

**FOUNDATIONS TO FUTURES**  
**OUR 2023 IMPACT**

*together*



**Pratham USA**

**ANNUAL REPORT 2023**

“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.”

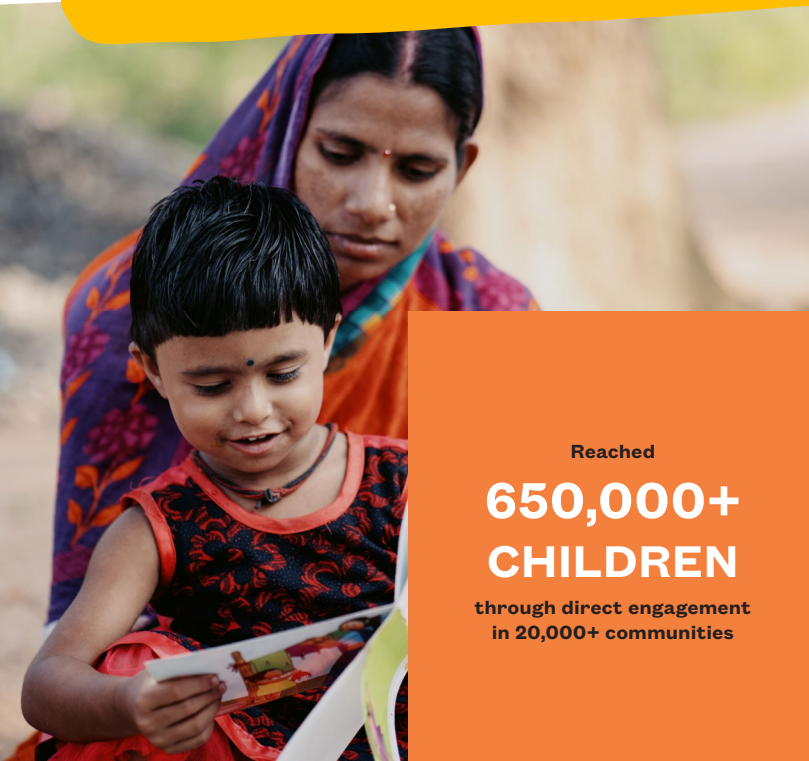
Fareed Zakaria  
CNN Host & Pratham USA Board Member

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# Learning

APRIL 2023 - MARCH 2024  
ACADEMIC YEAR



Reached over  
**8.3 MILLION CHILDREN**  
in partnership with governments across 14 states



**REACHED MILLIONS OF CHILDREN AND YOUTH**  
in India each year through operations in 25 states and union territories



Reached  
**650,000+ CHILDREN**  
through direct engagement in 20,000+ communities



Equipped almost  
**300,000 MOTHERS**  
with tools to support a child's learning and development beyond the classroom

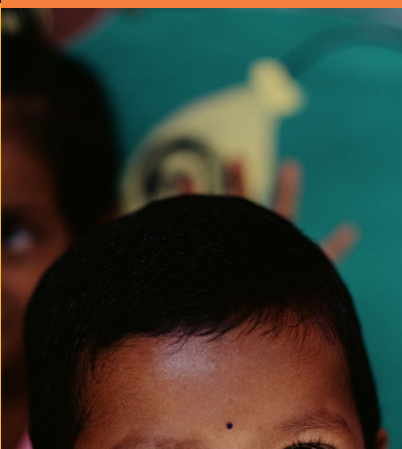


**140 SKILLING**  
and training centers across 17 states in India, including Delhi



Published Annual Status of Education Report (ASER) 2024, a nationwide rural household survey that reached  
**649,491 CHILDREN**  
in 17,997 villages across 605 rural districts in India

**70+ INDUSTRY PARTNERS**  
provided industry attachments for 250 students from Kenyan vocational centers



**25,000+ LEARNERS**  
benefited from TaRL interventions led by government and NGO partners in North Africa, as well as in Latin America



**20+ COUNTRIES**  
around the world, including in Sub-Saharan Africa, Latin America, and other parts of Asia, adapted Pratham's innovations



Enrolled over  
**11,300 WOMEN & GIRLS**  
for Grade 10 certification through the Second Chance program



**5 MILLION+ CHILDREN**  
across Sub-Saharan Africa have been reached through TaRL interventions implemented by Empower Learning Africa (ELA, also known as TaRL Africa) and its partners.



