



Sesame Workshop India Trust(SWIT)

Annual Program Report (Year 2017-18)

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 2017-March 2018). 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 2017-18

1. **Play Connect Learn (PCL)**- PCL (2015-17) is an All Children Reading Grant project aimed at developing reading skills of children in grade 1-3 through a self-paced digital app and e-books in Marathi. The project reached ~12000 children.
2. **Dream Save Do (DSD)** – DSD (2014-18) is a MetLife Foundation funded 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.
3. **Galli Galli Sim Sim-Meena ki Duniya Radio**- In partnership with Unicef, SWIT worked towards packaging existing GGSS radio episodes and *Meena ki Duniya* episodes through engaging narrative link for children in Jammu and Kashmir. The repackaged episodes were translated and dubbed in Kashmiri for their broadcast on AIR Kashmir by Unicef.
4. **Bringing Change in Kashmir** – Funded by the Vitol Foundation, this project aims at building resilience and self-regulation skills in children of Kashmir valley who spend most of their time away from schools due to recurring conflicts. SWIT repackaged thematically tied episodes dubbed in Kashmiri for their broadcast on Doordarshan Kashir.
5. **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.



6. **Delhi Aangawadi Project** – SWIT began work in 22 government-run early childhood education centres in Delhi, focusing specifically on strengthening the overall quality of the education component at these centres.
7. **Kindness Study** – SWIT undertook an online study with targeted questions for adults to unpack their existing views on ‘Kindness’ to inform future messaging in our work in India.

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"> • First set of prototype workshops and parent advisory completed for Play Every Day project • Alpha workshops completed and research report finalised • Planning for Beta Phase workshops
Delhi Aangawadi	<ul style="list-style-type: none"> • Project launched (July- Sept 2017) • Concept note and content development completed • Training of 22 AWW completed • Baseline completed in October 2017 • Monitoring framework developed and deployed
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
- Delhi Aanganwadi – Reached ~**200** children and trained **24** Aaganwadi workers and supervisors

In addition to the above, SWIT participated and presented in a number of national and international forums:

- Inaugural Symposium on Philanthropy in Education held in Geneva where SWIT presented a case study on ‘How can Philanthropy Catalyze Early Childhood Development at scale?’
- Oxford Symposium for Comparative and International Education in London
- mEducation Alliance Symposium at Washington DC
- Panel discussions at the Comparative and International Education Society CIES 2018 in Mexico
- ‘Year 2030: Have Financial Services Become Customer-Centric’ at the 2018 Customer Centric Learning Event held in Mamallrtapuram, India

Program management: In order to continue to deliver the programs in the field with the requisite quality & impact, Sesame Workshop India hired Ananya Ghoshal as Program Director, Ananya came with 16+ years of experience in program management. Ananya continued to oversee the project management during the year & moved on from Sesame for better opportunities. . SWIT is currently re-assessing and re-planning it human resources requirements to align with new strategic direction .

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 2017 till March 2018, 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 (April2017- March18) and the figures reflecting under the column “previous year” refers to the period April 2016-March 2017.

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



SESAME WORKSHOP INDIA TRUST

Balance Sheet as at March 31, 2018

	Sch #	Current Year	Amount in ₹ Previous Year
Liabilities			
Initial Corpus		10,000	10,000
General Reserve	1	15,305,350	10,940,624
Restricted Grants	2	6,403,110	7,992,072
Deferred Revenue Fund	3	755,822	2,053,831
Current Liabilities & Provisions			
Current Liabilities	4	863,063	1,085,258
Provisions	5	1,690,550	540,204
Total		25,027,895	22,621,989
Assets			
Fixed Assets			
Gross Block	6	4,037,886	4,744,716
Less: Accumulated Depreciation		3,148,110	1,909,637
Net Block		889,776	2,835,079
Current Assets, Loans, Advances, etc.			
Cash and Bank Balances	7	12,090,175	18,566,177
Loans, Advances, etc.	8	711,152	1,220,733
Grants Receivable	2	11,336,792	-
Total		25,027,895	22,621,989

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 : 14/09/2018



for Sesame Workshop India Trust

Ajay K. Sud *Sashwati Banerjee*
(Ajay K. Sud) (Sashwati Banerjee)
Trustee Managing Trustee



SESAME WORKSHOP INDIA TRUST

Income and Expenditure Account for the Year Ended March 31, 2018

		Amount in ₹	
	Sch #	Current Year	Previous Year
Income			
Restricted Grants Utilised/ Availed	2	48,762,973	66,132,205
Donations Received		8,449,417	4,860,372
Miscellaneous Income		867,594	236
Interest Income	9	689,534	869,898
Appropriation from the Deferred Revenue Fund	3	1,751,609	335,507
Total		60,521,127	72,198,218
Expenditure			
Program Costs - Personnel	10	5,526,790	4,138,310
Program Costs - Others	11	34,498,543	60,264,012
Administration Costs - Personnel	12	5,568,076	3,074,976
Other Operating Expenses	13	8,482,923	3,030,317
Depreciation	6	2,080,069	568,130
Total		56,156,401	71,075,745
Surplus/ (Deficit) Transferred to the General Reserve		4,364,726	1,122,473

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As per our audit report of even date attached

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


(Krishna Kumar Singh)
Partner
M. No. 077494

Place : New Delhi
Date : 14/09/2018



for Sesame Workshop India Trust

 
(Ajay K. Sud) (Sashwati Banerjee)
Trustee Managing Trustee



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.

