PRATHAM
A Literacy Movement

Every child in school
...And learning well
www.pratham.org
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Overview of Pratham

Pratham is a charitable organisation focused on solving India’s literacy challenges

- Founded in 1994 to address the problem of children not being in school and not learning
- Over 20,000 field volunteers, across 34 centers across 12 states in India
- Has reached out to over 1.5 million children
- Mobilized community women to take charge of the educational needs of their community
- Highly cost effective and replicable model
- Cost per child per year of less than £7 (Rs. 500)
- Ranked among the world’s top three “most innovative development projects” by Global Development Network
- His Excellency Mr. K.R. Narayan, former President of India, is a Patron of Pratham
- Pratham’s UK chapter is a registered UK charity.

Pratham’s goal is to ensure that by 2010, every child in India is in school... and learning well
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Key Issues

Lack of literacy is the most significant factor behind India’s rapid population growth

- 40% of India’s 1 billion population is illiterate
- Over 70 million children (50% of all children of school-going age) are out of school
- Drop-outs are pushed into the workforce in the form of child labour
- Lack of literacy also inhibits the kind of jobs they can get in their lives – further limiting their growth
- Drop-out children are also highly likely to get married earlier
- Reproduction starts at a significantly early age – fueling the growing population

Breaking this vicious cycle of illiteracy is key to helping India’s future
Key Issues (cont.)

Key education-related issues that need to be addressed

**No pre-schooling**
- Pre-school children are in the 3-5 year age group
- Lack of parental support puts them at a disadvantage

**No ongoing support**
- This hampers development of school-going children too
- The gap between the child and peers keeps widening

**Limited local access to education**
- Often children drop out of school
- Are entrusted with other domestic responsibilities
- Difficult for these children to make time and go to a school which is not next door
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Principles of Pratham’s programs

- Design and run programs for underprivileged children, mainly in slum areas
- Each program unit has about 20 children
- Instructors are young women from the local community

- Classes are held in the municipal school, in community space, or at the teacher’s home
- Programs designed to support the municipal school system, rather than supplant it
- Focus on providing education services, not on developing education-related infrastructure
### Programs & Initiatives

Pratham runs five different types of programs

<table>
<thead>
<tr>
<th>Program</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Balwadi</strong></td>
<td>- Pre-school program for 3-5 year old and early reading programs for 4-5 year old children with basic health inputs</td>
</tr>
</tbody>
</table>
| **Library**              | - Network of community-based libraries  
- Books in 5 local languages and English for pre-school and advanced level reading                                                                                                                      |
| **Learning to Read (L2R)**| - Accelerated learning program that combines several activities to enable children to read and perform simple arithmetic in less than 2 months  
- Offered to children in 6-14 age group                                                                                              |
| **Reading to Learn (R2L1 & R2L2)** | - Offered to children who have completed the L2R program  
- Teaches children to read with comprehension, analyse & write independently, and next level of arithmetic  
- Prepares out-of-school children to join regular school and provides support to children on the verge of dropping out |
| **Computer-assisted learning** | - Familiarizing children with computers                                                                                                                                                                     |
## Program Statistics by Region

<table>
<thead>
<tr>
<th>State</th>
<th>All India</th>
<th>Libraries</th>
<th>Balwadi</th>
<th>L2R</th>
<th>R2L</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Units</td>
<td>Children</td>
<td>Units</td>
<td>Children</td>
<td>Units</td>
<td>Children</td>
</tr>
<tr>
<td>Karnataka</td>
<td>1,408</td>
<td>36,579</td>
<td>173</td>
<td>11,155</td>
<td>739</td>
<td>13,289</td>
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<tr>
<td>Andhra Pradesh</td>
<td>200</td>
<td>3,072</td>
<td>200</td>
<td>3,072</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Tamilnadu</td>
<td>912</td>
<td>20,307</td>
<td>257</td>
<td>5,299</td>
<td>502</td>
<td>11,617</td>
</tr>
<tr>
<td>Delhi</td>
<td>736</td>
<td>41,971</td>
<td>138</td>
<td>27,173</td>
<td>254</td>
<td>5,847</td>
</tr>
<tr>
<td>Rajasthan</td>
<td>315</td>
<td>23,516</td>
<td>120</td>
<td>18,913</td>
<td>65</td>
<td>1,529</td>
</tr>
<tr>
<td>Bihar</td>
<td>488</td>
<td>16,674</td>
<td>106</td>
<td>7,315</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Uttar Pradesh</td>
<td>764</td>
<td>59,535</td>
<td>221</td>
<td>46,306</td>
<td>149</td>
<td>3,551</td>
</tr>
<tr>
<td>Madhya Pradesh</td>
<td>71</td>
<td>1,768</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>West Bengal</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Orissa</td>
<td>33</td>
<td>945</td>
<td>10</td>
<td>363</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Maharashtra</td>
<td>3,771</td>
<td>272,804</td>
<td>1,232</td>
<td>226,341</td>
<td>1,026</td>
<td>21,063</td>
</tr>
<tr>
<td>Gujarat</td>
<td>1,338</td>
<td>72,786</td>
<td>221</td>
<td>51,130</td>
<td>204</td>
<td>3,984</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>10,036</strong></td>
<td><strong>549,957</strong></td>
<td><strong>2,678</strong></td>
<td><strong>397,067</strong></td>
<td><strong>2,939</strong></td>
<td><strong>60,880</strong></td>
</tr>
</tbody>
</table>