**OVER 100 TRAINERS**  
in 10 vocational centers in Kenya received training from Pratham International

## CHILDREN & LEARNING

Our work with children is driven by the belief that all children can and must learn well. We focus on improving foundational literacy and numeracy for children in both early childhood and elementary grades. Our programs operate through direct interventions as well as through large-scale government and community partnerships.

**A core strategy involves mobilizing families, especially mothers, and local youth to support children's learning journeys.**

change



## EARLY CHILDHOOD EDUCATION AND EARLY YEARS

From supporting Anganwadis and government pre-schools to engaging mothers' groups in rural and urban communities, our goal is to ensure every child builds strong developmental foundations. School Readiness Melas and simple, pictorial assessments help communities track children's progress, while digital resources empower mothers to take an active role in early learning. Government collaborations have enabled large-scale reach and curriculum innovations in states like Maharashtra, Punjab, and Himachal Pradesh.

## MAKING EARLY LEARNING VISIBLE, MEASURABLE, MEANINGFUL



### *Stories* FROM THE FIELD

#### “PAHILE PAUL” IN MAHARASHTRA

Through our partnership with the Maharashtra government, we launched “Pahile Paul” to support mothers of children in Grades 1–3. Mothers' groups were formed across the state to guide home-based learning. During the NIPUN Utsav on Children's Day, over 5,000 government officials visited mothers' groups across districts—signifying a powerful collaboration between community and state.

#### “PEHLI SHIKSHAK MAA” IN HIMACHAL PRADESH

Recognizing the importance of parental engagement, we supported the Himachal Pradesh government in launching a program where mothers of pre-primary children receive regular digital content, attend workshops, and engage in home-based activities. This initiative now reaches mothers of over 50,000 children.

#### SCHOOL READINESS MELAS IN CHHATTISGARH AND MADHYA PRADESH

Held in collaboration with Education Departments, these melas were conducted twice a year to engage mothers and assess children's readiness for school. Over 17.3 lakh mothers participated, helping bring families closer to their children's learning journeys.

#### ANDHRA PRADESH HYBRID CERTIFICATION COURSES

To improve the capacity of Anganwadi workers and early grade teachers, we helped design two hybrid certification courses that blend in-person and digital learning. Certified by Acharya N.G. Ranga University, these courses are expected to reach 88,000 educators over three years.

#### MATH GAMES FOR YOUNG LEARNERS

In collaboration with J-PAL, we introduced card-based math games for pre-primary and Grade 1 students in Punjab, Himachal Pradesh, and Delhi. These games, developed and piloted by our team, aim to strengthen early numeracy through engaging and playful methods. Government teachers are currently piloting these tools, with plans for statewide curriculum integration.



## ELEMENTARY EDUCATION

The gaps in foundational literacy and numeracy have only widened due to COVID-related school closures and learning disruptions. In response, we've intensified our efforts to ensure that every child not only attends school but gains the foundational skills needed to thrive. Our work at the elementary level is powered by two complementary engines: direct community-based programs like Hamara Gaon and large-scale government partnerships that integrate Teaching at the Right Level (TaRL) into public education systems.

In our own learning camps and children's clubs, we engage students through hands-on activities by Pratham trained staff, volunteered sessions, and contextually relevant reading materials. Simultaneously, through state and district-level collaborations, we support teachers, develop curriculum-aligned resources, and help build systemic capacity. Together, these strands form a cohesive approach to enabling millions of children to catch up, keep up, and move ahead.

**Whether it's a mother learning to support her toddler or a youth volunteer leading a reading circle, every person involved contributes to a larger movement—ensuring children across India are not just in school, but truly learning.**



## HAMARA GAON LEARNING CAMPS

Across 5,000+ communities, we ran short-duration learning camps for children in Grades 3–5. These camps used our proven Teaching at the Right Level (TaRL) approach to improve reading and math. In 2023–24, nearly two-thirds of children who started the camps unable to read progressed to reading full stories—marking a 44 percentage point gain in just a few weeks.

