



## PRATHAM

Transforming  
Basic Literacy  
in India

More than **50%** of  
children in grade 5 cannot  
read a 2<sup>nd</sup> grade level text

- *Annual Status of Education Report*



Every child in school  
and learning well

# Problem Statement – Lack of Child Education

- Government has provided access to school for 96% of the children in the school going age group
- While majority of children are enrolled in school there is little progress inside schools
- 50% of those children do not know how to read or write or do basic math



Overall  
Illiteracy



Child  
Illiteracy



Child  
Labor



Ineffective  
System



# PRATHAM Programs



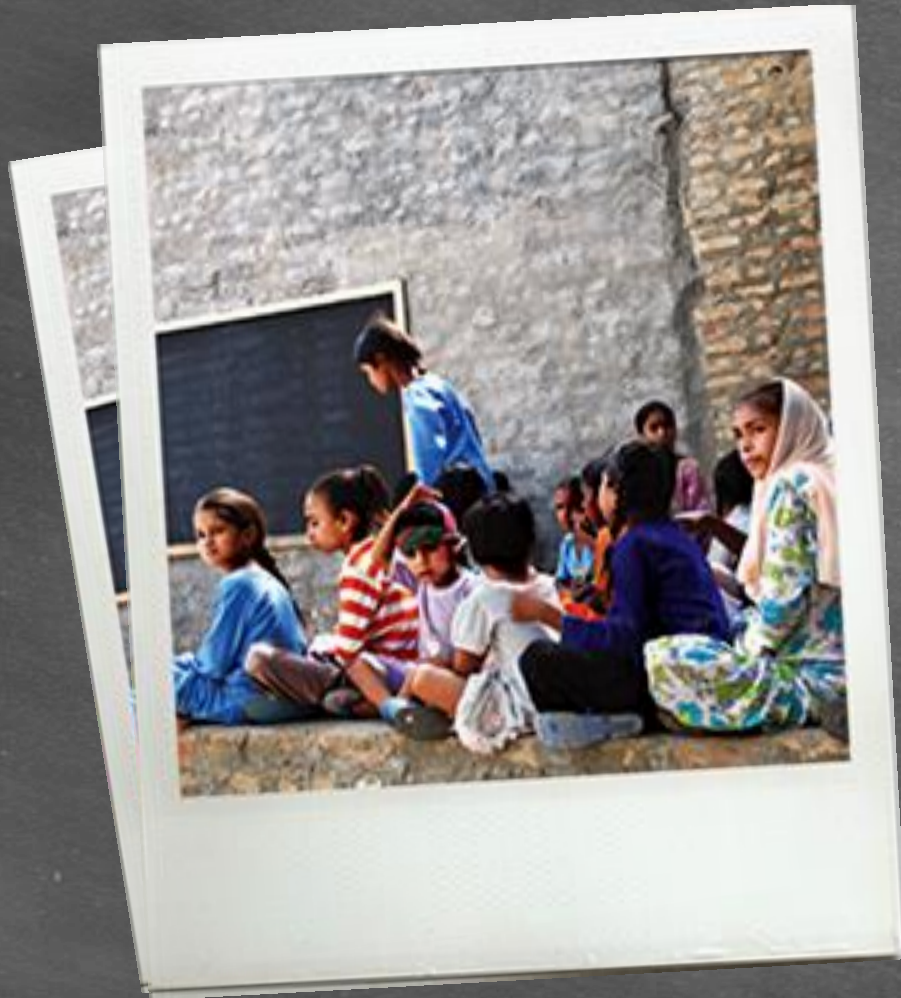
Early Childhood	Grades 1 to 5	Grades 6 to 9	Youth and Adults
Literacy & Learning (Rural & Urban)			Second Chance
Annual Status of Education Report (ASER)			
			Vocational Training





# Read India – Literacy and Learning

**50 MILLION** CHILDREN REACHED OVER 2 DECADES



- Grouping students by ability instead of grade level
- Improving fluency of reading to 80% of children
- Setting up Community Libraries to encourage group learning
- Digital content & devices integrated into Learning Camps



# Second Chance

**4000+ GIRLS ENROLLED** LAST SCHOOL YEAR  
**24,000** ENROLLED SINCE INCEPTION (2011)



- Train the trainer approach for girls 14 and older – an opportunity for growth
- Improving passing percentage from 50% to ~90%
- Exploring support for women beyond High School

*The support that I have received from PRATHAM has enabled me to emerge from behind closed doors of my home to become an active member of the community and I am proud to say that I am able to effectively contribute to bring about change in education and society on the whole.*

*- Parveen Salim Sayyed*





# Annual Status Of Education Report (ASER)

“Comprehensive Large-Scale Educational Measurement Tool”  
measuring learning level of 600K rural children (since 2005)

- While enrollment remains high (96%), learning quality is poor
  - ❖ 50%+ of grade 5 students read below grade 2 levels
  - ❖ 25%+ cannot solve simple math
  - ❖ 19% cannot recognize numbers beyond 10
- ASER ideas and methodology have been replicated in eleven other countries in Asia, Africa and Latin America