### % of Units by Program

- **All India Libraries**: 27%
- **Balwadi**: 29%
- **L2R**: 16%
- **R2L**: 20%
- **Other**: 8%

### % Children by Program

- **All India Libraries**: 72%
- **Balwadi**: 11%
- **L2R**: 7%
- **R2L**: 7%
- **Other**: 3%
Example of a specific campaign: ‘Read India’

In 2003, Pratham launched the ‘Read India’ campaign to dramatically enhance children’s reading capabilities

- Only 25% to 30% school children can read fluently
- Pratham has innovated and tested an accelerated reading technique
- The technique builds reading skills by combining several activities like:
  - Pointing to words and reading aloud
  - Using the phonetic chart
  - Using written and oral word games
  - Completing daily writing tasks
- Over a six month period, 150,000 children participated in this program
- In most cases, the program succeeded within short periods of three weeks to two months
- Network of libraries set up (over 3000 established)
- Pratham Books, a high quality – low cost publishing house set up. 50 titles in English, Hindi, Marathi and Kannada already published.

RESULTS FROM THE ‘READ INDIA’ CAMPAIGN TESTS

<table>
<thead>
<tr>
<th>Level of reading skills</th>
<th>Pre-test</th>
<th>Post-test</th>
</tr>
</thead>
<tbody>
<tr>
<td>Can read easy texts</td>
<td>14%</td>
<td>56%</td>
</tr>
<tr>
<td>Can read easy words or recognize alphabets</td>
<td>53%</td>
<td>39%</td>
</tr>
<tr>
<td>Cannot recognize even alphabets</td>
<td>33%</td>
<td>5%</td>
</tr>
</tbody>
</table>
Key elements that make Pratham unique and special

"Every Pratham program has three basic elements: it is linked to the municipal / government school system; it can be reproduced on a massive scale; it draws new people into its existing network." - Jacques Hallak, Asst Director General, UNESCO

Comprehensive geographic outlook
- “Complete coverage” approach, be it a city or a rural block
- Close links and co-operation with the government, unlike many other NGOs

Tri-partite approach
- Corporate leaders have taken the lead
- Government has responded by opening its schools and sharing its facilities
- Community volunteers (mainly young women) are implementing the programs

Replicable, scalable and measurable
- Simple-to-implement and low-cost programs, e.g., no immovable assets
- Specific and measurable performance objectives for each program

Strong foundation
- Easy to layer other services at a minimum additional cost of delivery
- Immunization and iron supplements are being provided at some Balwadis
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Key aspects of future plans

Increase scale of operation
- Reach out to 375,000 children directly through Pratham programs
- Have a catalytic impact on 3.5 million children in 2003-04

Build on ‘Read India’ Campaign
- Extend learning from 2003 ‘Read India’ campaign to a wider diaspora of children

Library project
- Further the learning process by developing a reading habit
- Build 5000 libraries in slum areas to provide over 1 million children with books

Educate the working child
- Increase Child-at-Risk educational initiatives for millions of working children

Bridge the Digital divide
- Provide greater access to computers in government schools
- Create computer learning centers in the government schools

THE GOAL: Every child in India in school... and learning well... by 2010.
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‘Friends of PrathamUK’

- Member of the mailing list “Friends of PrathamUK”
- Volunteer for future PrathamUK activities and administrative work (treasury, website, brochures)
- Help us open new regional chapters across the UK/Europe

Make a donation

- Payroll-giving scheme (matching by the organization you work for)
- Regular payments (by cheque or wire transfers)
- One-time contribution

- PrathamUK is a registered charity in the UK (#1099386) and all contributions are tax-deductible
Volunteer activities at PrathamUK

**Pratham Charity Ball**
- Held in Fall each year
- Balls in 2003, 2004 and 2005 have raised over £600,000
- Pratham Art Auction: 25th May 2006 at Christies
  - Silent auction and live bidding for Indian art from world-renowned artists
- Concerts and film-screenings

**Other fund-raising events**
- London 10K run in July each year
- Corporate Golf event being planned for June this year

**Sports**
- Selected as Charity of the Year for 2005-06 at Merrill Lynch
- Banks, financial institutions, hedge funds, corporate endowments