### *Stories* FROM THE FIELD

#### CAMAL KA CAMP 2023

To help children who missed foundational years due to school closures, we launched CAMaL ka Camp across all districts in Bihar, UP, and MP. Over 3 lakh high school and college student volunteers taught children in Grades 4–6 for six weeks. The result: more than 34.8 lakh children participated and showed major gains in reading—up to 24 percentage points within a month.

#### FUN WITH ENGLISH CAMPAIGN

In over 5,000 communities, volunteers conducted one-hour daily English activities for children in Grades 4–6. These activities built confidence and created positive, enjoyable spaces for engaging with a new language.

#### STORY PROJECT: CELEBRATING CULTURE THROUGH STORIES

To make reading relatable, we created 100 culturally resonant storybooks featuring local characters, settings, and languages. These were distributed across 15 states and incorporated into our Children's Clubs, strengthening language skills and cultural connection.

#### EDUCATION FOR EDUCATION (EFE) COURSES

In our Hamara Gaon communities, we introduced short learning and vocational courses for local youth and mothers. In return for supporting children's education, these individuals received access to courses.

#### LEARNING WITH GURUSHALA: VODAFONE

The Learning with Vodafone-Gurushala program works with teachers to support the effective integration of technology into classrooms, enabling the implementation of student-centered pedagogies. Gurushala is a web platform that hosts teaching and learning resources, such as courses for professional development, a curriculum-aligned content library, interactive spaces to engage teachers and students, and rewards and recognition mechanisms to motivate and celebrate achievements of teachers.

## GOVERNMENT PARTNERSHIPS

Our partnership work is at the heart of systemic change. Collaborating with state governments, district administrations, and education departments, we embed Teaching at the Right Level (TaRL) into public education systems. These collaborations allow us to scale innovations, co-develop content, train teachers, and support data-driven decision-making—all while building long-term capacity in the system.

From end-to-end implementation models to targeted technical support, our partnerships are flexible, contextual, and focused on reaching every child with quality education.



### TaRL INTEGRATION IN UTTAR PRADESH

In Uttar Pradesh, we collaborated with the government to integrate TaRL into the state's Foundational Literacy and Numeracy program. We co-developed the Sandarshika guide to support children in Grades 4 and 5 with advanced skills in reading comprehension and math. This guide complements classroom interventions and encourages curiosity, better textbook use, and stronger foundational understanding.

### PUNJAB'S FLEXIBLE TaRL APPLICATION

In Punjab, the state adapted TaRL flexibly across both primary and upper primary grades. Drawing from years of experience, government systems implemented content-based learning models that address diverse student needs and support differentiated instruction.

### DISTRICT-LEVEL TaRL PILOTS

In multiple districts, we supported TaRL implementation as part of capacity-building pilots. These district-level partnerships have enabled scalable demonstrations of learning improvement and created templates for systemic adoption across larger geographies.

## GIRLS & WOMEN

Across India, girls and women continue to face systemic barriers to education, employment, and personal growth. While school enrollment among girls has steadily improved, deep gender gaps remain in access to learning, digital tools, and economic participation. Our Girls and Women Program responds to this reality with urgency and empathy—creating inclusive, flexible pathways that recognize the unique needs, aspirations, and potential of adolescent girls and adult women.

**From re-entering formal education to gaining life skills and accessing livelihoods, we aim to ensure that every girl and woman can move forward on her own terms, with confidence and dignity.**

*Progress*

## DIGITAL LEARNING PLATFORM FOR WOMEN AND GIRLS

To enable scale and sustained engagement, we are building the Pratham Learning Platform, a dedicated digital ecosystem designed for women and girls who want to continue learning—anytime, anywhere.

The platform is structured around three key domains: learning for school, learning for life, and learning for work. With content available in eight regional languages, it is designed to be accessible, relevant, and aspirational. Learners can join virtual cohorts, access recorded and live sessions, explore interactive resources, and receive feedback through a self-paced interface.

The platform will also serve as a tool for partner organizations and rural women's networks, helping expand the reach of Second Chance and other initiatives.