# Vocational Training

**~25 THOUSAND** YOUTH (18-30) TRAINED ANNUALLY;  
**75,000** SINCE INCEPTION OF PROGRAM (2008)

## ➤ INDUSTRY SPECIFIC TRAINING & PLACEMENT

- ❖ Hospitality (*Taj Group of Hotels*)
- ❖ Construction (*Larsen & Toubro*)
- ❖ Automotive (*Tata Motors*)
- ❖ Bedside Assistance (*Healthcare Sector Skills Council*)

## ➤ ENTREPRENEURSHIP TRAINING & OPPORTUNITIES

- ❖ Beauty (*Godrej*)
- ❖ Tailoring





# WHAT PRATHAM CAN PROMISE TODAY

- 75% of children who come to a Pratham Learning Camp will learn to read and to do basic arithmetic within 40 days
- Pratham can bring about this transformation in 21 states and union territories and in 11 languages
- Working in partnership with government, learning improvement of at least 24 percentage points will be visible in one school year.
- More than 80% of dropouts who come into Pratham's Second Chance program will successfully complete their Grade 10 examination
- Over 75% of all young people who enrol in Pratham's vocational skilling program will be successfully placed in their first job





# Why is PRATHAM effective?

1. Low Cost and Replicable Solutions

2. Measurement, Analysis and Continuous Improvement

3. Scaling Up with Government Partnerships

4. Breakthrough Programs & Educational Innovation



# The Impact of PRATHAM!

50

**MILLION** children educated since inception

75

**THOUSAND** youth trained and placed in jobs

24

**THOUSAND** girls given a second chance to finish high school

600

**THOUSAND** children assessed across rural India by the Annual Status of Education Report (ASER)





# PRATHAM – Recognized Globally

2017 BUSINESS STANDARD SOCIAL ENTERPRISE OF THE YEAR

2014 DR. MADHAV CHAVAN NAMED 2014 ASIA GAME CHANGER

By Asia Society, for making a transformative and positive difference for the future of Asia and the world.

2014 BBVA Foundation 'Frontiers of Knowledge' Award

In the Development Cooperation Category for its efforts to meet the learning needs of millions of children.

2013 Top 100 NGOs by The Global Journal

Named one of the 'TOP 100 NGOs' in the world by The Global Journal for a second year in a row.

2013 Times of India Social Impact Award

Pratham USA awarded in the International Contribution to India category.



2012 WISE Prize Award

The prestigious WISE Prize for Education is likened to the Nobel Prize in Education.

2011 Skoll Award for Social Entrepreneurship







# One of India's largest and most respected education NGOs – Rated 4 Star by Charity navigator

Founded – Mumbai, 1995

Supported by the world's leading experts and philanthropic organizations





# WHAT THE FUTURE HOLDS FOR PRATHAM

## Pratham's 2018-2023 strategy will be centered around 3 verticals

- **R&D/pilots:** Continue innovation engine/R&D (identifying local gaps, developing and piloting innovative solutions). This is key to remain relevant, and would contribute to **~1%** of Pratham's **reach**, and use **~15% of funds**
- **Direct:** Consolidate and demonstrate proven programs in focus locations - **5k-10k Pratham communities** and CSR programs. This would contribute to **~10% of Pratham's reach**, and use **~70% of funds**
- **Partnerships:** Scale up proven direct programs through **state-wide 3-5 year govt.** partnerships. This would contribute to **~90% of Pratham's reach**, and use **~15% of funds**



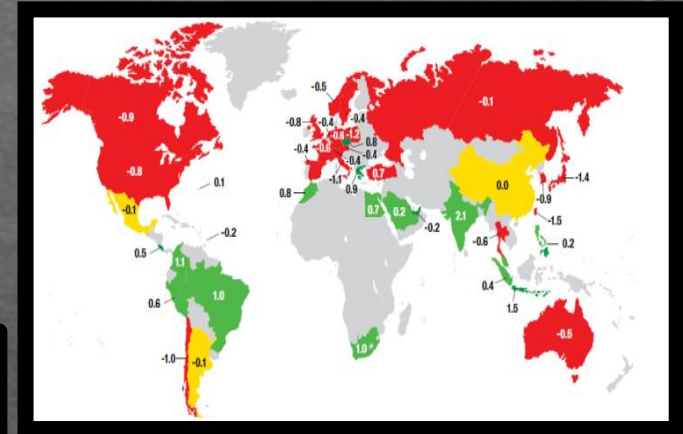
# Why should you invest in India in Education?



Educate one of the largest consumer markets



Help in employee recruitment, retention and motivation



Invest in future talent pool of the world





# Opportunities to get involved – Locally!

## Chicago Chapter Board: Founded in 2006

- Volunteer board focused on awareness and fundraising
- Oversees calendar of events



## 23<sup>rd</sup> Anniversary Gala, October 6<sup>th</sup> at Venue Six10

- View invitation online at [www.prathamusa.org/chicago](http://www.prathamusa.org/chicago)
- Corporate Sponsorships (\$10k-\$70k); Individual donors, group participation and volunteer opportunities available

## Young Professionals Group

- Networking and fundraising
- Periodic events and awareness opportunities



## Read-a-thon:

- Summer program in which kids (ages 5-18) in the US read books and raise funds to help kids in India learn to read



IN INDIA

Thank You

PRATHAM

EVERY CHILD IN  
SCHOOL AND  
LEARNING WELL

REACHING MILLIONS THROUGH TRANSFORMATIONS IN  
EDUCATION ACROSS INDIA AND BEYOND

