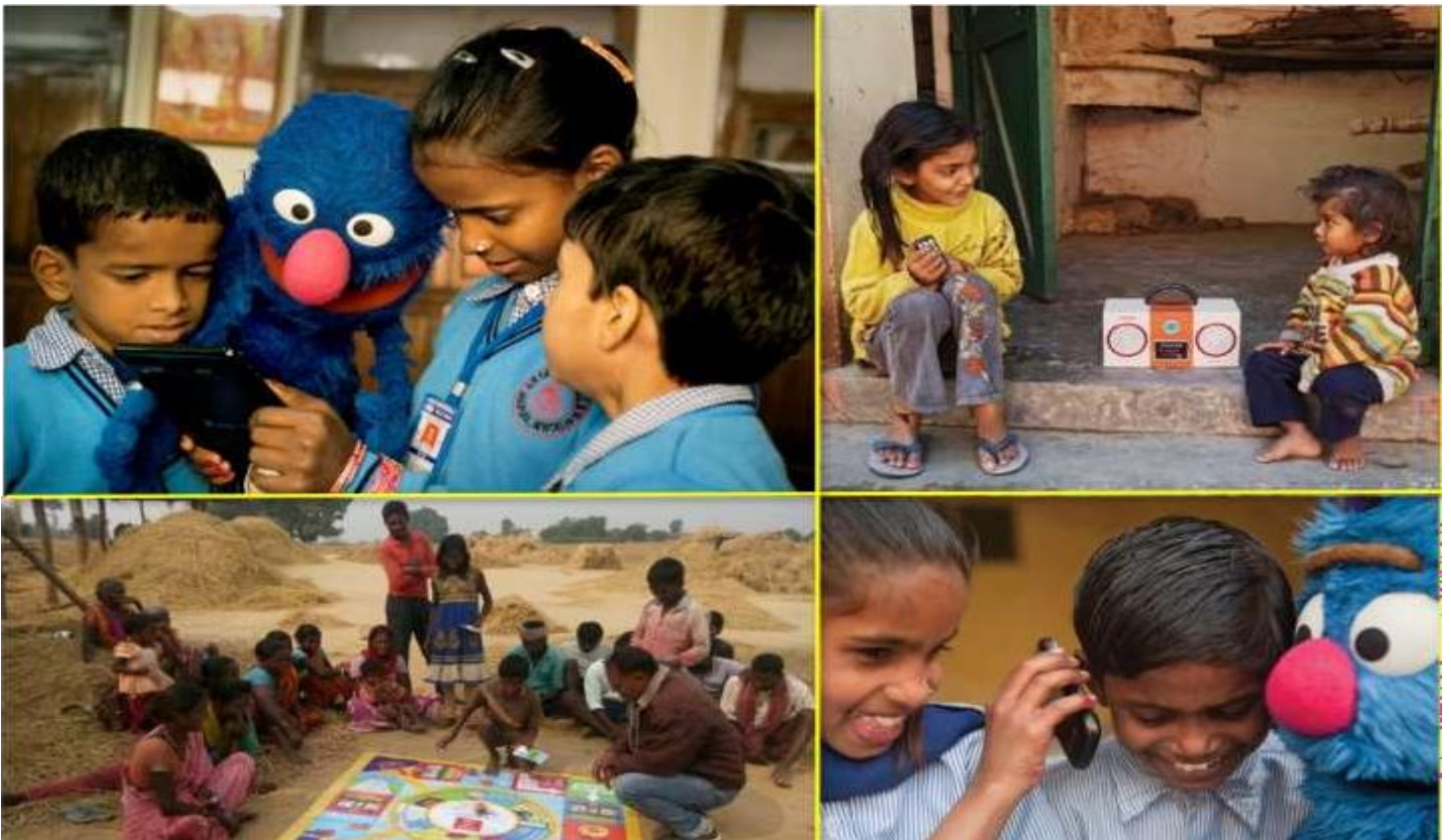




India

Annual Report 2022–23



The year in a glance

Highlights

- Our **first Government Grant** from the Government of Meghalaya to provide technical and implementation support to the Meghalaya Health Systems Strengthening Project to develop, design, and implement an integrated Early Childhood Development (ECD) model to improve ECD outcomes in the state as envisaged under the State ECD Mission.
- The prestigious **LiftEd Grant** to develop a Learning and Assessment App for Foundational Literacy and Numeracy

We reached

- ~ **250,000 children** in Anganwadi centres and in communities
- Reached **126 Million** on social media, garnering **60 Million** views and **386K watch hours** on YouTube playlists through targeted district-level campaigns.
- Reached reach **670,000 families through platforms** like IVRS and community radio stations
- Reached more than **40 Million individuals on WASH messaging** through social media platforms and radio.

