848)	18,560
<b>Total revenues and other support</b>	<b>\$ 19,071,959</b>	<b>\$ 14,713,357</b>	<b>\$ 15,789,926</b>
<b>NET ASSETS RELEASED FROM RESTRICTIONS</b>			
Expiration of time and program restrictions	6,508,419	4,726,694	4,753,700
<b>TOTAL REVENUE WITHOUT DONOR RESTRICTIONS</b>	<b>\$ 25,580,378</b>	<b>\$ 19,440,051</b>	<b>\$ 20,543,626</b>
<b>EXPENSES</b>			
Program support expenses	13,147,143	17,740,515	17,614,731
Covid relief	4,319,434	-	-
General and administrative expenses	1,269,286	1,052,899	933,202
Fundraising expenses	2,062,409	1,903,403	2,539,895
<b>TOTAL EXPENSES</b>	<b>\$ 20,798,272</b>	<b>\$ 20,696,817</b>	<b>\$ 21,087,828</b>
<b>CHANGE IN NET ASSETS WITHOUT DONOR RESTRICTIONS</b>	<b>\$ 4,782,106</b>	<b>\$ (1,256,766)</b>	<b>\$ (544,202)</b>
<b>CHANGES IN NET ASSETS WITH DONOR RESTRICTIONS</b>			
Contributions	700,000	321,180	5,966,275
Covid Relief	5,052,238*	-	-
Foundation grants	1,330,000	8,433,691	3,507,838
Special events	38,050	62,756	87,165
Other income (expense)	-	2,235	(17,580)
Net assets released from restrictions	(6,508,419)	(4,726,694)	(4,753,700)
<b>CHANGE IN NET ASSETS WITH DONOR RESTRICTIONS</b>	<b>611,869</b>	<b>4,093,168</b>	<b>4,789,998</b>
<b>INCREASE IN NET ASSETS</b>	<b>5,393,975</b>	<b>2,836,402</b>	<b>4,245,796</b>
<b>NET ASSETS, BEGINNING OF YEAR</b>	<b>20,392,746</b>	<b>17,556,344</b>	<b>13,310,548</b>
<b>NET ASSETS, END OF YEAR</b>	<b>\$ 25,786,721</b>	<b>\$ 20,392,746</b>	<b>\$ 17,556,344</b>

\* We raised \$8.3 million in contributions for the Covid Relief Fund, of which \$3.2 million was later released as unrestricted with donors' permission.

