



Sesame Workshop India Trust(SWIT)

Annual Program Report (Year 2016-17)

Sesame Workshop India Trust is leading the movement to change the educational paradigm through its innovative projects that puts children at the centre of development. Under our flagship initiative *Galli Galli Sim Sim*, we work in low resourced classrooms and communities to bring children and their caregivers' language and strategies that have proven impact on their literacy, numeracy, physical wellbeing and social emotional skills. Since 2007, we have reached over 5 million children across India in partnership with the government, other non-profit organizations and the corporate sector in our mission to help kids grow smarter, stronger and kinder.

This report details SWIT's project activities and accomplishments during the last fiscal (April 2016-March 2017). Over the last year SWIT has continued to deliver on its mission of helping children grow smarter, stronger and kinder by developing and distributing quality content through different projects and milestones as listed below.

Key Projects in 2016-17

1. **Dream Save Do (DSD)** – MetLife Foundation funded Dream Save Do project aimed at developing financial literacy skills in children and caregivers in low resource communities. The program used a mix of popular media and targeted distribution model. SWIT engaged with Self Help Groups and locals NGOs to reach ~130000 children and caregivers through workshops using GGSS materials. We partnered with AIR and Doordarshan for broadcast of content.



2. **Play Every Day (PED)** – Funded by The Lego Foundation, PED project aims at helping caregivers in low resource communities in Delhi understand the significance of guided play in children's learning outcomes and success in life. The project uses community workshop model in different phases to test the content and messages for their efficacy. In April 2016, Lego Foundation and

Sesame Workshop convened Advisory meeting. The objective of the Advosry was to present and discuss on how different types of play benefit child development and learning outcomes, as well as current play research, led by advisors including key members of the LEGO Foundation Research Network.

3. **Play Learn Grow** - Marico Ltd., under its hair oil brand name Nihar Naturals Shanti Amla (NSA), has been focusing on children's education for the past three years. In order to support its key CSR focus 'Education', NSA has identified Sesame as one of its three partners. Sesame's project Learn.Play.Grow aims to develop the



capacity of AWWs to prepare children for school by using Gali Gali Sim Sim materials in a fun and engaging play based manner. This study reports the baseline status of various development parameters amongst the direct beneficiaries i.e. children aged 3-5 yrs. within the current context.

4. Play Connect Learn - All Children Reading: A Grand Challenge for Development (ACR GCD)—a partnership between the United States Agency for International Development (USAID), World Vision, and the Australian Government—is an ongoing series of grant and prize competitions that leverages science and technology to source, test, and disseminate scalable solutions to improve literacy skills of early grade learners in developing countries. Round 2 of ACR GCD, which started in 2014 and continues through 2017, supports technology-based innovations to improve early grade reading outcomes in developing countries.¹ These technology-based innovations concentrate on three focus areas:

- a. Mother tongue instruction and reading materials
- b. Family and community engagement
- c. Children with disabilities

Key Project Milestones

PROJECT	ACTIVITIES
Play Connect Learn	<ul style="list-style-type: none"> • Play Connect Learn project concluded. • Final impact report finalised in January 2018. • Project end report filed
Dream Save Do	<ul style="list-style-type: none"> • Phase III rolled out in Delhi, Jharkhand and Rajasthan(Apr-June 2017) • Refresher training completed in Rajasthan and Jharkhand • Global meet to present the project highlights (Oct-Dec 2017) • Radio broadcast continued on AIR
GGSS-Meena Radio	<ul style="list-style-type: none"> • Content mapping and script reviews in Hindi completed • Dubbing and review of the packaged episodes continue • Project ended in December 2017
Bringing Change in Kashmir	<ul style="list-style-type: none"> • Project planning and content mapping (Oct-Dec 2017) • Hindi broadcast started on DD Kashir in February 2018 • Proposal for broadcast submitted to Doordarshan in December 2017
Play Every Day	<ul style="list-style-type: none"> • Advisory meeting with various stakeholders working play • First set of prototype workshops and parent advisory completed for Play Every Day project • Planning for Beta Phase workshops
Kindness Study	<ul style="list-style-type: none"> • Study designed finalised in November 2017 • Tools prepared and survey rolled out in January • Analysis completed in Jan- February 2018



Key Accomplishments

- Play Connect Learn reached ~**12000 children** and **trained 20 personnel** from NGO partners
- Dream Save Do – Reached ~90000 **children** and ~70000 **caregivers** and trained **60 trainers**
- GGSS- Meena ki Duniya – **30 episodes** were packed with new narrative links on Hindi
- Bringing Change in Kashmir – **100 GGSS** Hindi episodes were delivered for broadcast on DD Kashir
- Play Every Day – Reached ~**220 families** and **24 facilitators** trained

Succes story:



Manju is 8 years old and has been a regular participant of the SBU program. From the initiation of the program, Manju started saving money in her piggy bank.

Her brother asked the family for a bicycle to go to school, instead of walking all the way. While their parents were discussing how to finance the bicycle, Manju came forward and offered the money that she has saved in the piggy bank. She broke her piggy bank and found that she had saved INR 800. Her parents added the remaining amount to this saving and bought a cycle. Today both Manju and her brother go to school in the cycle. Her parents are really

proud of her as she extended her help to buy a cycle that can be used by both the siblings. They are very happy that their daughter has started saving at such a young age and is still continuing the same.

