



India

Annual Report 2024-25

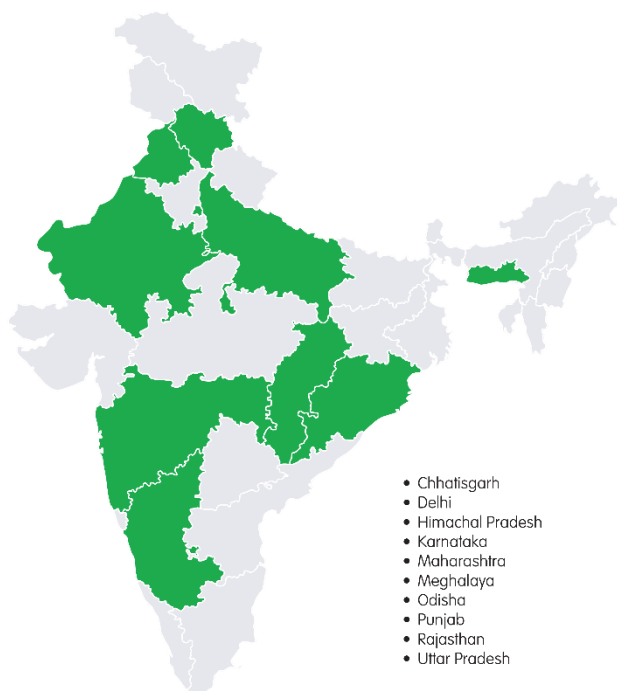


The year at a glance

During 2024–25, Sesame Workshop India continued to advance its mission of supporting children’s holistic development through innovative, evidence-based, and scalable solutions. Through an integrated strategy that combines media, community engagement, and digital learning, the organization addressed critical developmental needs across education, emotional well-being, health and hygiene, and environmental stewardship.

We continued to strengthen partnerships, expand visibility, and deepen impact through innovation, collaboration, and system-focused approaches.

The year marked significant growth in both programmatic reach and systems strengthening. Our initiatives directly supported children, caregivers, Anganwadi workers, teachers, and communities while reinforcing government systems and promoting sustainable models for scale.



- Presence across **10 states, 41 districts, and 6,100 villages**
- Reached **300,000+ children** through Anganwadi Centres
- Engaged **9 million+ individuals** through **digital media** initiatives.
- Established **Government partnerships in 4 states** — Meghalaya, Uttar Pradesh, Rajasthan and Maharashtra
- Delivered **multi-lingual programmes** - Hindi, Odia, Marathi, Punjabi, Telugu, Garo, and Khasi
- The **Sesame brand** reached over **50 million** people nationwide through campaigns and flagship events.



Hon'ble Chief Minister of Meghalaya, Shri Conrad Sangma launching the Integrated Early Childhood Development Package comprising 100+ content resources in five languages, marking a significant milestone in institutional recognition and state-level integration



Uttar Pradesh Government, HCL Foundation and SWI marked 5 years of the Daddy Cool initiative that is redefining fatherhood



Dettol Banega Swasth India Season 11- Comic books on health & hygiene launched by SWI, NDTV, Reckitt & actor Ayushmann Khurrana

From the Managing Trustee's desk

At Sesame Workshop India, we believe every child deserves the opportunity to learn, grow, and thrive in a nurturing environment. Over the past year, we have continued to place children at the heart of everything we do while strengthening the circle of care around them — parents, caregivers, teachers, Anganwadi workers, schools, communities, and government systems.

This year reaffirmed a simple yet powerful truth: children flourish when learning becomes part of their everyday lives. Through our integrated “phygital” approach, we combined joyful learning experiences with digital tools, media, and community engagement to make learning more accessible, engaging, and meaningful for children and families alike.

Across programmes, we worked to strengthen foundational learning environments, build the confidence and capacity of frontline workers through training and mentorship, and empower caregivers to actively participate in children’s learning journeys. We also continued to invest in scalable, evidence-driven innovations that can create lasting impact for generations to come.

Key milestones included launching the Integrated Early Childhood Development Package in Meghalaya, expanding our digital learning ecosystem, and strengthening father engagement through Daddy Cool — reinforcing the importance of nurturing care, playful learning, and community participation in shaping children’s futures.

We remain grateful to our partners, donors, government stakeholders, educators, communities, and families for their continued support. Together, we remain committed to building inclusive, joyful, and resilient learning environments where every child can thrive.