**By integrating digital learning into our core offerings, we are opening new doors for those who have long been left at the margins of traditional education systems.**



## DIGITAL INNOVATIONS

### PRATHAM SHAH PRADIGI INNOVATION CENTRE

Digital technology is transforming how we learn, teach, and connect—and we are committed to ensuring that children and youth in the communities we serve are not left behind. Our digital innovations are grounded in creating inclusive, interactive, and adaptable tools that support learning for school, life, and work. These tools are designed not just for individual learners, but also to enable communities, volunteers, teachers, and government systems to deliver quality learning at scale.

### CONTENT CREATION AND CREATIVITY

Our digital learning ecosystem is powered by a growing library of more than 5,000 digital resources, including over 2,500 videos and 2,400+ PDFs, audios and interactive materials.

These resources are hosted on Pratham Open School and made available in 14 Indian languages, making them widely accessible and deeply contextual.

In parallel, our Creativity Club program encourages children aged 10–14 to engage in hands-on, thematic learning challenges spanning STEM, arts, environment, and sports. In 2023–24, the program expanded from 4,000 to over 13,000 communities, reaching nearly 1 lakh children.

Together, our investments in digital content and creativity are shaping an open learning model that nurtures curiosity, critical thinking, and a lifelong love for learning.

*The future*



## YOUTH & SKILLING

### THE CONTEXT

India's youth population represents one of the greatest opportunities for driving inclusive growth—yet many young people face persistent barriers to employment and advancement.

Our Youth and Skilling programs aim to bridge the gap between aspiration and access by equipping young people, especially from underserved communities, with relevant vocational and life skills. We provide multiple learning and earning pathways, whether through short-term training, entrepreneurship, or digital upskilling, ensuring that youth are prepared not just for jobs but for lifelong agency and impact. In 2023-24 program year, we reached over 28,500 youth through our skilling programs and placed more than 23,000 of them in jobs across sectors.

Through a growing network of 140+ training centers and community-led models, we continue to make vocational education accessible and relevant.

growth





**COMMUNITY CAMPS:  
BRINGING VOCATIONAL TRAINING  
CLOSER TO HOME**

Our Community Training Camps bring skilling closer to home, especially for youth and women who cannot leave their villages for long durations.

These camps provide hands-on training, career exposure, and mentorship in trades like electrical work, beauty, hospitality, healthcare, and green skills such as solar repair and plumbing. More than 1,900 youth were trained in these camps in the past year, and over 1,200 were placed locally.

In addition, our YouthNet platform serves as a digital hub for awareness and training. Youth can access self-paced courses (L1), join blended digital and instructor-led sessions (L2), and pursue practical training and placement (L3)—a three-tiered structure that promotes progression while allowing flexibility.

*Spotlight*

**AGROFORESTRY  
FOR SUSTAINABLE LIVELIHOODS**

In addition to skilling for formal jobs, we are exploring sustainable livelihood models that blend environmental restoration with economic opportunity. Our Agroforestry Program promotes the integration of trees, crops, and community farming practices to improve soil health, enhance nutrition, and increase long-term resilience for rural youth and farmers.

Through workshops and on-field demonstrations, we work with youth and farmer leaders to raise awareness about soil management, organic farming, and land use planning. These efforts not only support climate-resilient agriculture but also offer young people a meaningful livelihood pathway rooted in their local ecosystems.

Pilot agroforestry plots have been set up in selected locations and replicated by community members, showcasing the potential of this model to create both ecological and economic impact.

# ANNUAL STATUS OF EDUCATION REPORT (ASER)

## ASER - BEYOND BASICS

ASER (Annual Status of Education Report) has long been India's most influential household-based survey on children's learning.

In 2023, ASER took a bold step forward with a focused edition titled Beyond Basics, designed to better understand the abilities, awareness, access, and aspirations of youth aged 14-18 in rural India.

This national survey—conducted across 28 districts in 26 states, covering 1,600 villages and reaching over 34,000 youth—goes beyond school enrollment to explore how young people use foundational skills in daily life, what they know about the world around them, and how they envision their futures.

research

# Highlights

**28**  
DISTRICTS



**26**  
STATES

## KEY DOMAINS ASSESSED

### ACTIVITY

Are youth in school or college? Are they preparing for exams, taking vocational courses, or working?