# PRATHAM GLOBAL FINANCIALS

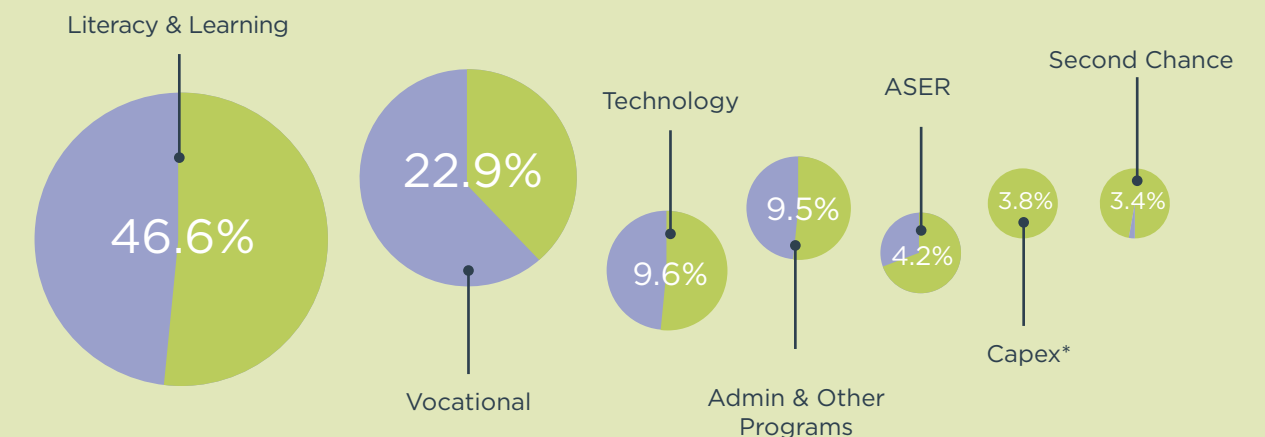
Total Funds : \$31.31 Million

## SOURCES



Based on India's fiscal year of April 1, 2020 to March 31, 2021

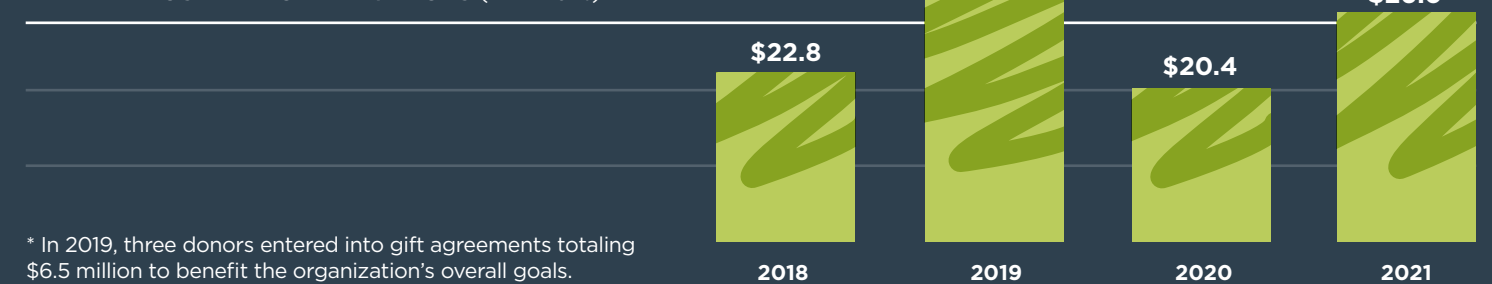
## ALLOCATION



\* Primarily for Vocational and Digital Centers

● USA

## PRATHAM USA ANNUAL REVENUES (in Millions)



\* In 2019, three donors entered into gift agreements totaling \$6.5 million to benefit the organization's overall goals.



# LEADers Circle

Established in 2019, the Pratham LEADers Circle is a community of distinguished philanthropists who have made a sustained commitment to advancing Pratham's mission. Their support is vital to our long-term stability and growth.

## FOUNDER (\$1,000,000+)

Peggy & Avinash Ahuja  
Chitra & Sudesh Arora  
Aashish & Dinny Devitre  
Hemant and Indrani Goradia and Indrani's Light Foundation  
Sapphira Goradia  
Vijay & Marie Goradia Family Foundation  
Swatantra & Bimla Jain Family Foundation Houston  
Rachel & Jaideep Khanna  
Rekha & Sunil Kumar  
Pravin and Sudha Mody Family  
Geetha & Paul Pandian  
Neera & Deepak Raj  
Shilpa & Arvind Sanger  
Sarva Mangal Family Trust  
Rubie & Pradeep Singh  
Sunaina & Gagan Singh

## VISIONARY (\$250,000-\$999,999)

Arpita & Rajeev Agarwal  
Asha & Sajjan Kumar Agarwal  
Komal Patel & Ketu Amin - Vinakom  
Anonymous  
Arpita & Amit Bhandari  
Alpa & Haresh Bhungalia  
Leslie & Ashish Bhutani  
Ravikrishna Cherukuri  
Ritu & Navneet Chugh  
Hemakshi & Manish Desai  
Dhanani Family  
Richa & Manish Dhawan  
Diana & Arjun Divecha  
Doshi Family Foundation  
Manjiree Jog & Viral Acharya  
Shetal & Ashish Gupta  
Kamla & Raj Gupta  
Gulie & Mohamed Hamir  
Khaki Foundation  
Gail & Victor Khosla  
Marie-Josée & Henry R Kravis Foundation  
Chitra Kumar & Kumar Bashyam  
Yin Ling Leung & Shaibal Roy