With gratitude,

Sonali Khan

Managing Trustee

Sesame Workshop India Trust

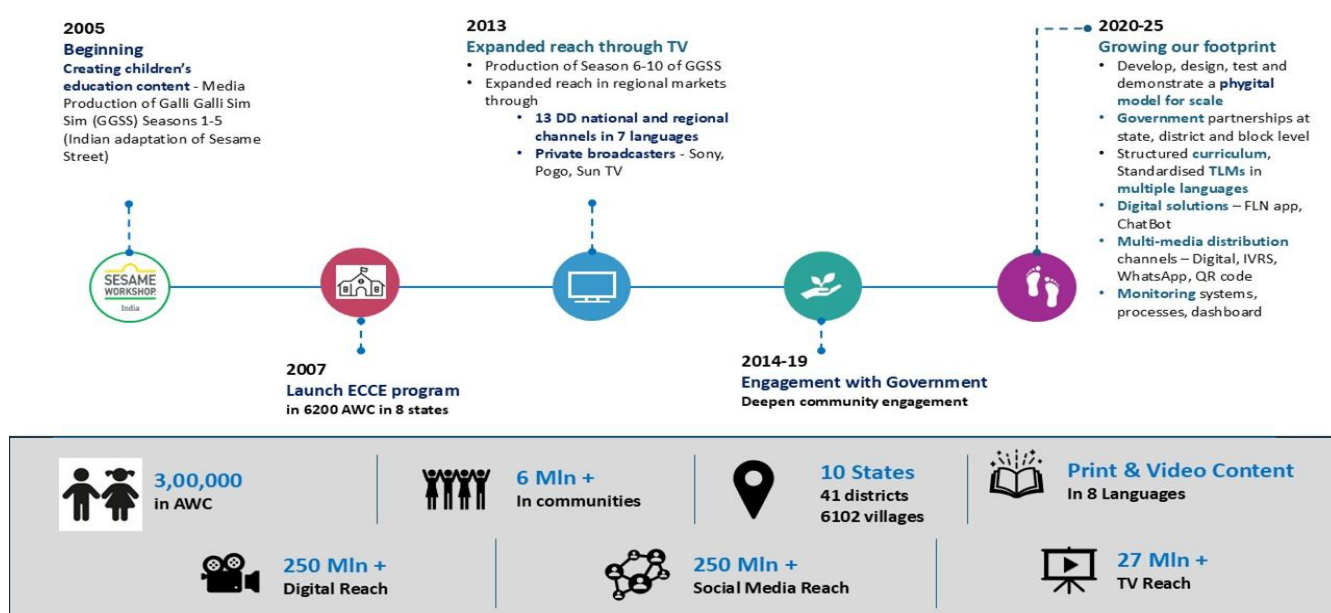
Building Joyful Learning Ecosystems for Every Child

Over the last two decades, Sesame Workshop India has evolved from a children's media initiative into an organization designing scalable ecosystem-based models for child development. What began with *Galli Galli Sim Sim*, India's adaptation of Sesame Street, has today grown into a multi-dimensional organization working across early childhood education, emotional well-being, health and hygiene, environmental stewardship, and caregiver engagement.

Over the years, the organization has expanded from creating educational media content to building integrated models that combine community engagement, classroom strengthening, digital innovation, capacity building, and behavior change communication.

Today, Sesame Workshop India works across states, districts, Anganwadi Centers, schools, and digital platforms to create scalable and sustainable solutions that improve learning and developmental outcomes for children. The journey diagram below reflects this evolution, from a media-led initiative to a systems-focused organization that combines physical and digital learning tools, evidence-driven approaches, government partnerships, and community engagement to build models designed for long-term scale and impact.

Our Journey of Growth and Scale



2005 | Bringing Educational Media to Indian Children

- Produced the Indian adaptation of Sesame Street, *Galli Galli Sim Sim* (Seasons 1–5).
- Created culturally relevant educational media rooted in Indian languages, contexts, and lived experiences.
- Introduced children and families to joyful, play-based learning through trusted Sesame characters.

2007 | Expanding into Community-Based Early Childhood Development

- Implemented the organization's first Anganwadi programme across 6,200 Anganwadi Centers in eight states.
- Began strengthening early learning environments through community engagement and educator support.

2013 | Deepening Reach Through Broadcast and Media

- Produced Seasons 6–10 of *Galli Galli Sim Sim*.
- Expanded broadcasting through Doordarshan national and regional channels, along with private broadcasters.
- Increased access to educational content for children and families across geographies.