From the MD's desk

Supporting Resilience, Nurturing Futures

The past two years have brought unprecedented challenges from health crises and economic strain to shifting family dynamics and ongoing uncertainty. Children have felt these impacts most deeply. While children are naturally resilient, they need the steady support of caring adults. Yet many parents and caregivers struggled themselves, often without the tools to guide children through disrupted learning and emotional strain. In response, we doubled down on our mission, creating resources to help children cope with COVID-19's impact, displacement, and questions of identity, while empowering adults to have open, meaningful conversations.

Sesame's unique strength lies in resonating with both children and adults, enabling co-learning and connection. In a country with 164 million children under the age of six, nearly half begin life without access to preschool or childcare and without the foundation these early years provide. For us, this is not just a sobering reality; it's a call to action. That's why we are strengthening Early Childhood Education in 6,000 centers across 7 states, reaching nearly 200,000 children and their families ensuring that more children, no matter where they are born, start life with the care, learning, and support they deserve.

Because every child deserves a joyful, caring, and learning-rich foundation and together, we can make it possible.

With gratitude,

Sonali Khan

Managing Director

Sesame Workshop India

Two Pillars, One Mission: Learning and Resilience

The COVID-19 lockdown left a deep mark on children's education. With schools closed for months, the learning loss has been staggering, a study by Azim Premji University found that 92% of children lost at least one language ability and 82% lost one math skill in the past year alone. While many private institutions shifted to online classes, children from marginalized communities were left behind, without any access to technology-based learning. And every week without learning has meant a setback of months in their verbal, cognitive, and social-emotional development.

That's why our mission has never been more urgent. As the world's largest informal educator, Sesame Workshop India continues to reach young children and their caregivers where they are through a blended approach of engaging media and on-ground outreach.

In 2022–23, our impact was guided by two core pillars:

1. **Transforming learning at scale:** Stemming learning loss through a mix of media, community engagement, and age-appropriate, play-based lessons.
2. **Building resilience in children and families:** Armed with a strong focus on emotional well-being, helping children feel safe, supported, and ready to learn.

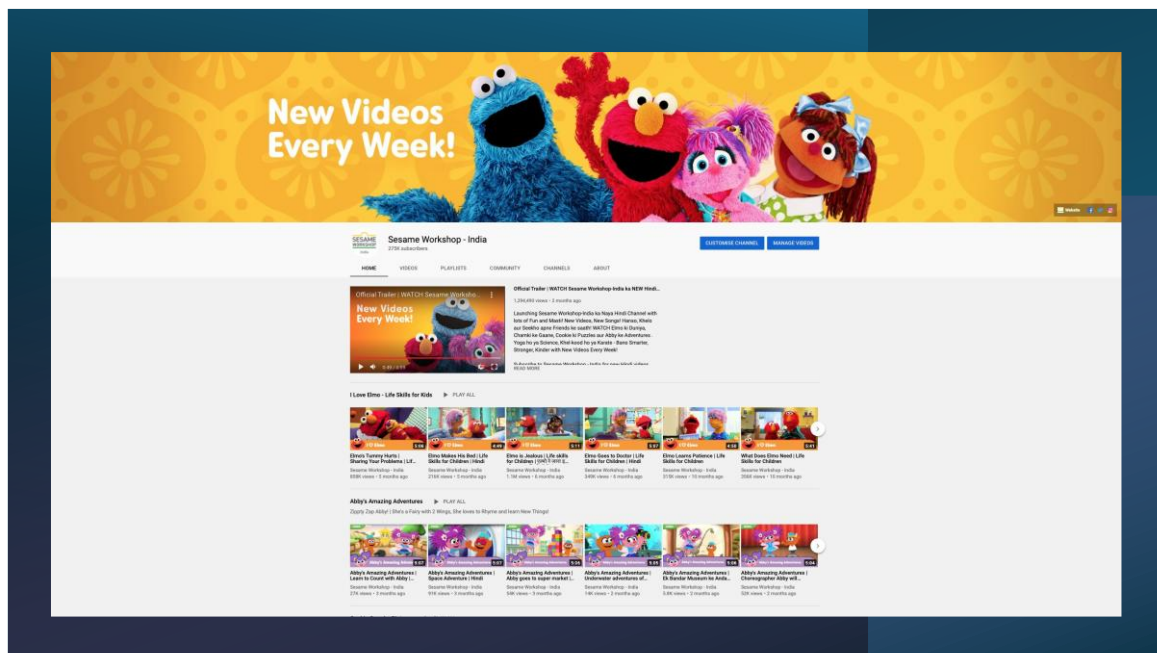
This year, we delivered structured literacy and numeracy lessons, socio-emotional learning content, and home-based activities. We supported parents and caregivers with tools to strengthen emotional well-being, for themselves and their children and trained Anganwadi Workers through both virtual and in-person sessions.