Mai & Aravind Melligeri  
Manjula & Gopal Menon  
Saroj & Sreedhar Menon  
Laura Miller & Apoo Koticha  
Poonam Mittal & Ajai Puri, P.A.N.I. Foundation  
Anjna & Sanjay Motwani  
Sandra & Avi Nash  
Ila & Dinesh Paliwal  
Meena & Jayendra Patel  
Shital & Bhavesh Patel  
Satya & Rao Remala Foundation  
Pallabi & Jai Saboo  
Vineeta Salvi & Amit Walia  
Charu & Adarsh Sarma  
Sadhana & Sunil Shenoy  
Anila & Dhiren Shethia  
Leena & Nick Nipan Shroff  
Indira & Om Singla  
Jyothi & Somesh Singh  
Rita & Manoj Singh  
Jolly & Sandeep Somaiya  
Vijaysree Venkataraman & Subash Pereira  
Deborah Weisser & Ben Gomes

## PHILANTHROPIST (\$100,000-\$249,999)

Pratima Abichandani & Vikrant Raina  
Geeta & Kamesh Aiyer  
Rina & Joher Akolawala  
Anonymous  
Ritu & Ajay Banga  
Minal & Atul Barve  
Sonal & Bipin Bavishi  
Shanthi & Sandeep Bharatwaj  
Kalpana & Ramesh Bhatia  
Swapna Chandak & Abhishek Bhutra  
Sonal & Rohit Chopra  
Bobby & Sheru Chowdhry  
Ari Daman & Srinivas Narayanan  
Kusum & Sanjiv Das  
Rumki & Shivaji Dasgupta  
Roberta & Steve Denning  
Rema & Dharmo Dhamotharan  
Patricia & Madhav Dhar

Dhingra Family Foundation  
Michael Greenstone  
Peter Gross  
Sheila Gulati  
Renu & Kedar Gupta  
Madhavi & Suren Gupta  
Sheila & Rajan Hooda  
Yumi Iwasaki & Anoop Gupta  
Asha Jadeja  
Anu & Naveen Jain  
Meghana & Aman Kapadia  
Manisha & Lav Kapadia  
Shikha & Rohit Kapoor  
Himadri & Harish Katharani  
Amna Naseer Khanna & Atul Khanna  
Sippi & Ajay Khurana  
Elashri & Pradeep Kumar  
Vandana & Anurag Kumar  
Padma & Venkatram Kuditipudi  
Manmeet & Prithvipal Likhari  
Megha & Rahul Mahajan  
Kavita & Sunil Mahtani  
Urvashi & Sameer Maru  
Nidhika & Pershant Mehta  
Shibani & Ivan Menezes  
Anji & Shridhar Mittal  
Annu Rao & Sagar Naik  
Shirin & Preetish Nijhawan  
The Pall-Pareek Family  
Rohini & Suneil Parulekar  
Madhu & Ashok Patel  
Priti & Chirag Patel  
Pravina & Yogi Patel  
Shivani & Hitesh Patel  
Bud Pierce  
Sumati & Vasant Prabhu  
Subha & Kris Rajana  
Neerja & Vasanth Raman  
Chithra Ramesh & Ramesh Mahalingam  
Sudha & Satpal Rathie  
Rasika & Girish Reddy  
Lillie Robertson  
Thomas A. and Georgina T. Russo  
Loveena & Mayur Saigal  
Sahaja Sarathy & Sathyam Mandra  
Urvashi & Gopal Savjanikaran  
Leena & Ash Shah  
Leena & Bharat Shah  
Shah Capital  
Justina Salon & Kumar Shah  
Darshana Shanbhag & Dilip Wagle  
Vivek and Vandana Sharma Family Foundation  
Cartha & Nameer Siddiqui  
Renuka & Ashish Singh  
Smita Singh & Ronjay Rakkhit  
Niraj & Umesh Singh  
Sangeeta & Sanjiv Sobti  
Slomi & Rajiv Sobti  
Shuba & Somasundaram  
Rupa & Pratap Srivastava  
Ann Stock & Arshad Zakaria  
Shanti Subramanyam & AGK Karunakaran  
Sundi Sundaresh  
Chandrika & Ranjan Tandon  
Shama Tanveer & Rasool Shaik

