

Sesame Workshop – India
2019-2020 Annual Report

SESAME WORKSHOP

India

TRANSFORMING CHILDHOODS THROUGH

THE POWER OF

PLAY



Meet Sesame Workshop - India

Sesame Workshop – India works with millions of children across India, to make sure that every child is playing, learning, and growing. Our funny, furry muppets, passionate educators, and media innovators are committed to transforming the lives of children.

We do this by creating learning content and programmes that are fun and suited to the early developmental needs of children between the ages of three and eight. We go into spaces that already exist for children – such as anganwadis, care centres, pre-school classrooms, and even homes – and transform the way children learn. So that they can grow up smarter, stronger and kinder.

In 2019-2020, we took extra strides in putting Play at the heart of everything we do. Playing is how children imagine, express, explore, and understand the world around them.

Sesame Workshop – India creates transformative hands-on learning experiences for children, using the power of Play.



Press Play - for Lifelong Learning

At Sesame Workshop – India, we are committed to ensuring that “all girls and boys have access to early childhood care, development, and education so that they are ready for a primary education,” a key target under the Sustainable Development Goal 4. In 2019-2020, we took our philosophy of Play as a tool for transformation and learning, to millions of children across the country.

In India, the most widespread provider of early childhood care is the anganwadi network, which supports close to 100 million children, aged 0-6 years, and their families. In this financial year, Sesame Workshop – India equipped anganwadis, anganwadi workers and caregivers of young children to create playful learning experiences at the pre-school centre and at home.

Together with children, their caregivers, teachers – and you, our donors – Sesame Workshop – India is harnessing the transformative power of play to give children everywhere a chance to develop cognitive, physical, and socio-emotional skills. This movement, we believe, will result in a generation of children who are creative, engaged, and lifelong learners.

Sonali Khan
Managing Director
Sesame Workshop - India





Play Every Day

Sakina thought play was a waste of time. The mother of three young children was so caught up in the everyday cycle of chores and caregiving that she would often lose her temper with her five-year-old daughter.

At the Play Every Day workshops, conducted by Sesame Workshop – India and supported by the Lego Foundation, Sakina learnt how she could integrate elements of play into her daily routine to constructively engage with her children. Watching her daughter chatter away about the new things she has learnt, Sakina promises that she will find time to play with her daughter every day!

Play Every Day, implemented in partnership with the Lego Foundation, inspired parents and caregivers in 2,500 families from low resourced communities of Delhi to view play as a key principle in improving learning and development among young children.

23%

more caregivers made time for play everyday

24%

were more confident of using recyclable materials as play objects

23%

said they were now comfortable being silly with their child

21%

said they could now make everyday activities playful



Learn, Play and Grow

Sesame Workshop – India makes learning a joy for more than 1 million children between the ages of three and six in 19,000 anganwadis across the country. In Meghalaya, one of the states where we work, 60,000 children in 3,000 anganwadis across remote villages are delighting in the learning material we provide to them in their own local languages – Garo and Khasi.

1, 2, 3 ways to give small children a real shot at life

There are 13.77 lakh anganwadis in the country . Before stepping into regular school, a child spends crucial early years at an anganwadi. These early years play a key role for any child to perform well in school, and possibly, in life.

This is how SWI transforms learning in anganwadis

1

Equip anganwadis with rich educational content that keeps children engaged through play

2

Train teachers to stimulate all-round cognitive, social, emotional, and physical skills of each child

3

A playful and caring home environment where parents are involved in their child's learning

Bright Start to the Day!

Every second child under five years of age in India shows visible signs of malnourishment.

Thousands of children go hungry to school every morning, due to a lack of understanding of good nutrition among parents and caregivers. Sesame Workshop – India partnered with Kellogg’s Bright Start programme to open conversations with parents and caregivers of children between three and eight years of age on the importance of breakfast and good hygiene. We initially aimed to reach 1,500 families of children below the age of eight in select areas of Mumbai’s Dharavi slums. However, the severe impact of the Covid-19 pandemic and travel restrictions made it challenging for us to continue our work in Mumbai city. As a result, Bright Start is now being run in slums of Delhi NCR focusing on overall good health and well-being of children.