Because for children to grow smarter, stronger, and kinder, they need both knowledge and emotional strength, and our two pillars are here to give them exactly that.

Streaming Smarter, Stronger, Kinder

When schools closed and classrooms went silent, we turned to where children and caregivers were already gathering their phones. Digital platforms became more than just channels; they became classrooms, playgrounds, and safe spaces for learning.

Through the pandemic, **YouTube** emerged as our largest stage, bringing Sesame's playful, research-backed learning to millions of children in both Hindi and Telugu.



WhatsApp, on the other hand, allowed us to create intimate, direct connections with parents and caregivers, sharing bite-sized activities, tips and emotional support right into their hands.

For families without internet access, we found ways to keep the learning going. Mobile-based **IVRS platforms** and **community radio** helped us reach children in remote areas, ensuring that geography or resources never stood in the way of education.

We also redesigned our community outreach programs to blend seamlessly with digital delivery, integrating platforms like WhatsApp, IVRS, and radio into our learning model.

More than 70% of our educational media content was shared digitally, reaching homes, neighborhoods, and rural communities alike.



YouTube as part of community outreach – increasing engagement

- **Animated educational playlists** focussing on whole child curriculum has reached more than **30 Mln caregivers** (unique) with a **watch time of 1.4 Mln hours**
- Two YouTube playlists on pre literacy and numeracy and life skills distributed by **125K Anganwadi Workers in UP through WhatsApp** reaching 300K and garnering 3.5K hours of watch time
- **Five thematic playlists** covering pre-literacy and numeracy, are available in **five languages** – Hindi, Garo, Khasi, Odia and Punjabi

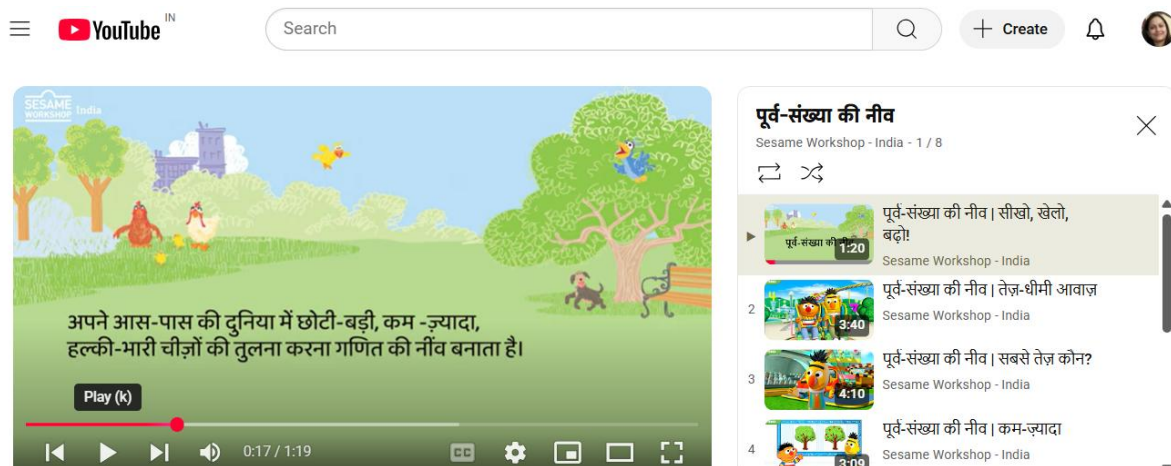
Providing audio lessons through mobile platforms – reaching the last mile