Bhavini and Ketan Trivedi  
Vankawala Family Charitable Foundation  
Gauri & Atul Varadhachary  
Suja Viswesam & Vijayanand Sankarasubramanian  
Suzanne & Ravi Yadav  
Angela & Chowdary Yalamanchili

## PIONEER (\$50,000-\$99,999)

Sushila & Durga Agrawal  
Ranika Cohen Ahuja  
Anonymous  
Vidhya & Sam Balaji  
William Bell  
Shalini & Dilip Bhargava  
Azmina & Paras Bhayani  
Geoffrey Bible  
Ruchi & Murli Buluswar  
Devindra Chainani  
Rishi Chandra  
Anne & Albert Chao  
Madhu Chawla & DP Venkatesh  
Veera Cooper & Tejas Nadkarni  
Neeta & Mahesh Desai  
Sonal Desai & Hemant Kanakia  
Asha & Pankaj Dhume  
Inge & Al Duran  
Charlene Eng & Sanjay Srivastava  
Rishab Ghosh  
Bharathi & Munusamy Gopalakrishnan  
Vidhya Gopalakrishnan & Sathya Thyagaraj  
Bhavna Guglani & Girish Pashilkar  
Shailashree & Sharad Gumaste  
Neha & Ravi Gupta  
Yasmin & Satish Gupta  
Phalguni & Vik Hebatpuria  
Gita Iyer & Vijay Vishwanath  
Manish Jain  
Neeta & Prashant Juvekar  
Sameera Kapasi & Ashish Mahendru  
Medha & Shashank Karve  
Tharani Krishnamoorthy & Ravichandran Sundararajan  
Ranjana & Ashok Kulkarni  
Joya & Shauvik Kundagrami  
Monica & Varun Mahajan  
Raj & Jugal Malani  
Mansi Mallya and Karim Jaffer  
Rohini & Rushi Mehta  
Sailaja Maramreddy & Srinivas Reddy  
Shazma & Arshad Matin  
Karen Petersen Mehra & Sanjeev Mehra  
Karl Mehta  
Anuja & Nishad Mehta  
Tara & Victor Menezes  
Amrita & Prasad Menon  
MurthyNAYAK Foundation  
Vani Nambudiri & Vikas Taneja  
Usha & Rahul Nath  
Piacenza-Boccasam Family  
Falguni & Chintu Patel  
Ashley & Ashish Prasad  
Yiuling & Nick Punyamurthy  
Usha & Raj Rajaram  
Kavitha Ramakrishnan & Anand Eswaran

Prabha Ramakrishnan & Kanna Venkatasamy  
Chaya & Sridhar Rao  
Melissa & Chethan Rao  
Gita Rao & Bhaskar Chakravorti  
Susan & Vikram Rao  
Sharmila & Pradeep Rathinam  
Vaishali & Ashish Raval  
Anupama & Kota Jagdish Reddy  
Rupa Patel & Mark Rentz  
Ananya Sarkar & Indy Chakrabarti  
Praggya & Pradip Seernani  
Radhika & Mukesh Sehgal  
Deepak Seshadri  
Neha & Shalin Shah  
Anupama Shekhar & Daniel Gross  
Affie & Barry Siadat  
Sapna Singh & Mehul Parikh  
Anita & Dominic Sreshta  
Sudha Srikantaswamy & Bhanuprakash Subramanya  
Janaki & Lakshmanan Srikrishnan  
Anuradha & Mani Subramanian  
Seema & Randeep Suneja  
Kamal & Nalin Tolia  
Nilima & Urvish Vashi  
Naresh Vashisht  
Meenakshi & Kalyanaraman Venkataramani  
Jackie & John Verity  
Ritu Piplani & Shailendra Verma  
Jayshree & Mahesh Vyas



Recognition levels reflect cumulative giving or a five-year pledge of cash/stock gifts and include employee matches. Membership is limited to individuals and family foundations.