2014–2018 | Strengthening Community Engagement Models

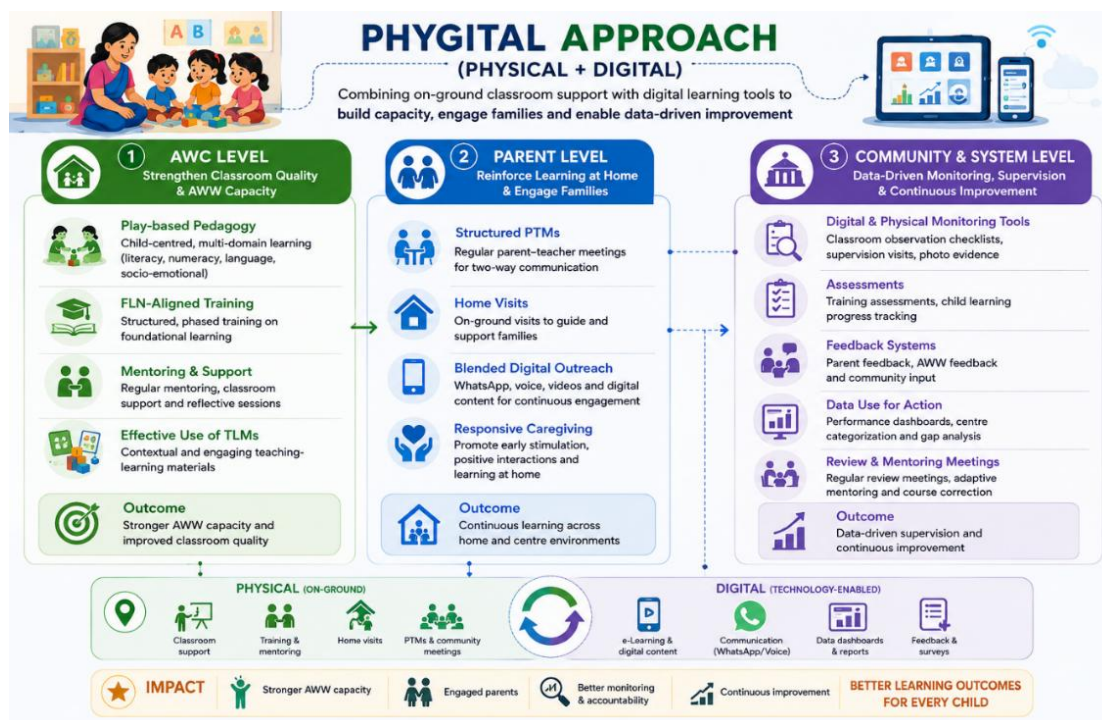
- Deepened on-ground interventions focused on ECCE, WASH, and play-based learning.
- Strengthened engagement with caregivers, educators, and communities.
- Continued building evidence around ecosystem-based learning approaches.

2020–2025 | Building Scalable Phygital Ecosystems for Learning

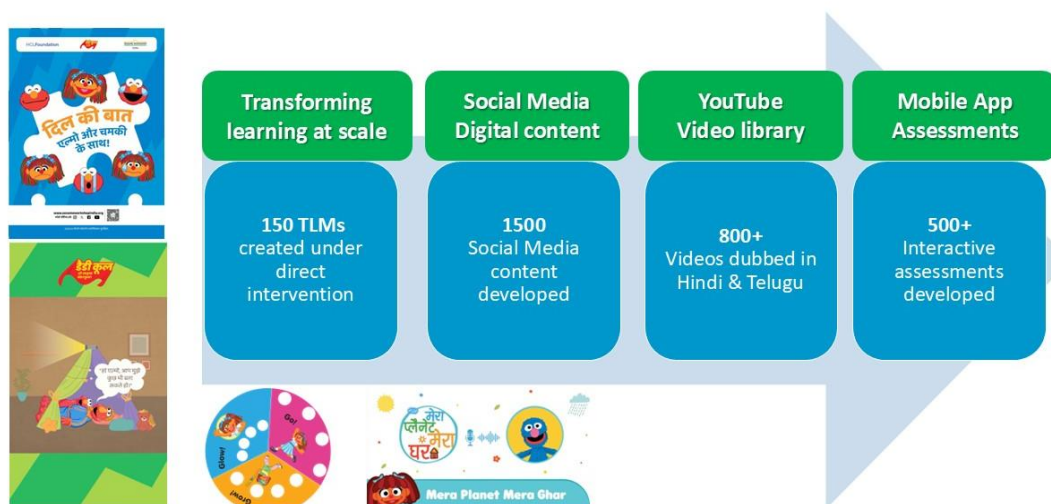
- Developed and tested a scalable “phygital” model for early childhood development.
- Strengthened partnerships with state, district, and block governments.
- Created multilingual curricula and structured teaching-learning materials.
- Expanded digital innovation through FLN learning applications and WhatsApp chatbots.
- Established monitoring systems and dashboards to track learning outcomes and program effectiveness.
- Integrated media, digital learning, classroom engagement, and caregiver participation into scalable ecosystem-based models.

Our Phygital (Physical & Digital) Approach

Our phygital approach combines on-ground implementation with digital learning tools to build capacity, engage families and strengthen systems. By combining on-ground interventions with digital platforms, Sesame Workshop India has been able to extend learning beyond physical spaces and create opportunities for continuous engagement at scale.