- 43 audio segments on **Community Radio** have reached a **population of 3.5 lakh** in 3 districts of Rajasthan
- 16 audio segments through **IVR platform** of **1137.6 hours** with an **average duration of 7.5 mins**. The IVR platform received **8393 calls**

Making Learning Fun, One Story at a Time

When children needed learning the most, we made sure the content they received was as joyful as it was impactful. Our goal was simple, to keep curiosity alive, even when classrooms were closed.

We created playful, engaging learning materials for children, caregivers, and educators across key domains like pre-literacy, pre-numeracy, and emotional well-being. These came to life as **thematic educational playlists in five languages** - Hindi, Garo, Khasi, Odiya, and Punjabi, ensuring that children could learn in the language they understood best.

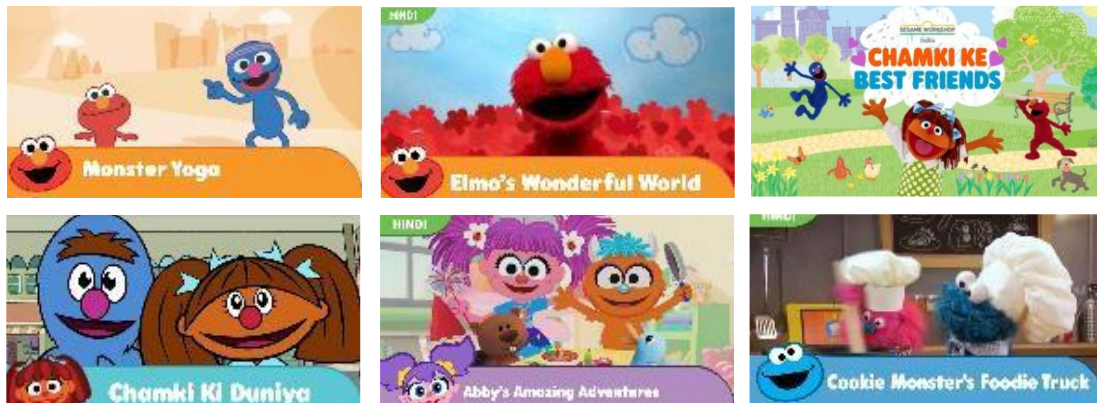


For parents and caregivers, we developed content designed to strengthen parent-child interactions at home, turning everyday moments into opportunities to learn and connect.



We also grew our bank of audio and video assets, designed to address current learning gaps and flexible enough to adapt across platforms, from IVRS and community radio to WhatsApp and social media. This meant our stories, songs, and lessons could travel farther, reaching children wherever they were.

Exciting All new YouTube content



Short format original content

Because at Sesame Workshop India, we know that every giggle, every “Aha!” moment, and every shared story brings us closer to building a smarter, stronger, kinder generation.

Bringing Early Learning Home with Learn. Play. Grow



Through our Learn. Play. Grow. project, we're reimagining early childhood education across six states, Meghalaya, Uttar Pradesh, Odisha, Punjab, Himachal Pradesh, and Chhattisgarh.

By building the capacity of Anganwadi Workers, providing high-quality Teaching–Learning Materials (TLMs), and engaging parents and caregivers, we are ensuring that learning continues well beyond the classroom. This year, we reached nearly 200,000 children across 6,000 Anganwadi Centers in these states.

When COVID-19 closures kept Anganwadi Centers shut, we acted quickly, designing and delivering a six-month home-based learning program that reached ~100,000 children in 10 states. Each child received three packages of age-appropriate, structured learning materials covering pre-literacy, pre-numeracy, and socio-emotional learning, presented in a modular, activity-based format. Educators and NGO partners received both virtual and in-person training to help them bring these resources to life in their communities.