**“If the stomach is empty,
the child will be listless all day.”**

– Parent of a small child in Dharavi



SESAME STREET
Galli Gali
Sim Sim

SESAME STREET
Galli Gali
Sim Sim

SESAME STREET
Galli Gali
Sim Sim

Happy
Meets

WASH

Healthy, happy children!

Sesame Workshop - India partnered with Unicef India and World Vision to take critical lessons in hygiene and sanitation to young children in 25 anganwadis each in Sitapur and Lakhimpur Kheri districts of Uttar Pradesh.

Through stories, games, songs and films, Sesame muppets Elmo and Raya brought alive lessons on good health and hygiene for anganwadi teachers. Sesame Workshop - India developed fun and engaging content in the local language to be used by teachers in anganwadis and children and their families at home.

Did you know?

1 million children below five years of age die every year from preventable diseases in India. Diarrhoea, respiratory tract infections, and malnutrition are among the leading causes of child mortality, and adversely affect motor, sensory, cognitive, social and emotional development.

“I learned to keep everything clean. Our galli is very dirty and I learned that through the dirt germs spread...”

Arifa, 6

Wash Up!

Better health through better sanitation and hygiene. This was the goal of Wash UP!, a programme to train teachers, so that they could in turn influence children and their families to adopt improved hygiene and sanitation measures.

The pilot was implemented in 30 World Vision supported schools in Sitapur district of Uttar Pradesh.



Caring for each other

The Covid-19 pandemic led to a loss of livelihood for thousands of families. Through the months of lockdown, as schools and anganwadis remained shut, children from remote, rural, and poor families have been left with no means of learning.

Shanti Devi, an anganwadi worker in the Balrampur district of Uttar Pradesh, circulates Sesame Workshop – India’s online and printed learning materials to the families of children and teaches them how to use it. She visits their homes once a week to make sure the activity kits are used well.

In this manner, Sesame Workshop – India reached 46 million children in the initial months of the pandemic with education and fun activity kits. This is what we saw.

Six-year-old Jaipal opens his activity kit in delight. He spends the next few hours with the picture book on his lap, colouring in a rainbow held up by Elmo.

Anam scrubs her hands front and back, fingers and nails, in between fingers – with soap. “Gaana khatam hote hi dekhna hamaare haath saaf ho jayenge*,” she hums, to the tune of Sesame Workshop - India’s Washy Wash song. (*When the song is over, see how clean our hands will be).

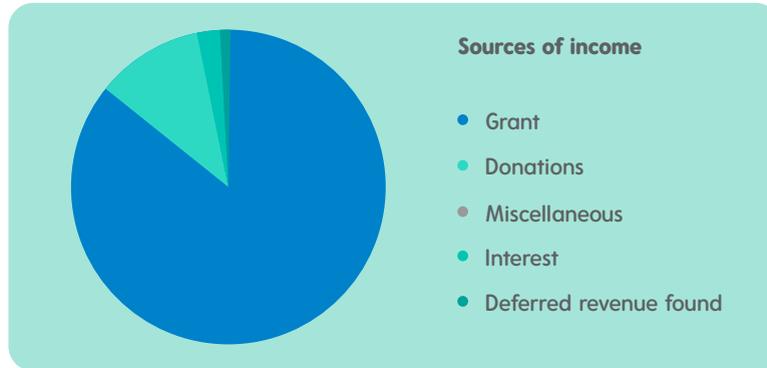
Dinner done Divyangi gathers up the sheets she has coloured and sticks them on the wall of her home. Her father, Subhashbhai, reads her a story from the activity kit, till she drifts off into sleep.



Financials

Who funds our work

The graph below shows Sesame Workshop – India's sources of income for 2019-2020.