A key part of this phygital approach is the creation of engaging, child-friendly learning resources that support both classroom and at-home learning. By integrating digital tools with community-based interventions, we strengthened access to learning resources while enabling sustained engagement across geographies.



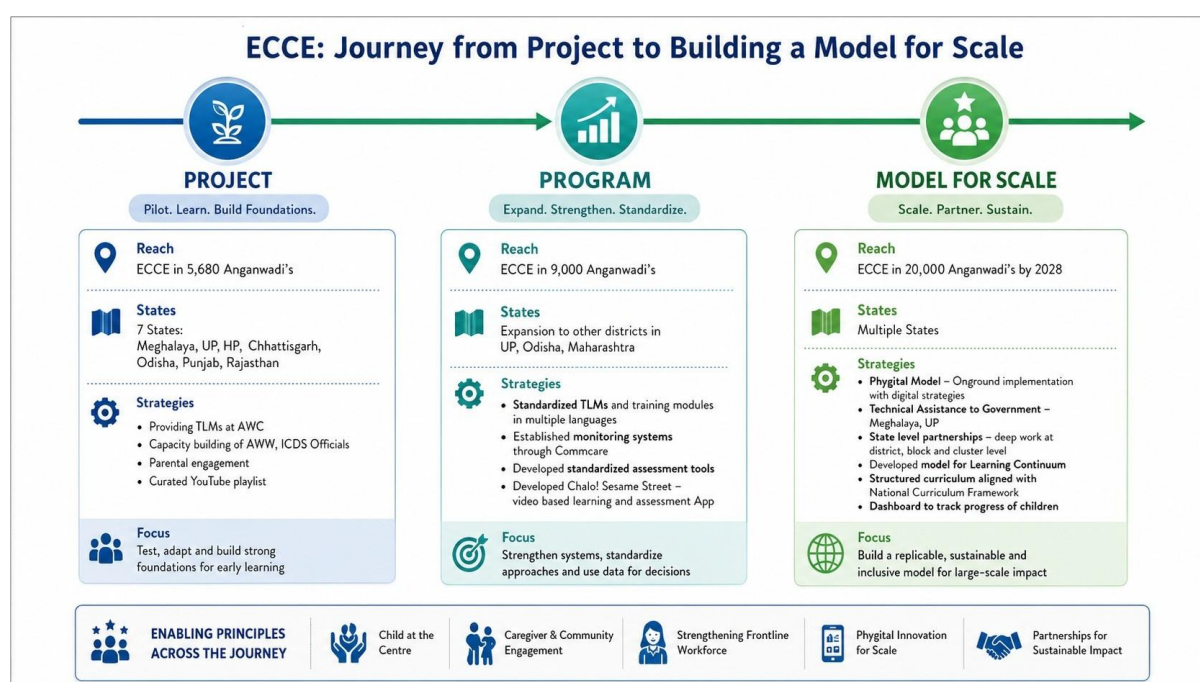
Programmatic Highlights

Early Childhood Education

Sesame Workshop India's Early Childhood Education initiatives focus on improving school readiness and foundational learning outcomes through ecosystem strengthening. The program model moves beyond isolated awareness-building activities and instead focuses on strengthening four interconnected pillars: classroom quality, frontline worker capacity, home learning environments, and monitoring systems.

Our on-ground projects tested strategies and generated evidence for scalable approaches based on a key insight: child learning outcomes improve most effectively when learning ecosystems are strengthened together.

Our Theory of Change is rooted in the belief that participatory learning approaches, combined with technology, mentorship, and strong monitoring and evaluation systems, lead to stronger developmental and educational outcomes for children.



Our **Learn. Play. Grow.** Project strengthens foundational learning in Anganwadi Centers through play-based learning methods, multilingual teaching-learning materials, educator support, and caregiver engagement.



