



India

## Annual Report 2021–22



## From the MD's Desk

### Transforming Childhood, Within and Without

Sesame Workshop India (SWI) works with millions of children across India, to make sure that every child is playing, learning, and growing. Our unforgettable muppets, passionate educators, and media innovators come together to transform childhoods.

Our play-based approach to teaching young kids uses fun activities to help them learn. By using toys and games that fit this style, it helps children be more involved, use their imagination, figure things out, and play well with others. This way of teaching aims to help kids grow in many different ways.

Follow our journey through the ecosystem of a child. We start from the home, moving in ever widening circles to anganwadis and primary-school classrooms, and involving parents, teachers and the whole community! The children are on this journey with SWI right until they step into school, even taking a stand on global issues like climate change!

*“The child is at the heart of everything that we do. But the child’s learning is shaped by the family, community, the government, and policy decisions. Sesame Workshop India believes that to improve learning, we need to take all these factors into account.”*

With gratitude

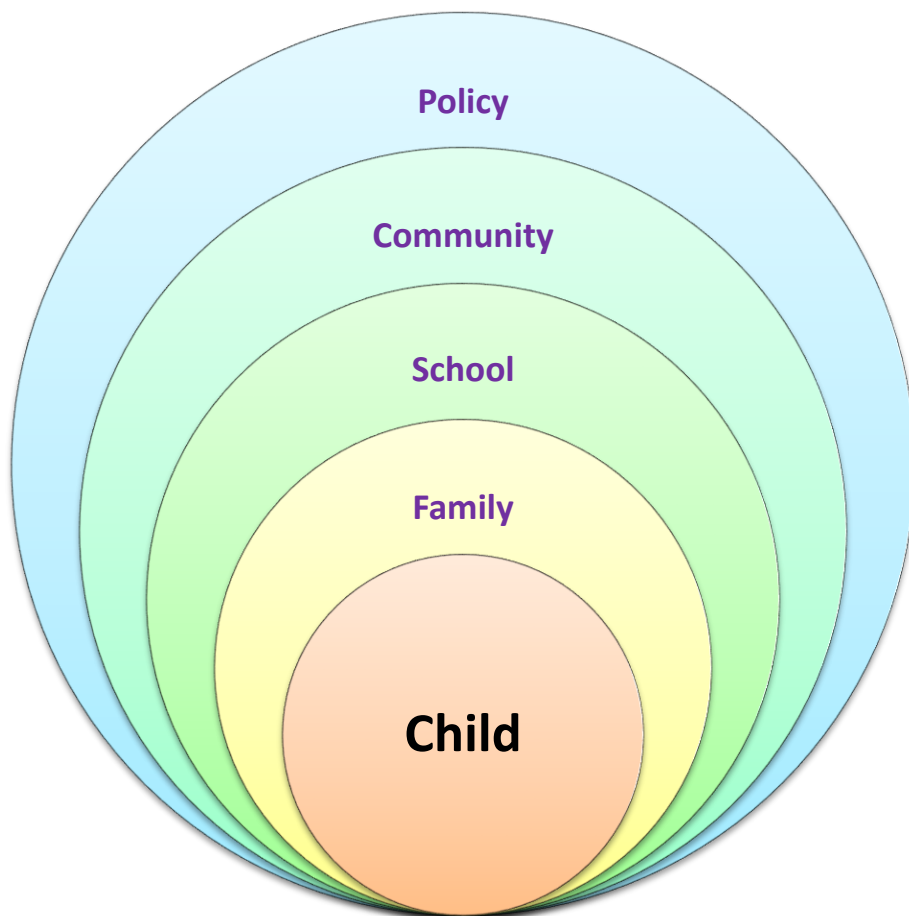
Sonali Khan

Managing Director

Sesame Workshop India

## **A child's ecosystem**

The child's educational and social environment is impacted by multiple influences at various levels in a societal ecosystem. At the heart of this ecosystem lies the child, whose experiences are shaped by family, communities, government and policy influences.



Sesame Workshop works at each level to create an enabling environment for the child to grow and thrive to become smarter, stronger and kinder

## At Home

### When fathers play

Traditionally, fathers are often less involved with their children beyond providing financial support and discipline. To help change this, Sesame Workshop India launched “Daddy Cool,” a campaign that encouraged fathers to play a more active role in their children's lives, promoting positive engagement, and breaking down traditional gender roles.