Income and Expenditure 2019-2020

| SESAME WORKSHOP INDIA TRUST | | | |
|--|-------|--------------------|------------------------------|
| Income and Expenditure Account for the Year Ended March 31, 2020 | | | |
| | Sch # | Current Year | Amount in ₹ Previous Year |
| Income | | | |
| Restricted Grants Utilised/ Availed | 2 | 3,61,44,729 | 4,27,23,785 |
| Donations Received | | 46,65,559 | 72,87,910 |
| Miscellaneous Income | | 30,415 | 10,11,797 |
| Interest Income | 9 | 10,71,638 | 10,37,611 |
| Appropriation from the Deferred Revenue Fund | 3 | 2,47,547 | 4,54,689 |
| Total | | 4,21,59,888 | 5,25,15,792 |
| Expenditure | | | |
| Program Costs - Personnel | 10 | 17,86,817 | 22,99,457 |
| Program Costs - Others | 11 | 1,86,60,071 | 2,93,24,066 |
| Administration Costs - Personnel | 12 | 1,20,32,973 | 53,42,773 |
| Other Operating Expenses | 13 | 94,09,827 | 1,12,96,094 |
| Donations Paid | | 1,00,000 | - |
| Depreciation | 6 | 2,53,802 | 5,19,602 |
| Total | | 4,22,43,490 | 4,87,82,892 |
| Surplus/ (Deficit) Transferred to the General Reserve | | (83,602) | 37,32,900 |

Balance Sheet 2019-2020

| SESAME WORKSHOP INDIA TRUST | | | |
|---|-------|--------------------|------------------------------|
| Balance Sheet as at March 31, 2020 | | | |
| | Sch # | Current Year | Amount in ₹ Previous Year |
| Liabilities | | | |
| Initial Corpus | | 10,000 | 10,000 |
| General Reserve | 1 | 1,89,54,648 | 1,90,38,250 |
| Restricted Grants | 2 | 1,59,06,276 | 2,37,81,179 |
| Deferred Revenue Fund | 3 | 2,97,405 | 4,55,872 |
| Current Liabilities & Provisions | | | |
| Current Liabilities | 4 | 12,88,474 | 23,84,659 |
| Provisions | 5 | 8,86,076 | 8,46,882 |
| Total | | 3,73,42,879 | 4,65,16,842 |
| Assets | | | |
| Property Plant and Equipment | 6 | 42,81,705 | 41,92,625 |
| Gross Block | | 39,21,514 | 36,67,712 |
| Less: Accumulated Depreciation | | 3,60,191 | 5,24,913 |
| Net Block | | | |
| Current Assets, Loans, Advances, etc. | | | |
| Cash and Bank Balances | 7 | 2,57,76,477 | 4,37,90,819 |
| Loans, Advances, etc. | 8 | 12,96,427 | 7,90,972 |
| Grants Receivable | 2 | 99,09,784 | 14,10,138 |
| Total | | 3,73,42,879 | 4,65,16,842 |



Thank you



Our work is made possible by committed anganwadi workers, parents, caregivers, our donors, our staff and volunteers, and of course, the children with whom we work. We thank each one of you.

Our donors have been solid partners through a difficult year. A BIG Thank you to our key donors for 2019-2020:

INSTITUTIONS

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Rapid Engineering Company Pvt. Ltd.,
Jayanti Khaitan
Prasad



**THANK YOU ALL FOR HELPING US
WITH OUR MISSION**

Appeal

Home, but not alone

A year down, schools and anganwadis remain shut. At a time when they are at their energetic best, children are cooped up at home, with nothing to do, and no friends to play with.

Our activity kits find themselves into homes in remote areas, helping children play, laugh, learn, bond with family – and stay connected with friends.

Your donation to Sesame Workshop – India will open a world of play and learning for children in some of the poorest communities across the country.

DONATE

Make a tax-deductible donation by visiting sesameworkshop.org/donate or If you prefer to make a donation by check, please make out to "Sesame Workshop India" and send to:

Sesame Workshop India
153, 1st FLOOR, Okhla Phase-III
New Delhi-110020