### ABILITY

Can they apply basic literacy and numeracy skills to real-life contexts?  
Awareness & Digital Aptitude: Do they use smartphones? Are they digitally literate? Do they understand financial tools and technology platforms?

### ASPIRATIONS

What do they hope to achieve in the future? What further education or work pathways do they want to pursue? of children are “underage.”



**1,600**  
VILLAGES



**34,000**  
YOUTH REACHED

## DISSEMINATION & DIALOGUE

To ensure that findings inform action, we conducted:

A webinar on digital readiness, co-hosted with EkStep Foundation, highlighting the need for inclusive digital strategies.

A roundtable on schooling to skilling, organized with Tech Mahindra Foundation, to discuss how to integrate vocational learning into school curricula.



## INSIGHTS & IMPACT

While enrollment in formal education remains high, significant gender and regional differences persist in access to digital tools and vocational training.

A large proportion of surveyed youth struggle to apply basic math and reading skills to everyday tasks like reading instructions or making calculations.

Most youth aspire to study further, but awareness of available pathways—especially for skilling and employment—is limited.



## ASER 2023

Beyond Basics offers a powerful lens into the lives and learning of India's next generation—providing the data, stories, and evidence needed to shape policies and programs that truly respond to their needs and dreams.



# FINANCIAL OVERVIEW

Pratham USA continues to maintain a strong financial foundation thanks to the generosity of our donors.

Administrative and fundraising costs remain lean and aligned with non-profit best practices, allowing us to steward resources responsibly while sustaining long-term growth. This balance of program impact and organizational sustainability reflects the trust and commitment of our donor community.

## Statements of Activities

Year Ended December 31

	2023	2022
<b>Changes in net assets without donor restrictions</b>		
<b>Revenues and other support</b>		
Contributions	\$8,581,648	\$8,722,339
Foundation grants	1,389,549	3,248,603
Special events	9,482,044	7,613,032
Less: direct benefit to donors	(1,205,194)	(1,247,732)
Service revenue	169,499	85,429
In-kind contributions	159,810	-
Other income, net	159,412	27,669
<b>Total revenues and other support</b>	<b>18,816,710</b>	<b>18,589,810</b>
<b>Net assets released from restrictions</b>		
Expiration of time and program restrictions	13,546,690	13,546,960
<b>Total revenue without donor restrictions</b>	<b>32,363,400</b>	<b>32,363,400</b>
<b>Expenses</b>		
Program support expenses	19,606,296	20,200,567
General and administrative expenses	1,910,808	1,647,494
Fundraising expenses	3,584,485	4,150,635
<b>Total expenses</b>	<b>25,101,589</b>	<b>25,998,696</b>
<b>Change in net assets without donor restrictions</b>	<b>7,261,811</b>	<b>(2,192,137)</b>
<b>Changes in net assets with donor restrictions</b>		
Contributions	624,871	1,052,775
Foundation grants	3,241,542	2,659,502
Special events	221,500	195,000
Other income, net	515,535	138,812
Net assets released from restrictions	(13,546,690)	(5,216,749)
<b>Change in net assets with donor restrictions</b>	<b>(8,943,242)</b>	<b>(1,170,660)</b>
<b>Increase (decrease) in net assets</b>	<b>(1,681,431)</b>	<b>(3,362,797)</b>
<b>Net assets, beginning of year</b>	<b>21,654,766</b>	<b>25,017,563</b>
<b>Net assets, end of year</b>	<b>\$19,973,335</b>	<b>\$21,654,766</b>

Pratham USA has 501(c)(3) nonprofit tax-exempt status. All donations are tax-deductible to the full extent allowable by law. Our federal tax ID number is 76-0620808.



## THANK YOU FOR YOUR GENEROSITY & SUPPORT

Corporate, institutional and individual philanthropy enables Pratham to deliver on the promise of education. We offer our sincerest gratitude for the generosity and commitment of our donors, who have made a transformative impact on so many lives. These are supporters who have contributed to Pratham's mission globally, not just to Pratham USA. This is also not an exhaustive list of all global donors.

### CORPORATIONS & FOUNDATIONS

#### \$250,000-\$999,999

Douglas B Marshall, Jr Family Foundation  
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**\$10,000-\$24,999**

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