In Lucknow, Uttar Pradesh, a social media campaign used Facebook, YouTube and radio to engage fathers and families of children between 3 and 8 years old, to highlight the importance of play in cognitive development and academic growth. Weekly workshops helped fathers break stereotypes, become playmates, provide emotional support, understand positive discipline, and avoid verbal or physical punishment.



“हमको अनुशासन के बारे में यह बात अच्छी लगी कि हमको अधिकार दिखाने से ज्यादा अपने बच्चों के व्यवहार को समझने और उनके साथ अपनेपन के साथ बात करने और उन्हें समझाने की जरूरत है, जैसे एल्मो के मम्मी –पापा नें उसे समझाया। इस तरह से अगर बच्चों के साथ बात –व्यवहार करेंगे, तो वो हमारी बात मानेंगे।”

(What I liked about (positive) discipline is that instead of being authoritative one needs to understand a child's behaviour by talking to them with affection and explain him/her the way Elmo's parents explain him. If we engage with children this way, then it is likely that they will listen to us.)

- Javed, 37, Luvkush Nagar

## Taking action for the environment

Smarter, kinder, and stronger children are also concerned about global matters like climate change. Sesame Workshop India kicked off the second phase of Mera Planet Mera Ghar in April 2021. The children confidently voiced their concerns for the planet to their families, communities, and other prominent individuals. Partnering with Chintan and Child Survival India, we enrolled 1,600 children in local campaigns in Bhalaswa, Nizamuddin, and Narela areas of Delhi.



"हमारे यहाँ पीने के पानी की बहुत दिक्कत है। यहाँ पानी नल में भी नहीं आता और जब आता है तो बहुत गंदा आता है, कृपया पीने के पानी की समस्या का समाधान किया जाए।"

(Drinking water is a big problem here. There is no running water in the tap, and when water does come, it's very dirty. Please resolve the problem of drinking water)

- Sonali, 10, Bhalaswa

"हमारी टीम आपके घर आ जाएगी और आपके घर में ही पानी की सुविधा उपलब्ध करा दी जाएगी ताकि आपको पानी के लिए दूर जाने की आवश्यकता न हो।"

(Our team will come to your home and provide you with the facility of tap water so that you do not have to go far for water.)

- Mr Praveen Kumar, MLA – Jangpura

"जो भी सहायता बच्चों को मुझसे चाहिए, उसे पूरा करने के लिए मैं वादा करती हूँ।"

(I promise to fulfil whatever help the children need from me.)

- Ms Vimlesh Kohli, Municipal Councillor, Sunder Nagari

## Balanced nutrition

That was the message driven home by Sesame Workshop India, in the Bright Start program, "Sahi Poshan, Kare Bhavishya Raushan." The 18-month project highlighted the importance of breakfast and good hygiene for children aged 4-8, reaching 1,500 children and their families. Using mass media and radio, and engaging with children at home, Bright Start promoted better health, good hygiene, emotional resilience, and cognitive development!

## Moving past the pandemic

When schools were closed due to Covid-19, it affected not just learning, but also the mental health of children. SWI launched, Caring for Each Other, to support children and their families during the pandemic. Their message on how to wash hands reached 36 million children through Zee's Big Magic channel.

Seeing the massive impact the programme had, in April 2022, we launched Chhoti Badi Baatein. Using playful learning methods, we helped 3,600 children from marginalised families in Rajasthan's Sirohi, Banswara, and Hanumangarh districts recover from the educational and mental health impacts of COVID-19.

The children, all between 3 and 8 years of age, loved the workshops! We found that they would excitedly share what they learned with their families and friends. Parents, too, noticed that their children were getting better every day in numeracy, literacy, and emotional understanding, which encouraged them to spend more time with their children.