300,000
children



3645
Teachers



36,000 +
Parents



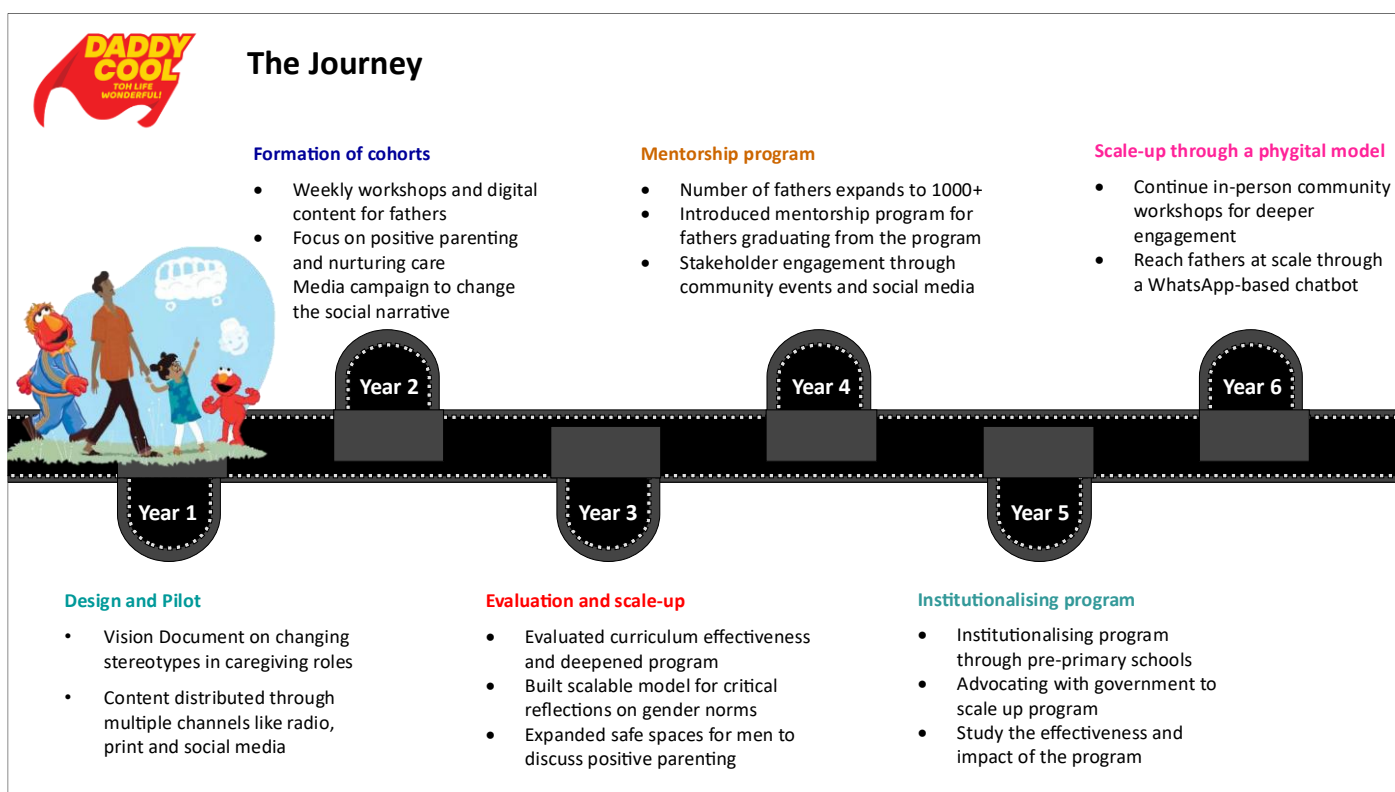
16.75 MM+ views

Emotional Well-Being

We expanded the **Daddy Cool** initiative to strengthen fathers' engagement in early childhood development and promote more gender-equitable parenting practices.

The program recognises fathers as key caregivers and works to strengthen their awareness, confidence, and parenting skills to support children's emotional well-being and development. By promoting nurturing caregiving and challenging traditional gender norms, it aims to create positive change within families, communities, and the broader care ecosystem.

Over the past five years, Daddy Cool in Uttar Pradesh, the program has evolved into a comprehensive engagement model that combines community-based interventions with digital outreach to engage fathers at scale.





Through this integrated approach, the initiative has directly engaged over



1,600 fathers through community-based interventions



14,000 fathers through Chatbot



15 million on Social Media Platforms

Anganwadi workers and caregivers reported visible shifts in fathers' participation in caregiving including increased involvement in children's routines, learning, health, and play.

These insights demonstrate that when provided with the right support, men actively participate in nurturing care and build stronger, more positive relationships with their children.

Fathers now know when to feed their children, how to comfort them, and how to engage through play. Many are enthusiastic about using the chatbot, eager to discover new ways to connect and bond with their children

~ Sapna, Anganwadi worker

Fathers are becoming more involved—taking children to the Anganwadi, keeping up with vaccinations, and making time to play. The chatbot shows them how small everyday interactions can have a big impact.