## DR. GAURI VARADHACHARY A BRILLIANT LEGACY

In June of 2021, Pratham lost a dear friend and family member, Dr. Gauri Varadhachary, who passed away from lung cancer at 52. A brilliant medical oncologist at MD Anderson, Gauri was highly respected by her colleagues and deeply loved by her patients, among whom her compassion and dedication were renowned.

Despite the demands of being a doctor and a mother, Gauri always found time to help people in need. She and her husband, Atul, former president of Pratham USA, are among the pioneers of our organization. In 1998, the couple started Pratham Health, which at the time provided iron and micronutrient supplements to 65,000 preschool children and offered health advice and training to communities.

Their efforts in Mumbai introduced many to our work.

Gauri served on the Houston board for two decades, engaging new donors, recruiting board members, crafting bylaws, advising on strategic planning—even choosing the menu for the annual Gala. Her warm smile and seemingly boundless energy were infectious.



She left us too soon, but through the daughters she raised, the patients she treated, the colleagues she mentored, and the children whose lives she transformed, her legacy will live on.

It was Gauri's wish that Pratham be part of her legacy. Friends and family have created a tribute page (<https://prathamusa.link/gauritribute>) and memorial fund (<https://prathamusa.link/gaurimemorialfund>) to honor and celebrate her life.

## YOGI PATEL A LEAP FOR EDUCATION



Over half a century ago, Yogi Patel disembarked from a plane at JFK Airport with eight dollars and a bachelor's degree. The young man, who had come to the US on a scholarship, already possessed a deep understanding of the importance of education.

His parents were illiterate and his sisters had been forced to drop out of school. Only he and his three brothers had been able to pursue their studies. The opportunities afforded him as a result, would fuel a life-long commitment to giving back.

So it was not out of character when, on his 75<sup>th</sup> birthday, Yogi pledged to raise \$1 million for Pratham. When his granddaughters advised him that he had to “do this big” if he wanted it to be a success, Yogi remembered something President George H. W. Bush had done to raise money for cancer patients—skydive.

Yogi raised \$1 million through his crowdfunding effort (<https://prathamusa.link/yogicampaign>) for Pratham.

In September of 2020, he recruited a team of family and friends to help fundraise. As the day of his leap drew near, Yogi grew increasingly terrified. “I hate heights,” he admits frankly. “But I also hate the cold. The temperature drops 40 to 50 degrees when you get up there.”

During a checkup with his doctor, he half hoped he would be declared unfit to jump and was secretly disappointed to be deemed “skyworthy.” After a successful two-year crowdfunding campaign, he was ready to take the big leap.

On Sunday, November 7, 2021, the septuagenarian again stepped out of an airplane—this time at an altitude of 14,000 feet. He had overcome his fears and, as always, served as an inspiration to the entire Pratham community.

In the words of Pratham USA Chairman Deepak Raj, “We are blessed to have Yogi in our corner.”

## RAMESH MAHALINGAM A PHILANTHROPIC INFLUENCE



Ramesh Mahalingam and his wife, Chitra, have quietly dedicated themselves to supporting Pratham and empowering children to stay in school.

In addition to founding the Raleigh and DC chapters together, Ramesh served as Pratham USA president, guiding the transformation of the organization. The Chennai native significantly expanded Pratham's presence and made inroads with institutional and corporate donors.

While CFO of Sodexo, Ramesh actively engaged the French food services and facilities management company, who became a frequent sponsor of the DC gala.

As the second Covid wave unfolded in India, Sodexo reached out to Pratham. Although Ramesh had retired, his former colleagues facilitated a donation of 9 million masks—worth \$3 million—in his honor.

This incredible act of generosity, which saved countless lives and protected millions, demonstrates the magnitude of Ramesh's philanthropic influence.