Home Based Learning Package



Child receives 3 packages of curated, age appropriate, structured learning content in AV, print and audio formats



Anganwadi Workers are trained on the home based learning package and support parents to engage with child to facilitate learning



Parental engagement sessions build awareness on ECCE and parents are equipped with knowledge and tools to support children's learning at home



Use of **tech-based platforms** such as Whatsapp, IVRS, Community Radio to deliver AV and audio education content for learning at home

Shared weekly by Anganwadi Workers via WhatsApp, they kept families connected and engaged in their child's growth by turning everyday home moments into opportunities for learning.

Because when children learn, play, and grow with the people who love them most, the impact lasts a lifetime.

Voices from Meghalaya

I had never done such an enriching activity at home before. With the Anganwadi Workers guidance, I understood how important my role is in engaging with my child and supporting their overall growth. I can already see the difference—my child is doing better in learning and has become more confident and social.

~ Mrs. Kharmon, Parent

The materials from SWI have complemented those already available at the center, and the Home-Based Learning package has given me valuable ideas for engaging children with pre-literacy and numeracy concepts

~ Anganwadi Worker, Mawphlang Block

During one of my home visits, I was delighted to see parents actively engaging with their children. They had learned that by using everyday items—like kitchen utensils, leaves, and stones—they could actively engage their children, making learning fun while saving on costly toys.

~ Lady Supervisor Tikrikilla Block

Building Resilience, Together

At Sesame Workshop India, we know that resilience isn't something children are born with, it's something nurtured through care, connection, and community support. Our focus this year was to build awareness and provide parents and children with the tools they need to strengthen emotional well-being, using media strategies that engage, inform, and inspire.

We expanded our *Caring for Each Other* initiative, deepening our work with migrant families, urban slum communities, and rural and tribal populations. These groups often face multiple layers of stress, and mental well-being becomes a critical, yet overlooked part of daily life.

Research tells us that caregivers often lack both the tools and the language to manage their own mental health, making it harder for them to support their children emotionally. To address this, we designed **Play. Learn. Connect** - a program for children of migrant families. We worked with 2000 migrants living in the urban slums of Delhi-NCR using play-based learning approach to help parents understand socio-emotional wellbeing of young children. We reached them through audio and audio-visual episodes on IVRS and WhatsApp to understand children's emotions and how to nurture them. Parents told us they felt more confident talking to their children about feelings, while children began expressing themselves more openly.

At baseline, 59% caregivers strongly agreed that children can learn how to manage their own feelings and do not need adult supervision. At endline only 36.6% strongly agreed to this statement.

Because when families are equipped to care for their own hearts and minds, they're better prepared to help children grow up smarter, stronger, and kinder.



In **Daddy Cool** we are working with 240 Fathers in Lucknow on building positive engagement through weekly group workshops. The program is reshaping caregiving norms by promoting fathers' engagement through motivation and systematic norm change.

We crafted adult-facing content addressing key topics such as the significance of early childhood care and education, gender socialization, positive parenting, and interactive engagement with children. Our messaging highlighted the importance of play, engaging conversations, and diverse parenting approaches, disseminated through radio, print, and social media platforms to reshape perceptions of male role models.

During the year, we conducted 27 weekly workshops that saw 96 percent retention. In addition, 3 Million were engaged through social media campaigns.



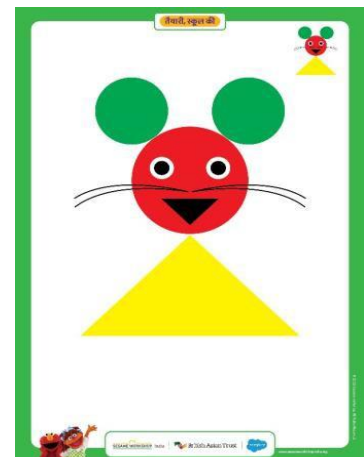
From Conversations to Classrooms: Strengthening Skills, Nurturing Awareness



In four tribal districts of Rajasthan, our *Chhoti Badi Baatein* initiative used the power of community radio to start a dialogue that's too often avoided, a dialogue on mental health. Through 39 radio episodes, parents and caregivers learned how breaking the silence around emotional well-being, and engaging in playful, meaningful conversations, can transform a child's social and emotional growth.