~ Urmila Pal, Anganwadi Worker

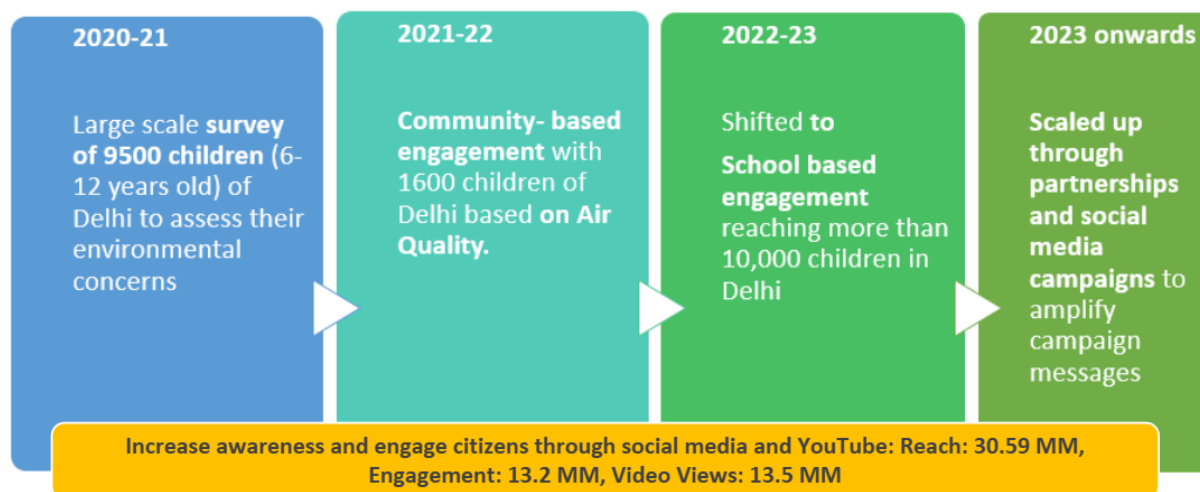
Environment Education

Launched in 2020, ***Mera Planet, Mera Ghar*** is designed for children aged 5–10 years and aims to build environmental awareness and stewardship.

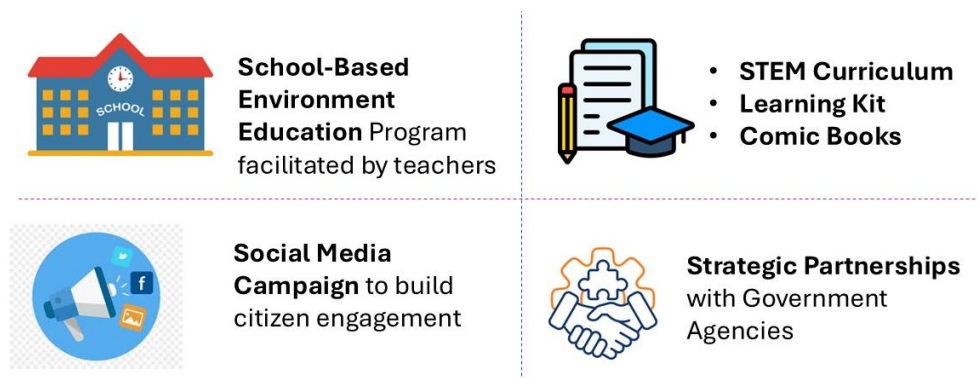
The program is rooted in the idea that children can become agents of change by influencing behavior's within families and communities. Following a structured pathway, The program encourages cross-generational dialogue on environmental issues including air pollution, climate change, and sustainability.



