



SESAME WORKSHOP™

India

ANNUAL REPORT

2025-2026



From the Managing Trustee's desk



For two decades, Sesame Workshop India has been bringing together the magic of learning, the joy of play and the power of partnerships to help create brighter futures for children across the country. Over these 20 years, our programs have reached almost 338 million children across India, a journey made possible through collaborations with governments, institutions, communities and partners who share our belief in the power of every child's potential.

From our early days of bringing the Sesame Street experience to Indian children to developing locally relevant content, programs and learning solutions, our journey has always been guided by one purpose: helping children everywhere grow smarter, stronger and kinder.

As we celebrate 20 years in India, we celebrate every child, family, educator, partner and community that has been part of this journey.

**20 Years. 338 million children reached.
Countless smiles!**

With gratitude,
Sonali Khan
Managing Trustee
Sesame Workshop India Trust



The year at a glance

2025–26 was a year of turning partnerships into possibilities and thereafter possibilities into action. We worked alongside governments, communities, educators and partners to take ideas beyond individual programs and explore what it takes to make meaningful change last. From strengthening early childhood education and emotional wellbeing to advancing health and environmental learning, we continued to build solutions that are playful, practical and designed to work at scale.

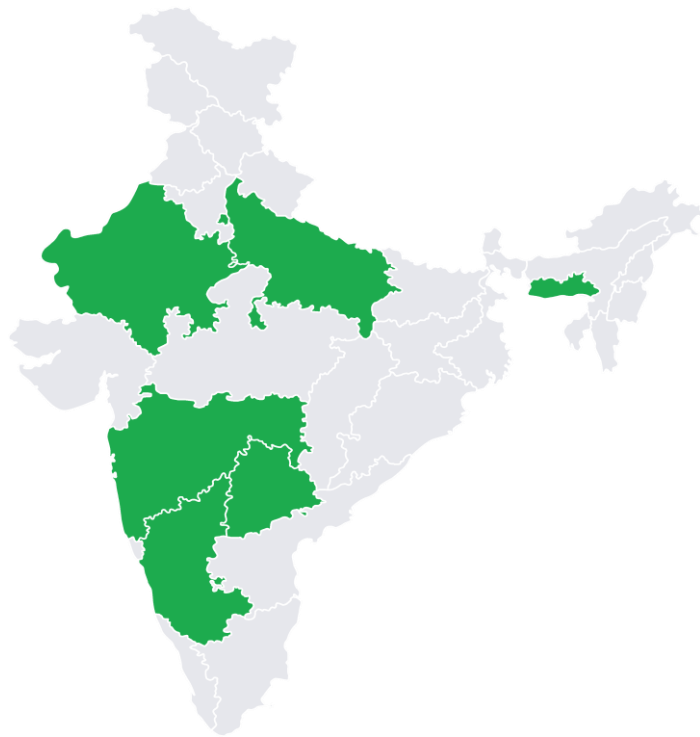
Across five states, our partnerships created new pathways for government ownership and wider adoption. One milestone was the inclusion of six Sesame Workshop India teaching-learning materials in Uttar Pradesh's State ECCE Kit, bringing Sesame's playful approach to learning into a larger state-led ecosystem.

Across programs and initiatives such as Learn.Play.Grow, Daddy Cool, Mera Planet Mera Ghar and Healthy Habits, we continued to evolve how we engage children, caregivers, educators and communities. By bringing together evidence, play, technology and community engagement, these programs demonstrated the potential of phygital and systems-led approaches to reach children where they learn, play and grow.



The year was also a landmark one for Sesame Workshop India as we celebrated 20 years in India. Two decades of work have reinforced a simple but powerful ambition: to move beyond individual interventions and help build sustainable, systems-level solutions that can reach more children and help them grow smarter, stronger and kinder.