*6,70,000 people  
listened to 39 audio broadcasts on  
community radio  
in these three districts*

नमस्कार मैम  
मैं संगरिया से श्रोता हु रेडियो पर आपका प्रोग्राम  
छोटी बड़ी बातें हमें बहुत पसंद हैं जो रविवार  
को प्रसारित होता है इसमें बच्चों के लिए बहुत  
प्रेरणादायक कहानियाँ सुनाई जाती हैं। जिससे  
हमें भी अपने बचपन की बहुत याद आती हैं।  
हम भी अपने बच्चों को आपका प्रोग्राम सुनाते  
हैं। इसमें जो अन्त में पहेली पूछी जाती है, उसका  
जवाब भी देते हैं इसी तरह प्रोग्राम सुनाते रहे।  
धन्यवाद।

17:26

## In Anganwadis

### Learning to play

Anganwadis are where children between the ages of 3 and 6 first learn, play, and grow. Keeping this in mind, Sesame Workshop India launched the Learn, Play, Grow programme to improve the quality of education at 1761 Nand Ghars in six states — Odisha, Rajasthan, Punjab, Himachal Pradesh, Chhattisgarh, and Uttar Pradesh. We also provided a learning package to help children continue learning at home.

### Children learn, play and grow in Meghalaya

In Meghalaya, to strengthen the quality of early education in 3,200 Anganwadis of four districts - East Khasi Hills, Ri Bhoi, West Garo Hills, and South Garo Hills - we launched the Learn, Play, Grow initiative.

The programme reached more than 90,000 children and their caregivers in local languages, Garo and Khasi. Here too, as anganwadis were shut for long during Covid-19, we sent print and audio-visual content to their homes every month, through 3,200 anganwadi workers, trained by 171 master trainers whom we trained.

Evita D Marak, an Anganwadi worker from Tura in the West Garo Hills of Meghalaya, is passionate about the early education of children. She says, “Being a part of the SWI team in Meghalaya has been transformative, allowing me to continually learn and tap into my creativity. Before joining SWI, I lacked a comprehensive understanding of child development, even though I had received some academic exposure. I have gained invaluable insights into child development and parental engagement. This experience has not only enriched my professional life but has also contributed to my personal growth, both socially and emotionally.”



## Home on the move

Sesame Workshop India launched Play.Learn.Connect to help children from temporary migrant families learn, and show 2,000 caregivers how important play is for learning. However, when the pandemic hit and many migrants went back home, we realised that the audio content needed to be much more engaging and memorable to hold the interest of children at home. We then expanded the programme to include children living in urban slums.

We also held a workshop to train Master Trainers on socio-emotional development in children and introduce them to the Play.Learn.Connect content. After the workshop, along with community radio partner Gram Vaani, we shared audio episodes through IVR.

“Please keep sending the episodes, as we are also enjoying (them); the episodes are good for learning and entertainment.”

“Listening to the episodes is creating a strong bond between parents or caregivers and children.”

- Parents and caregivers

750 caregivers learned about the importance of play





## All set for school

Getting children school ready is critical, because the first exposure to formal school could influence a child's lifelong experience of learning. In January 2022, Sesame Workshop India launched Tayyari School Ki in Delhi-NCR, to help 5-6 year-old children bridge learning gaps and develop essential literacy and numeracy skills. Tayyari School Ki is an accelerated learning programme.

Close to 9 out of 10 children were able to identify shapes. Almost all children showed a good understanding of spatial concepts. Nine out of 10 children could understand sequencing and patterning by the end of the programme. And the best news? The children aced the school admission test and enrolled in Grade 1.

"मेरा बच्चा उन सभी चीजों को याद करता है जो आपने उसे सिखाया है और इसे घर पर दोहराता है। अपनी कॉपी में भी आकार बनाता है।" (My child revises all the concepts you teach him once he comes home.)

- Nikhat, mother of Sadik, 5

"मेरे बेटे को अब आकारों की अच्छी तरह से जानकारी हो गई है, वह आकार को देखकर पहचान लेता है - गोल है या चौकोर। घर की चीजों के आकार भी बताता है, जैसे रोटी गोल है, डब्बा चौकोर है।" (My son now recognises shapes. He recognises a circle or a square. He even identifies shapes of household items, saying roti has a circle shape and box has a square shape.)