The Journey towards Environmental Stewardship



Key Features of the Environment Program

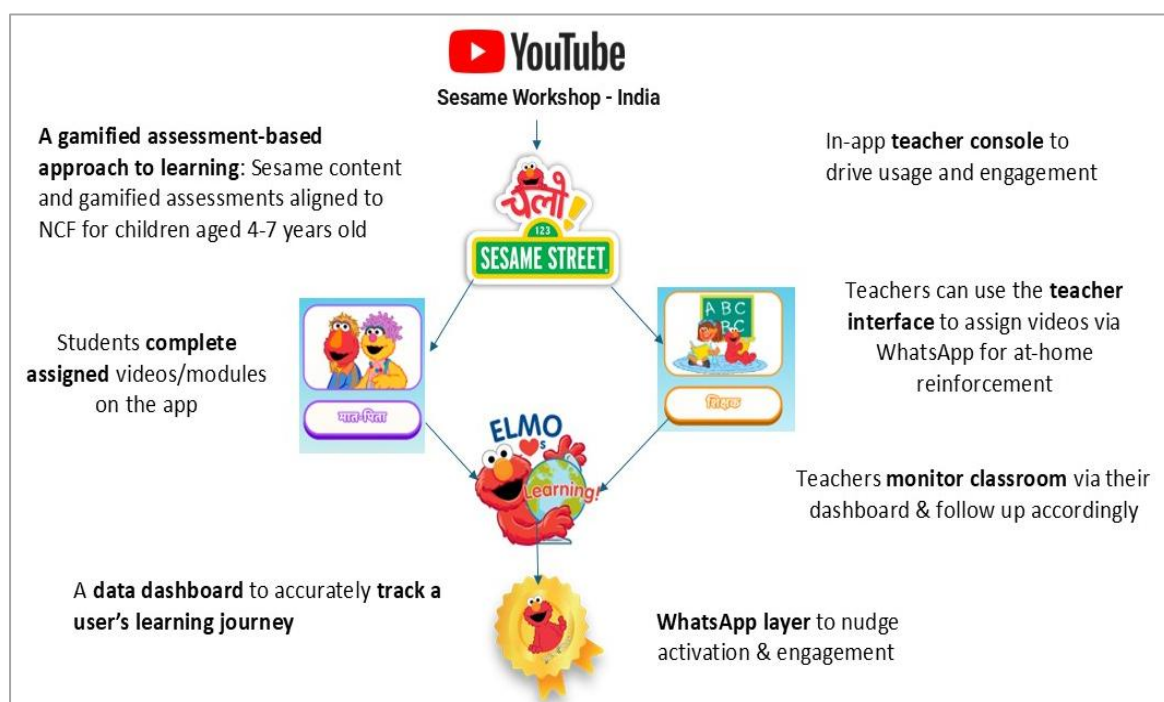


Digital Innovations

Digital innovation continued to play a critical role in expanding Sesame Workshop India's reach, strengthening engagement, and supporting continuity of learning.

Across programs, we integrated technology and media with on-ground interventions to create scalable, connected learning ecosystems for children, caregivers, educators, and communities.

Learning and Assessment App: *Chalo! Sesame Street* is a pedagogically informed, gamified at-home learning solution that engages children with Sesame Street videos and assessments to develop foundational skills at home.



WhatsApp-based Chatbot: *Bol Daddy Bol Chatbot* to reach and engage fathers at scale, is an automated chat response system that offers the users with a range of free learning resources

Bol Daddy Bol
Engaging fathers at Scale



8527266811
Scan / Message

Digital media outreach and social media campaigns

Our campaigns and outreach initiatives reached more than 50 million individuals, strengthening awareness around early childhood development, nurturing care, emotional well-being, environmental stewardship, and playful learning.



Daddy Cool

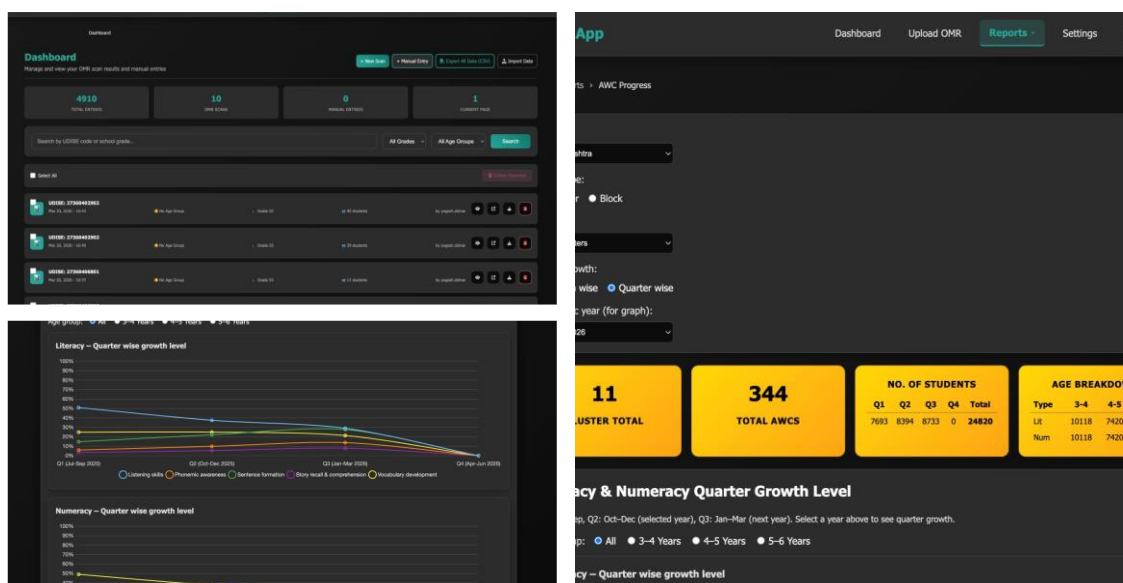
Because Every Child Deserves a Daddy Cool



Monitoring dashboards and learning assessment systems

We continued to strengthen data systems and evidence-generation processes to better understand program effectiveness and improve implementation quality.

We designed and developed a dashboard aligned with NIPUN Bharat and NCF 2022 to track child level learning outcomes for foundational literacy and numeracy through competency-based, real-time monitoring of each child's progress.



Our brand has reached over 50 million individuals!

During the year, Sesame Workshop India significantly expanded its national visibility through strategic partnerships, flagship events, media collaborations, and global platforms.

A major milestone during the year was the formal launch of the Integrated Early Childhood Development (ECD) Package in Meghalaya by the Hon'ble Chief Minister of Meghalaya.

We participated in national and international platforms including ARNEC 2024, ISSBD 2024, education and AI-focused convenings, and sectoral dialogues on parenting, gender, learning, and child development. These engagements helped position the organization as a leading voice in early childhood development, behavior change communication, and ecosystem-based learning models.