The reach was both deep and wide, 3,654 children and their caregivers participated directly through community workshops and meetings, while the radio broadcasts reached approximately 6.7 lakh people. The episodes were interactive and personal, with over 500 listeners calling in via phone or WhatsApp to share questions, feedback, and their own stories.

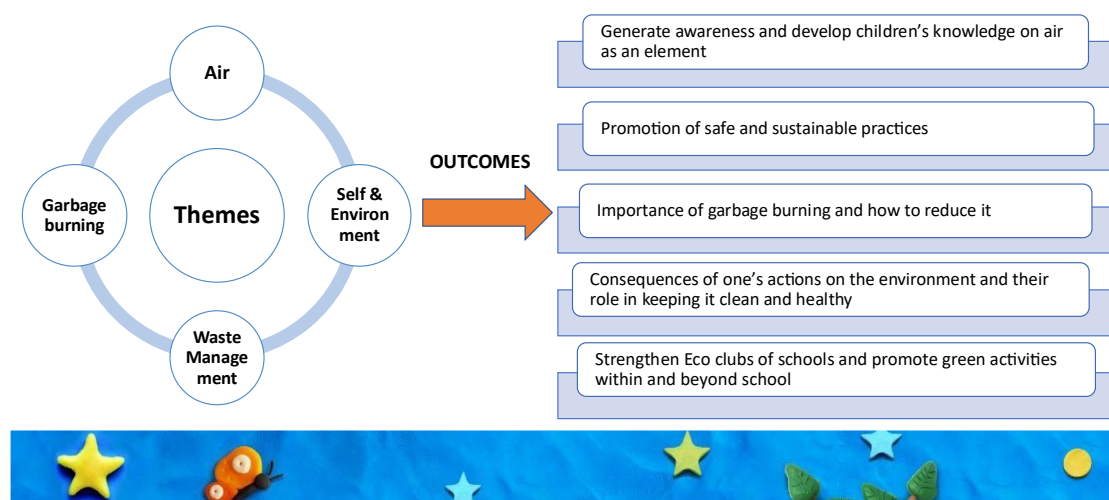
As schools began to reopen after nearly two years of closures, our focus shifted to helping children prepare for formal education. *Tayyari School Ki* an accelerated learning initiative, supported 5–6-year-olds in acquiring foundational literacy and numeracy skills building their confidence and readiness as they got ready to start Grade 1. This wasn't just about academics; it was about making sure children felt equipped, excited, and resilient enough to thrive in a school environment.





At the same time, we piloted *Mera Planet, Mera Ghar*, an initiative at the intersection of health and environment, looking closely at the impacts of air pollution and access to water in urban centres.

Through a school-based, STEM-inspired environmental literacy validated by child and environment experts, 4000 children in Delhi explored how climate affects their health and learned how they can care for the planet. The project aims to nurture a generation of young environmental stewards who see protecting the earth as part of protecting themselves.



Through our *Swachhta Champion* program on Water and Sanitation, we are helping children build lifelong healthy hygiene habits. Effective hygiene education is about more than sharing facts on health risks or poor practices. It's about inspiring real behaviour change in children, their families, and their wider communities, to



improve overall quality of life. That is why our approach focuses on life skills, showing children how small, everyday actions can make a big difference.

Our messaging as part of the Hygiene and Behavior Change Coalition (HBCC) campaign reached an estimated 40 Million individuals on social media, 4 Million views on YouTube and 16 Million on radio.

At the heart of our program is play-based learning, a proven way to capture children's attention and make lessons stick. Through stories, games, and interactive activities, we turn hygiene into something fun and memorable, ensuring that the message doesn't just reach children, it stays with them.

Because whether it's a conversation on the radio, a readiness toolkit for school, or a hands-on science lesson about the planet, each experience brings children one step closer to a smarter, stronger, kinder future.