Sustainability & Fundraising: Sesame Workshop India initiated local retail fundraising in 2016 by hiring low level staff & outsourcing the retail fundraising to an independent agency. This initiative was started to build from donor acquisition to bring the fundraising inhouse for regular giving. During the period April 2016 till March 2017, Sesame Workshop India was able to acquire 2207 donors & raised gross INR 84,49,417/-. Sesame Workshop India also initiated conversations with Organizations like Vedanta, SBI foundation for large, multi-year grants to strengthen the current ICDS system in their focus geographies. The focus of the Organization is now to develop the philanthropy base in India by hiring the suitable talent in India & look at long term financial sustainability complemented by growth in Institutional giving from overseas Donors.

Governance & Board: In order to expand the Board of Trustees, the Trustees of Sesame Workshop India resolved to approach experts & professionals from the Early Childhood Education & related spaces like research, philanthropic



development for the Board membership. In Sept 2017, one of our Trustees – Dr. Venita Kaul, who is the former director of Center for Early Childhood Education and Development (CECED) at the Ambedkar University, Delhi, got retired by rotation and the Board inducted Dr. Renu Singh¹ as a new member of the board in the same month. The Board pledged to continue to look for expansion of the Board in the coming year as well.

Financial Summary: The audited financials for SWIT are given below. In the same the figures reflecting under the column head “ current year” refers to the period (April2016- March17) and the figures reflecting under the column “previous year” refers to the period April 2015-March 2016.

¹ Brief Bio of Dr. Renu Singh attached as Annexure 1



SESAME WORKSHOP INDIA TRUST

Balance Sheet as at March 31, 2017

	Sch #	Current Year	Amount in ₹ Previous Year
Liabilities			
Initial Corpus		10,000	10,000
General Reserve	1	10,940,624	9,818,151
Restricted Grants	2	7,992,072	16,731,970
Deferred Revenue Fund	3	2,053,831	2,070,713
Current Liabilities & Provisions			
Current Liabilities	4	1,085,258	1,650,585
Provisions	5	540,204	700,098
Total		22,621,989	30,981,517
Assets			
Fixed Assets			
Gross Block	6	4,744,716	4,352,956
Less: Accumulated Depreciation		1,909,637	1,341,507
Net Block		2,835,079	3,011,449
Current Assets, Loans, Advances, etc.			
Cash and Bank Balances	7	18,566,177	25,171,687
Loans, Advances, etc.	8	1,220,733	1,380,509
Grants Receivable	2	-	1,417,872
Total		22,621,989	30,981,517

Significant Accounting Policies and Notes on Accounts 14

The schedules referred to above form an integral part of the accounts

As per our audit report of even date attached

for Singh Krishna & Associates
Chartered Accountants
Firm's Registration No. 008714C

Krishna Kumar Singh
(Krishna Kumar Singh)
Partner
M. No. 077494



Place : New Delhi

Date : *29th September 2017*

for Sesame Workshop India Trust

Ajay K. Sud
(Ajay K. Sud)
Trustee

Sashwati Banerjee
(Sashwati Banerjee)
Managing Trustee



SESAME WORKSHOP INDIA TRUST

Income and Expenditure Account for the Year Ended March 31, 2017

	Sch #	Current Year	Amount in ₹ Previous Year
Income			
Restricted Grants Utilised/ Availed	2	66,132,205	46,953,895
Receipts for Program Activities		-	5,925,578
Donations Received		4,860,372	-
Miscellaneous Income		236	10,265
Interest Income	9	869,898	1,084,182
Appropriation from the Deferred Revenue Fund	3	335,507	336,542
Total		72,198,218	54,310,462
Expenditure			
Program Costs - Personnel	10	4,138,310	4,173,368
Program Costs - Others	11	60,264,012	39,634,008
Administration Costs - Personnel	12	3,074,976	1,946,126
Other Operating Expenses	13	3,030,317	3,042,983
Depreciation	6	568,130	546,302
Total		71,075,745	49,342,787
Surplus/ (Deficit) Transferred to the General Reserve		1,122,473	4,967,675

Significant Accounting Policies and Notes on Accounts

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The schedules referred to above form an integral part of the accounts

As per our audit report of even date attached

for Singh Krishna & Associates
Chartered Accountants
Firm's Registration No. 008714C

for Sesame Workshop India Trust

Krishna Kumar Singh
(Krishna Kumar Singh)
Partner
M. No. 077494



Ajay K. Sud

(Ajay K. Sud)
Trustee

Sashwati Banerjee
(Sashwati Banerjee)
Managing Trustee

Place : New Delhi

Date : *29th* September 2017



Annexure-1

Dr. Renu Singh – Board Member- Sesame Workshop India Trust

Appointed: 29th September 2017

About Dr. Singh Dr. Renu Singh Biography



Dr. Singh has been Country Director of Young Lives India since 2010. A trained Montessorian and special educator, her interests include early childhood development, gender, equity and inclusion. She has over twenty six years of teaching experience in general and special education, teacher education, early childhood development, policy analysis and research both in India and abroad.

Her previous posts held include Director of the School of Rehabilitation Sciences at the University of Delhi and Director of Save the Children India. She is a governing body member of the Central Board of Secondary Education (CBSE), a member of the Working Group for formulating the National Policy on Early Childhood Care & Education, a member of the Joint Review Missions, Ministry of Human Resource Development (MHRD), as well as a member of Expert Committees in Government Institutions such as the Rehabilitation Council of India.

