

SESAME WORKSHOP

India

# Annual Report 2023-24



## *Growing Up Smarter, Stronger, Kinder One Small Step at a Time*



At Sesame Workshop India, we believe that every small step in childhood, a playful song, a curious question, a warm conversation can spark big feelings and even bigger futures. Through our beloved Muppets, passionate educators, and playful learning tools, we bring joy, wonder, and wisdom to children aged 3 to 8, wherever they are. From Anganwadi centers and pre-schools to homes and care centers, we enter the spaces that shape childhood and reimagine how children learn, grow, and connect with the world around them.

Our initiatives are rooted in fun but grounded in purpose. We ensure children not only learn their ABCs and 123s, but also how to express emotions, care for the planet, and treat others with kindness and empathy. Because when children grow up sensitive to others, socially aware, and confident in their voices, they grow up ready to build a better world.

One puzzle, one giggle, one tiny act of kindness at a time.



## FROM THE MDs DESK

### ***Reimagining Childhoods, One Joyful Moment at a Time***

This past year, we've witnessed joy and transformation bloom in Anganwadis, classrooms, and homes across India. At Sesame Workshop India, we know that learning doesn't begin at the school gate, it begins with curiosity, connection, and play.

In a country where many children still face barriers to early education, we work at the intersection of media, community, and learning to champion their right to grow smarter, stronger, and kinder. The early years, from ages three to eight, shape not just school readiness, but emotional resilience, empathy, and awareness. Through Learn. Play. Grow. and Chhoti Badi Baatein, we brought joyful, play-based learning to life and supported Anganwadi Workers in becoming champions of child-led discovery. With Daddy Cool, we helped fathers step into nurturing roles and challenge long-standing gender norms. Our Mera Planet, Mera Ghar initiative introduced environmental learning to young children in ways they could understand and share with their families. And through our ongoing WASH work, we helped children see hygiene not just as a habit, but a form of care.

Thank you for believing in a world where early childhood is not only protected, but celebrated. None of this would be possible without our partners, donors, and communities and the children, always the children, who inspire us every day.

Let's keep reimagining what childhood can be.

With gratitude,

Sonali Khan

Managing Director

Sesame Workshop India

## Play is Powerful and Every Child Deserves It

The early years, between ages 3 and 8, are full of big emotions, boundless curiosity, and quiet breakthroughs. But across the country, many young children still miss out on meaningful early learning, especially in under-resourced Anganwadi centres.

At Sesame Workshop India, we believe children learn best when they're laughing, playing, imagining when learning feels like joy, not instruction. That's why we work hand-in-hand with Early Learning Centres like Anganwadis to make play a powerful part of every child's day. We train Anganwadi Workers to become confident play-based educators. We create vibrant, age-appropriate Teaching Learning Materials designed to spark joy and curiosity. And we co-create playful curricula that help children learn through stories, songs, games, and everyday conversations. This year, through initiatives like *Tayyari School Ki*, *Chhoti Badi Baatien*, and *Learn. Play. Grow.*, we helped children take small but meaningful steps, toward school readiness, stronger learning foundations, and a love for discovery.

Because when a child learns while they play, they don't just get ready for school, they get ready for life.



## When Fathers Show Up, Families Grow Stronger

At Sesame Workshop India, we've always believed that the earliest lessons in equality begin at home. While mothers continue to play an essential role in raising children, we also know the importance of fathers being active, emotionally available caregivers not just for the benefit of the child, but for the wellbeing of the entire family.

Through our Daddy Cool initiative, supporting them in becoming active and emotionally present caregivers. Through weekly sessions built on storytelling, reflection, and play, fathers were invited to take small but significant steps into their children's worlds, reading together, sharing routines, and building deeper emotional bonds.

As the sessions progressed, we saw fathers begin to challenge limiting ideas around masculinity and caregiving. They discovered the joy of play, the importance of emotional connection, and the confidence to respond to their children's feelings with empathy and calm. Slowly, norms began to shift within households and within the fathers themselves. Their children felt the change too, they started expressing what it meant to have their fathers more involved, whether it was combing their hair, listening to their stories, or simply being present. These small moments, repeated with love, create emotional safety and model a more equal world, one family at a time.



## The Planet is Our Home and Children are its Brightest Guardians

Climate change is no longer a distant threat, it's a lived reality, and while children are among the least responsible for the state of our planet, they will bear the greatest burden of its consequences. That's why, at Sesame Workshop India, we believe it's never too early to begin nurturing a sense of environmental awareness and responsibility. Because when children learn to care for their surroundings, they begin to care more deeply for themselves and each other too.