Grateful for our Partners

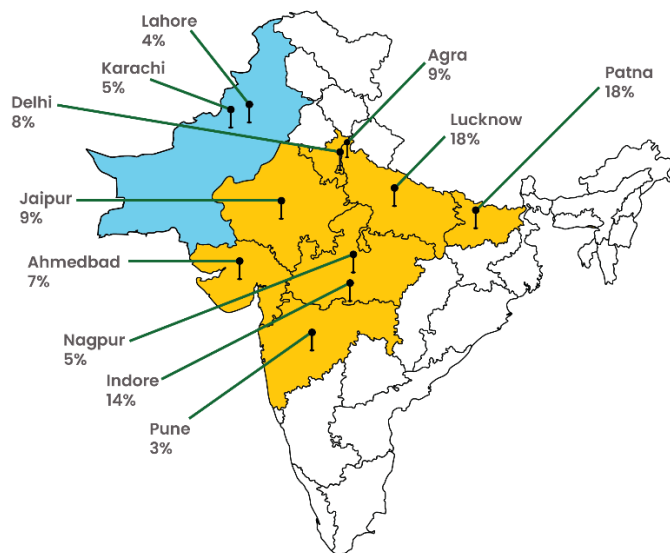


1 Million Strong and Growing!



Our Hindi YouTube channel reached an incredible milestone this year, 1 million subscribers, becoming a vibrant hub for joyful, educational content in one of India's fastest-growing Indic languages. Riding on the momentum of Hindi's rapid rise on YouTube, our channel grew from strength to strength, attracting audiences far beyond metro cities.

A significant share of traffic came from Tier 2 and Tier 3 cities, proving that the love for playful, research-backed learning knows no boundaries.



Most watched content:

- **Chamki ke Best Friends**, an educational playlist on life skills, engaged more than 1Mn caregivers
- **Chamki ki Duniya**, an animated playlist on whole child curriculum engaged more than 0.5 Mn caregivers

With stories, songs, and lessons designed to spark curiosity, we're not just building subscribers we're building a community of children, caregivers, and educators who believe in growing smarter, stronger, and kinder together.

Audited Financial Reports

SESAME WORKSHOP INDIA TRUST				
Balance Sheet				
			Amount in INR	
Particulars	Note No.	Amount as on 31st March 2023	Amount as on 31st March 2022	
Sources of Fund				
Funds				
Settlor's Fund		10,000	10,000	
General Reserve	2	2,03,78,872	2,01,61,022	
Restricted Funds	3	1,44,85,898	3,38,97,740	
Deferred Revenue Fund	4	2,98,465	3,48,308	
Non-Current Liabilities				
Long-term provisions	5	5,48,266	12,57,850	
Current Liabilities				
Current Liabilities	6	13,39,755	16,56,037	
Provisions	7	20,524	-	
Total		3,78,81,780	5,73,30,987	
Application of Funds				
Non-Current Assets				
Property Plant and Equipment:	8			
Gross Block		53,70,280	48,80,394	
Less: Accumulated Depreciation		49,06,751	44,69,709	
Net Block		4,64,029	4,11,094	
Current Assets				
Cash and Bank Balances	9	2,95,72,066	4,67,55,104	
Short term Loans & Advances	10	11,82,177	19,41,376	
Receivable	3	56,63,508	82,23,381	
Total		3,78,81,780	5,73,30,987	
Significant Accounting Policies and Notes on Accounts	1 & 15			
The notes referred to above form an integral part of the accounts				

SESAME WORKSHOP INDIA TRUST			
Income and Expenditure Account			
		Amount in INR	
Particulars	Note No.	For the year ended 31st March 2023	For the year ended 31st March 2022
Income			
Restricted Grants Utilised/ Availed	3	8,43,56,392	5,70,29,933
Donations Received		1,15,550	6,57,027
Miscellaneous Income		24,858	3,390
Interest Income	11	12,70,051	12,69,982
Appropriation from the Deferred Revenue Fund	4	2,59,429	3,19,210
Total		8,60,26,280	5,92,79,542
Expenditure			
Employee Benefit Expenses	12	1,38,50,627	1,20,92,390
Program Costs other than Employee Cost	13	6,60,46,957	4,30,63,262
Other Expenses	14	55,10,807	36,65,555
Depreciation	8	4,36,951	3,19,210
Total		8,58,45,342	5,91,40,417
Surplus/ (Deficit) Transferred to the General Reserve		1,80,938	1,39,125
Significant Accounting Policies and Notes on Accounts		1 & 15	
The notes 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)

Surender Kumar
Partner
M. No. 082983
Place : Noida
Date: 28-03-2023



For Sesame Workshop India Trust

Somali Khan
Managing Trustee



Alka Shinghal Pathak
Trustee