MPMG Round Table

Hosted a convening to celebrate a child's transformative journey of an environment steward through our innovative, play-based learning program - Mera Planet, Mera Ghar. This was joined by Gov, donors and influencers



Ministry of Women & Child Development

Signed an MoU with Ministry of Women and Child, Govt of India for the Nutrition Fortnight to reach over 150 Anganwadi centers engaging over 3,000 children and 200 educators



Participated in Ministry of Women and Child's "Poshan se Padhai Tak" summit highlighting popular characters and comics for positive health and nutrition behaviours, along with BMGF, Amar Chitra Katha, Diamond Comics and News18



ARNEC

Participated at ARNEC 2024 with two panel discussions focused on parenting models and ECD policy changes around the world



Reliance Foundation

SWI conducted a workshop at the Reliance Foundation ECD summit on "Pioneering content and communication through play-based learning"



ISSBD

Presented "Daddy Cool" at ISSBD 2024 along with BRAC and NYU for learnings from engaging fathers in ECD in Bangladesh, India and Turkey



News18 network

Sonali, Chamki and Elmo joined with Actor Akshay Kumar come together on News 18 for a panel discussion on WASH habits for the "Harpic Mission Swachhta aur Paani" program



Indian Institute of Technology, Delhi,

Participated in AIxEducation Thinktank at Indian Institute of Technology, Delhi to bring together minds dedicated to shaping the future of AI education

Our Partners

We continued to strengthen partnerships with donors, government departments, civil society organisations, schools, and communities to deliver impact at scale.



Looking Ahead

As Sesame Workshop India moves forward, we remain committed to building joyful, inclusive, and nurturing learning ecosystems for children.

The coming year will focus on deepening partnerships, strengthening scalable program models, and expanding the organization's ability to reach children and caregivers through integrated physical and digital approaches.

Through continued innovation, collaboration, and community engagement, Sesame Workshop India aims to create sustainable and meaningful impact for children and families across India, so that every child grows up Smarter, Stronger and Kinder.

Audited Financial Report

SESAME WORKSHOP INDIA TRUST Balance Sheet as at 31st March 2025 (₹ in thousands)			
Particulars	Note No.	As on 31st March 2025	As on 31st March 2024
I. SOURCES OF FUNDS			
FUNDS			
Unrestricted Funds	2	18,290.53	19,780.54
Restricted Funds	3	2,660.18	7,234.80
NON-CURRENT LIABILITIES			
Long-term provisions	4	1,372.41	1,082.37
CURRENT LIABILITIES			
Payables	5	9,965.31	4,734.63
Other current liabilities	6	2,279.30	970.25
Short-term provisions	7	67.72	47.42
Total		34,635.44	33,850.01
II. APPLICATION OF FUNDS			
NON-CURRENT ASSETS			
Property, Plant and Equipment and Intangible Assets	8		
Property, Plant and Equipment		1,090.17	807.84
Intangible Assets		0.59	0.59
CURRENT ASSETS			
Receivables	9	8,449.02	12,463.04
Cash and Bank Balances	10	23,943.62	18,772.15
Short-term Loans & Advances	11	1,137.32	1,712.01
Other Current Assets	12	14.72	94.39
Total		34,635.44	33,850.01
Significant Accounting Policies and Notes on Accounts 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) Rajendra Prasad Partner Membership No. : 098941 Place : Noida Date : 27-09-2025			
For Sesame Workshop India Trust Sonali Khan Managing Trustee Alka Singhal Pathak Trustee			

SESAME WORKSHOP INDIA TRUST Income and Expenditure Account for the year ended 31st March 2025 (₹ in thousands)			
Particulars	Note No.	For the year ended 31st March 2025	For the year ended 31st March 2024
INCOME			
Donations and Grants	13	82,887.63	70,414.99
Fees from rendering of Services		15,111.50	12,952.71
Other Income	14	841.26	573.84
Appropriation from the Deferred Revenue Fund	3	346.58	124.14
Total		99,186.97	84,065.68
EXPENDITURE			
Employee Benefits Expense	15	12,418.13	14,636.12
Program Costs	16	79,997.38	64,707.80
Other Expenses	17	7,079.36	4,900.98
Depreciation & Amortisation	8	579.36	438.13
Total		1,00,074.24	84,683.02
Excess of Expenditure over Income transferred to General Fund		(887.27)	(617.35)
Significant Accounting Policies and Notes on Accounts 1 & 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: 006711N/N500028) For Sesame Workshop India Trust			
 Rajendra Prasad Partner Membership No. : 098941 Place : Noida Date : 23-09-2025		 Sonali Khan Managing Trustee	 Alka Singhal Pathak Trustee



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India

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