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## SUSAN PATEL AND DIPALE PATEL

A trip to India made a lasting impression on Chicago Board Member Susan Patel. She was accompanying her son as part of the Youth Leaders Program. “I was very inspired by the students I met when I visited a training center,” says Susan. “I wanted to create a platform to promote Pratham’s beauty program.”

With in-person events suspended, Susan and fellow chapter supporter Dipale Patel organized “Navigating the Pandemic with Beauty, Style and Grace,” a virtual

evening of interactive sessions on mixing and matching outfits, makeup and saree draping. Attendees also learned about the life-changing impact of our vocational program.

“Our aim was for women to feel empowered and comfortable in their own skin,” says Dipale. “We were looking at ourselves more on video and had fewer opportunities to get dressed up and go out. This was a fun way to bring those aspects of life back.”



## YEV KOZACHUK

When his son participated in the 2020 Readathon, Chicago Board Member Yev Kozachuk was immediately struck by an overwhelming sense of community, a much-needed experience during the pandemic.

Looking to keep his chapter connected, Yev, a financial advisor at Edward Jones, organized “Raising Money-Smart Kids,” a virtual webinar on instilling sound money habits at an early age.

“I wanted to help parents create the next generation of philanthropists by teaching kids engaging lessons on financial literacy,” explains Yev. “Parents want their kids to have financial independence and follow their own paths toward making the world a better place.”

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## AJ MUNDAY

Three years ago, AJ Munday relocated to Seattle to become Shell's Branded Wholesale Territory Manager. Little did he know it would lead him to reconnect with an organization that had been prevalent throughout his youth.

Originally from Maryland, AJ's family moved to Texas when he was young. There, they became involved in the burgeoning Houston chapter.

Through this early exposure to Pratham, AJ learned the importance of giving

back: "It's something I felt was lacking in my life, and I now have time for." When an opportunity presented itself, AJ seized it.

In August of 2021, Shell launched "The Giving Pump" as part of its Force For Good initiative, allowing motorists who fuel up at specially marked Shell pumps to donate a portion of their purchase to a range of child-centric charities. Thanks to AJ's and his customers' efforts, Pratham was featured at more than 30 Shell stations around the Seattle area.

Many of the participating retailers were Indian-Americans who relished the chance to create opportunities for others. AJ can relate. "My parents came here with the goal of raising their children and giving them every advantage and that's not lost on me," he explains. "I know that giving a child an education that they otherwise may not have had can make a world of difference. Just giving them a little bit of a nudge to go after something they want in life, that's huge."

Motivated by the success of the effort—which raised over \$8,000 and significantly increased Pratham's visibility in the region—AJ has set his sights even higher for 2022.

He hopes to double the number of Giving Pump stations featuring Pratham and work with his colleagues to expand into other parts of the country.

According to AJ, the impressive numbers are due to the universal appeal of Pratham's mission. "Education is a galvanizing charitable force," he contends. "Everybody can agree that providing a child with the opportunity to learn is one of the greatest gifts you can give."

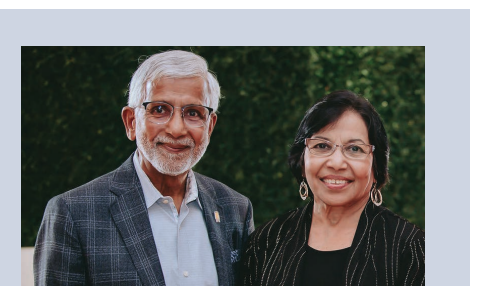
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**Most recently, the Jains have funded the establishment of the Pratham-Jain Education Centre.**

**Leveraging Pratham's digital expertise, the center will offer in-person courses and create localized content in Punjabi, helping to educate thousands of children in remote regions of Punjab and neighboring states.**



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Since 2017, Adobe has been partnering with Pratham to support hybrid and digital learning for children in 800 villages. More recently, they have supported Creativity Clubs to help children and youth think critically, understand real-world problems logically, and develop creative solutions.



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Pratham is a force multiplier that brings learning to millions of children each year. Its proven ability to operate at scale has made it a global agent of change.

- Fareed Zakaria, CNN Host and The Washington Post Columnist