This year, we developed a carefully curated module that introduces children to big ideas like pollution, waste disposal, and climate sensitivity but through small, accessible moments of play and storytelling. Using interactive tools and joyful methods, we helped children connect the dots between their everyday actions and the health of the environment around them and what we saw was remarkable. Children didn't just absorb these lessons they ran with them. They began talking to their parents about littering, reminding siblings to save water, and becoming little champions of change within their homes and communities. The message didn't stop at the classroom or Anganwadi; it travelled through families, neighbourhoods, and hearts.

Because when a child understands that their small actions can lead to a cleaner, kinder world, they begin to shape a future that's not only smarter and stronger but greener too.





## Clean Hands. Clear Lessons. Confident Children

Over the years, we've noticed something important while children may understand the idea of being "clean," their understanding often begins and ends with a bath or wearing tidy clothes. Concepts like hygiene, sanitation, and handwashing are harder to grasp, especially for children as young as 3 to 5. Even many Anganwadi workers believed that WASH (Water, Sanitation and Hygiene) was too complex to teach in early childhood settings.

But at Sesame Workshop India, we see complexity as an invitation to play, explore, and simplify through joy. This year, we brought health and hygiene to life through hands-on activities, sensory learning, and storytelling all designed with young children in mind. Our DIY kits included jigsaw puzzles, pop-up books, and interactive elements that made hygiene feel less like a chore and more like a fun, everyday habit. Through these small steps, children began to understand what hygiene really means from washing their hands after playtime, to recognising the importance of clean surroundings and safe sanitation. Just as importantly, they took these lessons home, influencing their families and caregivers with the same enthusiasm they brought to the classroom. Because when children feel empowered to take care of themselves and their environment, they build the habits and the confidence that last a lifetime.



## Screens to Smiles: Digital Engagement That Matters

On YouTube alone, our educational and entertainment-rich videos were watched over 43.5 million times, with children and caregivers spending more than 850,000 hours immersed in playful learning.



Across our social media platforms, we reached more than 11 million people, building an engaged community with over 5.5 million interactions, from likes and shares to heartfelt comments and meaningful conversations.



Every view, every click, every giggle, a reminder that our mission travels far and wide, meeting children where they are.



## Highlights from 2023-24



### President of India

**Swoosh away the germs!** launched by the President of India. A toilet hygiene campaign in collaboration with Reckitt got **~78 Mn<sup>1</sup> potential reach** through press and digital media



### World Economic Forum, Davos

In partnership with Reckitt and News18, showcased WASH campaign in Davos World Economic Forum. This garnered **~100Mn<sup>1</sup> potential reach**



### Ministry of Women & Child Development

Invited by Government of India to join the **Cartoon Coalition**, that was inaugurated by Minister Smriti Irani and Mr. Bill Gates to promote holistic nutrition. This garnered **~500Mn<sup>1</sup> potential reach**



### Television and digital media

Partnered with NDTV and News18, Sonali, Chamki and Elmo joined Dettol Banega Swasth India on World AIDS Day. These critical partnerships have helped garner over **~300Mn potential reach**.

## First Government Grant!

We won a State Tender to provide technical and implementation support to develop, design and implement an integrated Early Childhood Development (ECD) model to improve ECD outcomes in the state as envisaged by the Meghalaya Early Childhood Development Mission. The partnership involves

- Developing and rolling out a **comprehensive integrated ECD content package and training materials** tailored to Meghalaya's needs targeting frontline workers of the various government safety net programs
- Developing and rolling out **training of Master Trainers** on the integrated ECD package
- **Developing mechanism for concurrent assessment** of the roll-out of integrated ECD curriculum for adapting and updating the content and implementation design regularly.
- Undertaking **comprehensive process documentation** throughout the entire process of development and roll out of the ECD package

## Our brand grew during the year!



## We couldn't do all this without your support

### Our Partners



# AUDITED FINANCIAL REPORTS

SESAME WORKSHOP INDIA TRUST			
Balance Sheet			
Amount in INR			
Particulars	Note No.	As on 31st March 2024	As on 31st March 2023
<b>I. SOURCES OF FUNDS</b>			
<b>FUNDS</b>			
Unrestricted Funds	2	1,97,80,539	2,03,88,872
Restricted Funds	3	72,34,797	1,47,84,363
<b>NON-CURRENT LIABILITIES</b>			
Long-term provisions	4	10,82,374	8,48,266
<b>CURRENT LIABILITIES</b>			
Payables	5	47,34,633	7,84,853
Other current liabilities	6	9,70,253	10,54,902
Short-term provisions	7	47,417	20,524
<b>Total</b>		<b>3,38,50,013</b>	<b>3,78,81,780</b>
<b>II. APPLICATION OF FUNDS</b>			
<b>NON-CURRENT ASSETS</b>			
Property, Plant and Equipment and Intangible Assets	8		
Property, Plant and Equipment		8,07,836	4,63,435
Intangible Assets		594	594
<b>CURRENT ASSETS</b>			
Receivables	9	1,24,63,037	66,63,508
Cash and Bank Balances	10	1,87,72,147	2,95,72,066
Short-term Loans & Advances	11	17,12,013	10,86,625
Other Current Assets	12	94,386	95,552
<b>Total</b>		<b>3,38,50,013</b>	<b>3,78,81,780</b>
Significant Accounting Policies and Notes on Accounts			
I & 18			
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: 006718/2019/0128)