- Bimlesh, mother of Ansh, 6

### Tayyari School Ki Workshop in Communities



## Where your donations went

### SESAME WORKSHOP INDIA TRUST

#### Income and Expenditure Account for the Year Ended March 31, 2022

|   | Sch # | Amount as on 31st March 2022 | Amount as on 31st March 2021 |
|---|-------|------------------------------|------------------------------|
| <b>Income</b>   |       |                              |                              |
| Restricted Grants Utilised/ Availed                   | 2     | 5,70,29,933                  | 3,86,13,006                  |
| Donations Received                                    |       | 6,57,027                     | 10,71,098                    |
| Miscellaneous Income                                  |       | 3,390                        | 2,702                        |
| Interest Income                                       | 9     | 12,69,982                    | 6,83,540                     |
| Appropriation from the Deferred Revenue Fund          | 3     | 3,19,210                     | 2,28,576                     |
| <b>Total</b>  |       | <b>5,92,79,542</b>           | <b>4,05,98,922</b>           |
| <b>Expenditure</b>                                    |       |                              |                              |
| Program Costs - Personnel                             | 10    | 79,67,153                    | 48,47,865                    |
| Program Costs - Others                                | 11    | 4,30,63,262                  | 2,11,06,601                  |
| Administration Costs - Personnel                      | 12    | 41,25,237                    | 74,66,638                    |
| Other Operating Expenses                              | 13    | 36,65,555                    | 58,56,993                    |
| Donations Paid  |       | -                            | 25,000                       |
| Depreciation  | 6     | 3,19,210                     | 2,28,576                     |
| <b>Total</b>  |       | <b>5,91,40,417</b>           | <b>3,95,31,673</b>           |
| Surplus/ (Deficit) Transferred to the General Reserve |       | <b>1,39,125</b>              | <b>10,67,249</b>             |

Significant Accounting Policies and Notes on Accounts

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

As per our audit report of even date attached

For T R Chadha & Co LLP  
Chartered Accountants  
(Firm regd No: 006711N/N500028)

Aashish Gupta  
(Partner)  
M. No. 097343

Place : New Delhi

Date: 26<sup>th</sup> September 2022

for Sesame Workshop India Trust

(Dr Asha Singh)  
Trustee

(Sonali Khan)  
Managing Trustee

### SESAME WORKSHOP INDIA TRUST

#### Balance Sheet as at March 31, 2022

|  | Sch # | Amount as on 31st March 2022 | Amount as on 31st March 2021 |
|--|-------|------------------------------|------------------------------|
| <b>Liabilities</b>                           |       |                              |                              |
| Initial Corpus                               |       | 10,000                       | 10,000                       |
| General Reserve                              | 1     | 2,01,61,022                  | 2,00,21,897                  |
| Restricted Grants                            | 2     | 3,38,97,740                  | 1,63,70,248                  |
| Deferred Revenue Fund                        | 3     | 3,48,308                     | 4,93,516                     |
| <b>Current Liabilities &amp; Provisions</b>  |       |                              |                              |
| Current Liabilities                          | 4     | 16,56,037                    | 52,36,157                    |
| Provisions                                   | 5     | 12,57,850                    | 9,05,873                     |
| <b>Total</b>                                 |       | <b>5,73,30,957</b>           | <b>4,30,37,691</b>           |
| <b>Assets</b>                                |       |                              |                              |
| Property Plant and Equipment                 | 6     |                              |                              |
| Gross Block                                  |       | 48,80,394                    | 47,06,392                    |
| Less: Accumulated Depreciation               |       | 44,69,300                    | 41,50,090                    |
| Net Block                                    |       | 4,11,094                     | 5,56,302                     |
| <b>Current Assets, Loans, Advances, etc.</b> |       |                              |                              |
| Cash and Bank Balances                       | 7     | 4,67,55,104                  | 3,62,40,506                  |
| Loans, Advances, etc.                        | 8     | 19,41,376                    | 22,84,777                    |
| Grants Receivable                            | 2     | 82,23,383                    | 39,56,106                    |
| <b>Total</b>                                 |       | <b>5,73,30,957</b>           | <b>4,30,37,691</b>           |

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As per our audit report of even date attached

For T R Chadha & Co LLP  
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(Firm regd No: 006711N/N500028)

Aashish Gupta  
(Partner)  
M. No. 097343

Place : New Delhi

Date: 26<sup>th</sup> September 2022

for Sesame Workshop India Trust

(Dr Asha Singh)  
Trustee

(Sonali Khan)  
Managing Trustee

## Thank you!

Mothers. Fathers. Caregivers. Anganwadi workers. ASHA workers. Panchayat and other community leaders. Our individual, corporate, institutional donors. The passionate team of Sesame Workshop India.

And most of all, the children who lie at the heart of our work.

Thank you, for transforming childhoods, within and without!

### Our Partners