**Corporations**
- Reach high net-worth individuals (e.g., through New Philanthropic Capital)
- £1 contribution per meal at restaurants
- Standing orders and one-time donations

**Individuals**

**THE GOAL:** Help Pratham India ensure “Every child in India in school… and learning well… by 2010.”
### Corporate & Other Supporters

#### Corporate
- ABN·AMRO
- British Airways
- Barclays
- British Gas
- Booz | Allen | Hamilton
- Merrill Lynch
- UBS
- Northwestern Mutual
- Morgan Stanley
- CANTOR Fitzgerald
- LNM Group
- Standard Chartered

#### Foundations / NGOs
- UNICEF
- Canadian International Development Agency
- i2Foundation
- n(o)vib
- OXFAM Netherlands
- ASIA House
- The Paul Hamlyn Foundation
- American India Foundation
- Save the Children
- HPS Foundation
- Azim Premji Foundation
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## PrathamUK – Contact Details

| **Address:** | PrathamUK  
c/o Dr. Viral V Acharya  
85 Apsley House  
23-29 Finchley Road  
London NW8 0NZ |
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Telephone:</strong></td>
<td>+44 (0)20 7722 6354</td>
</tr>
<tr>
<td><strong>Email:</strong></td>
<td><a href="mailto:prathamuk@prathamuk.org">prathamuk@prathamuk.org</a></td>
</tr>
</tbody>
</table>
| **Website:**  | www.pratham.org  
www.prathambooks.org |
The Pratham Network

10 member National Executive team

- Academics (Dr. Madhav Chavan, Dr. Rukmini Banerji)
- Professionals (Ujwal Thakar, Aditya Natraj, Ashok Gaitonde, Sabyasachi Das, Chetan Kapoor)
- Social-sector specialists (Farida Lambay, M. Rajan, Usha Rane)

10 operational trusts across India

- Local trusts oversee smooth operations of Pratham activities
- Trusts in Ahmedabad, Bangalore, Delhi, Mumbai, Mysore, Patna, Pune, Raigad, Rajasthan, West Bengal

Over 20,000 enthusiastic volunteers

- Young women from local communities often replicate units out of their own initiative
- Act as agents of change within the community on education, gender and health issues

Regional Pratham chapters

- Chapters in USA, Canada, UK and the Middle East promote and support the Pratham cause in India
# The Pratham India Educational Initiative (PIEI) Board

<table>
<thead>
<tr>
<th>Name</th>
<th>Position</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mr. N. Vaghul</td>
<td>Chairman, ICICI Bank</td>
<td>India’s 2nd largest bank (total assets over $22B)</td>
</tr>
<tr>
<td>Mr. Mukesh Ambani</td>
<td>Chairman, Reliance Industries</td>
<td>India’s largest business house (rev. over $17B)</td>
</tr>
<tr>
<td>Mr. Ajay Piramal</td>
<td>Chairman, Nicholas Piramal Group</td>
<td>One of India’s largest pharmaceutical companies</td>
</tr>
<tr>
<td>Mr. Kumar M. Birla</td>
<td>Chairman, Aditya Birla Group</td>
<td>Diversified group with revenues over $6B</td>
</tr>
<tr>
<td>Mr. Vijay Goradia</td>
<td>Chairman, Vinmar International</td>
<td>Global plastics and chemicals group</td>
</tr>
<tr>
<td>Mr. Rajat Gupta</td>
<td>Ex-MD worldwide, Mckinsey &amp; Co.</td>
<td>Premier global management consultancy</td>
</tr>
<tr>
<td>Mr. K.V. Kamath</td>
<td>MD &amp; CEO, ICICI Bank</td>
<td>India’s 2nd largest bank (total assets over $22B)</td>
</tr>
<tr>
<td>Mr. Gautam Thapar</td>
<td>Vice Chairman &amp; MD, BILT</td>
<td>India’s largest paper company</td>
</tr>
<tr>
<td>Mr. Keshub Mahindra</td>
<td>Chairman, Mahindra Group</td>
<td>Diversified group with revenues over $1.8B</td>
</tr>
<tr>
<td>Mr. L. N. Mittal</td>
<td>Chairman, LNM Group</td>
<td>World’s 2nd largest steel producer (rev. over $12B)</td>
</tr>
<tr>
<td>Mr. Sanjay Nayyar</td>
<td>CEO, Citigroup - India</td>
<td>One of world’s largest financial conglomerates</td>
</tr>
<tr>
<td>Mrs. Rohini Nilakeni</td>
<td></td>
<td>Leading Indian novelist and social campaigner</td>
</tr>
<tr>
<td>Mr. N. Mor</td>
<td>Executive Director, ICICI Bank</td>
<td>India’s 2nd largest bank (total assets over $22B)</td>
</tr>
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</table>