Bajendra Prasad  
Partner  
M. No. 098941

Place : Noida

Date : 29-09-2024

For Sesame Workshop India Trust

Sonali Khan  
Managing Trustee

Asha Singh  
Trustee



SESAME WORKSHOP INDIA TRUST			
Income and Expenditure Account			
Particulars	Note No.	For the year ended 31st March 2024	For the year ended 31st March 2023
<b>INCOME</b>			
Donations and Grants	13	7,04,14,990	8,44,71,942
Fees from rendering of Services		1,29,52,710	-
Other Income	14	5,73,839	12,94,909
Appropriation from the Deferred Revenue Fund	3	1,24,136	2,59,429
<b>Total</b>		<b>8,40,65,675</b>	<b>8,60,26,280</b>
<b>EXPENDITURE</b>			
Employee Benefits Expense	15	1,46,36,118	1,38,50,627
Program Costs other than Employee Cost	16	6,47,07,795	6,60,46,957
Other Expenses	17	49,00,982	55,10,807
Depreciation	8	4,38,128	4,36,951
<b>Total</b>		<b>8,46,83,023</b>	<b>8,58,45,342</b>
<b>Excess of Expenditure over Income transferred to General Fund</b>		<b>(6,17,348)</b>	<b>1,80,938</b>
Significant Accounting Policies and Notes on Accounts <b>1 &amp; 18</b>			
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: 006711/N/NS00028)

Rajendra Prasad  
Partner  
M. No. 098941

Place : Noida

Date: 29-09-2024

For Sesame Workshop India Trust

Sonali Khan  
Managing Trustee

Asha Singh  
Trustee

SESAME WORKSHOP INDIA TRUST					
Receipts And Payments Account					
Receipts	For the year ended 31st March 2024	For the year ended 31st March 2023	Payments	For the year ended 31st March 2024	For the year ended 31st March 2023
<b>Opening Balance</b>					
<b>Cash &amp; Bank Balance</b>					
Balance with Banks	2,87,71,191	1,72,71,880	<b>Expenditures</b>		
Cash in Hand	60,171	52,949	Employee Benefit Expenses	1,46,36,118	1,38,50,627
Fixed Deposit with HDFC Bank	7,40,704	2,94,30,276	Program Costs - Others	6,47,07,795	6,60,46,957
	<b>2,95,72,066</b>	<b>4,67,55,105</b>	Other Expenses	49,00,982	55,10,807
				<b>8,42,44,895</b>	<b>8,54,08,391</b>
<b>Donations, Grants &amp; Service Fees</b>					
Foreign Donations	1,10,01,089	1,68,93,646	<b>Payment for the fixed assets</b>		
Local Donations	4,55,49,058	4,98,57,277		7,82,529	4,89,886
General Donations	4,22,151	1,15,550			
Service Fees	1,29,52,710	-			
	<b>6,99,25,008</b>	<b>6,68,66,473</b>			
<b>Other Receipts</b>					
Interest Income	7,55,942	12,70,051			
Misc. Income	44,645	24,858			
	<b>8,00,587</b>	<b>12,94,909</b>			
<b>Change in assets/ Liabilities</b>					
Sundry Creditors & other Payables	38,65,131	1,83,718	<b>Closing Balance</b>		
Provisions for Employee benefits	2,61,001	(3,89,060)	<b>Bank Accounts:</b>		
Short term Loans & Advances & other assets	(6,24,222)	7,59,199	Balance with Banks	1,79,61,197	2,87,71,191
	<b>35,01,910</b>	<b>5,53,857</b>	Cash in Hand	24,795	60,171
			Fixed Deposit with HDFC Bank	7,86,155	7,40,704
				<b>1,87,72,147</b>	<b>2,95,72,066</b>
<b>Total</b>	<b>10,37,99,571</b>	<b>11,54,70,344</b>	<b>Total</b>	<b>10,37,99,571</b>	<b>11,54,70,344</b>

As per our audit report of even date attached

For T R Chadha & Co LLP  
Chartered Accountants  
(Firm regd No: 006711/N/NS00028)

Rajendra Prasad  
Partner  
M. No. 098941

Place : Noida

Date: 29-09-2024

For Sesame Workshop India Trust

Sonali Khan  
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