Every child in school...And learning well

READ - WRITE – COUNT  for less than £ 7 per child per year

The Goal: Every child in India in school…and learning well…by 2010.

Primary Education - India’s Biggest Challenge!
India faces an impending crisis in the area of primary education. Various estimates indicate that, in the primary school age group, there are 70 to 80 million children (i.e. more than 50% of all Indian children in this age group), who are either not enrolled in school or are in school but not learning and will eventually drop out before completing 5 or 8 years of schooling.

The Pratham Movement
The Pratham Movement (www.pratham.org) is an inspiring coalition between corporate leaders, academics, community members, the government, NRIs and qualified professionals from the corporate and non-profit world, which has spread to 34 urban centers across 12 states in India since 1994. Since inception Pratham has reached over a million and a half children. This year about 10,000 Pratham volunteers are daily working with about 400,000 children across India. In addition, Pratham hopes to have an impact on over 20 million children in 2005-06 through its catalytic program where it works with the government education network.

In October 2000, Pratham was ranked amongst the world’s three most innovative development projects by the World Bank co-sponsored Global Development Network.

What Does Pratham Do?
In urban areas: Pratham works in slum pockets of about 250 households each to ensure that every child is in school or in a pre-school center, every child (6-14) is literate, and every child has access to books. This is done through five basic programs:

• Balwadi Pre-School Program for 3-5 year olds from low-income families.
• Learning to Read (L2R) and Reading to Learn (R2L) short courses for school going children who are not literate.
• Bridge Courses targeting children who have never been to school or have dropped out with the objective of ensuring their enrolment into the mainstream school system.
• Outreach Programs for working children and children in conflict with the law with the objective of ensuring their enrolment into the mainstream school system.

In rural areas: Pratham works in a catalytic mode with villagers and school systems to ensure that schools function well and children learn well. The cost per child/yr is about 55 p.

What Makes Pratham Work?
• Simplicity: The Pratham model is simple to implement and easily replicable. Classes are held either in a municipal school, community space or at a teacher’s home. No immovable assets are acquired or rented unless the need is clearly established.
• Unique volunteer work force: Pratham has mobilized thousands of young women across India to take charge of the educational needs of their community. Pratham's young female volunteers exhibit an amazing and infectious 'can do' attitude.
• Cost effectiveness: Pratham spends in the region of Rs. 500 /- (£7) per annum per child. Given the extensive network of Pratham in the slum areas, it is easy to layer other services (health, computer education) at a minimum additional cost of delivery.

PrathamUK is a registered charity incorporated in the UK (Charity registration number: 1099386). Address: c/o Sangeeta Chawla Joshi, 8 Middleton Road, London NW11 7NS. Phone: +44(0) 20 8731 6925; WEBSITE: http://www.pratham.org; Email: prathamuk@prathamuk.org
What is the role of PrathamUK?
To raise awareness and funds to aid Pratham’s work in India. PrathamUK has raised £1 million over the last three years to fund Pratham programmes in Mumbai, the rest of Maharashtra, Gujarat, Delhi, Haryana, Rajasthan, Uttar Pradesh, Bihar and Bangalore. Pratham is currently working in 13 states, namely, Maharashtra, Gujarat, Madhya Pradesh, Uttar Pradesh, Haryana, Andhra Pradesh, Orissa, Delhi, Karnataka, Tamil Nadu, West Bengal, Bihar and Rajasthan.

How will donations made to PrathamUK be used in India?

<table>
<thead>
<tr>
<th>Amount</th>
<th>Children Helped</th>
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<tbody>
<tr>
<td>£500</td>
<td>70 children per year</td>
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<tr>
<td>£150</td>
<td>20 children per year</td>
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<tr>
<td>£50</td>
<td>7 children per year</td>
</tr>
<tr>
<td>£20</td>
<td>3 children per year</td>
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</tbody>
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Pratham also
- Launches Community Libraries
- Trains & hires Local teachers
- Rescues Child Labourers

Pratham's Read India Campaign and Pratham Books
- Pratham launched the 'Read India Movement' using innovative accelerated learning techniques, which can teach a child to read fluently in six to eight weeks.
- This accelerated reading technique is employed in Pratham’s "catalytic" work whereby the government education network in a large number of states has trained its teachers to adopt the technique (with the help of Pratham volunteers) and induced more effective learning by children in schools.
- A network of community children's libraries is being set up where a variety of reading and writing activities and events are conducted through the year. In 2004–2005 there were around 3000 Pratham libraries.
- Pratham Books (www.prathambooks.org) was set up to publish high-quality books for children at an affordable cost. In one year 50 children's titles have been published in four languages and within a year, additional 200 titles will be developed and published.

Corporate Involvement
Established in 2002, the Pratham India Education Initiative (PIEI) is a corporate-led initiative to support Pratham's activities. The PIEI Board includes:
- Mr. Mukesh Ambani, Chairman, Reliance Industries
- Mr. Kumar Mangalam Birla, Chairman, Aditya Birla Group
- Mr. Vijay Goradia, Chairman, Vinmar International
- Mr. Rajat Gupta, former Managing Director, McKinsey & Company
- Mr. Keshub Mahindra, Chairman, Mahindra & Mahindra
- Mr. Lakshmi Niwas Mittal, Chairman, LNM Group
- Mr. Nachiket Mor, Executive Director, ICICI Bank
- Mr. Sanjoy Nayar, CEO, Citigroup - India
- Mrs. Rohini Nilekani, Novelist and Social Campaigner
- Mr. Ajay Piramal, Chairman, Nicholas Piramal Group
- Mr. Gautam Thapar, Vice Chairman & Managing Director, BILT
- Mr. N. Vaghul, Chairman, ICICI Bank

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