Where we worked, Who we reached



6 States, 10 Districts

- Karnataka - Bengaluru
- Maharashtra – Palghar, Pune
- Meghalaya - Ri Bhoi, West Garo Hills
- Rajasthan - Baran
- Telangana – Hyderabad
- Uttar Pradesh - Bahraich, Lucknow, Varanasi



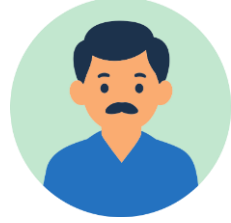
36000
Children



2240
Anganwadi Workers
and Teachers



24000
Parents



15600
Fathers



21.1 MM+
Social Media
Reach



28 MM+
Social Media
Engagement



35 MM+
Views

i. Social Media Platforms – Facebook, Instagram, LinkedIn

ii. YouTube Channels in Hindi and Telugu

Highlights

Deepening Government Partnerships across five states to Drive Systems-Level Impact

Formal tripartite collaborations in Meghalaya and Rajasthan, alongside program partnerships in Uttar Pradesh, Rajasthan and Telangana, created pathways for greater scale, sustainability and impact.



Leveraging Government Partnerships for Scale, Ownership and Sustainability

We strategically leveraged government partnerships to extend program reach, strengthen local ownership and maximise investments beyond direct project resources.



Meghalaya

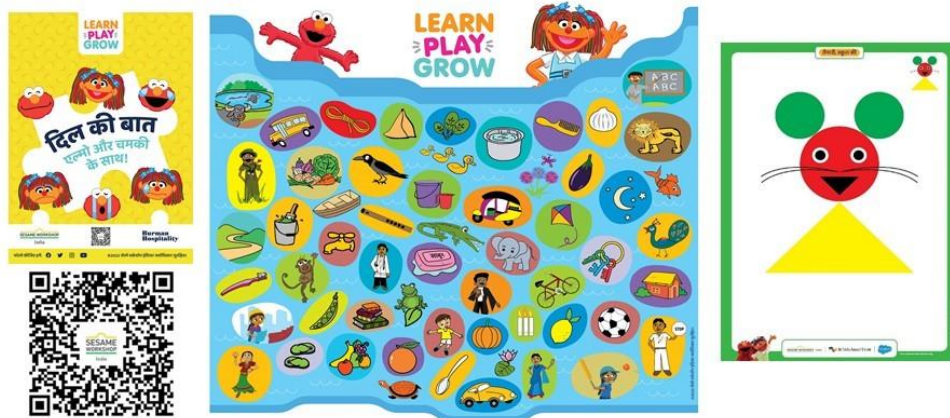
Supporting training of ECD
Fellows at state level



Uttar Pradesh

Enabling government and local
Panchayats to expand Anganwadi
refurbishment to 51 additional centres,
using locally mobilised resources

Six Sesame TLMs adopted by Uttar Pradesh Government for inclusion in State ECCE Kit



Bringing Emotional Wellbeing to Life Through Immersive Theatre

Through storytelling and play with Chamki, Elmo and Grover, children and families explored empathy, kindness, cooperation and perspective-taking, demonstrating the power of engaging, character-led experiences to make social-emotional learning accessible, relatable and memorable.



Building Models for Scale

All SWI programs are systems-aligned and scalable and are designed on strong government and stakeholder partnerships. Core components of the program are tested and refined across diverse contexts to strengthen program design, effectiveness and scalability. These include

1. **Multi-site implementation** including aspirational and tribal districts, adapted to local contexts and government partnerships at state and district level. Evidence and implementation learnings across these geographies are informing the development of a scalable model for wider adoption and replication.

Building a model for replication and scale

- Multi-site implementation
- Phygital Approach
- Innovations for systems strengthening
- Dashboard to track individual child learning

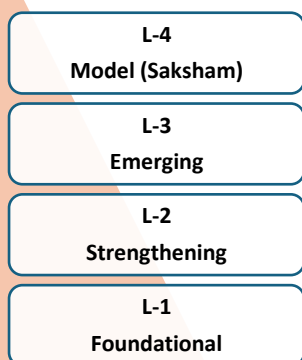
2. Our **phygital approach** combines on-ground implementation with digital tools to build capacity, engage families and strengthen systems at scale. Child-friendly resources connect classroom and at-home learning, while digital platforms sustain engagement beyond physical settings. Together, these community-based and digital interventions expand access, support continuous learning and enable scale across geographies.

3. **Innovative strategies for systems strengthening**

Anganwadi Grading and Levelling Framework

A structured, nationally aligned framework that assesses AWCs across six key parameters and 43 variables, classifying them across four levels from Foundational to Model AWC. Assessment results guide targeted capacity building, technical support and upgradation, enabling continuous improvement in service quality.

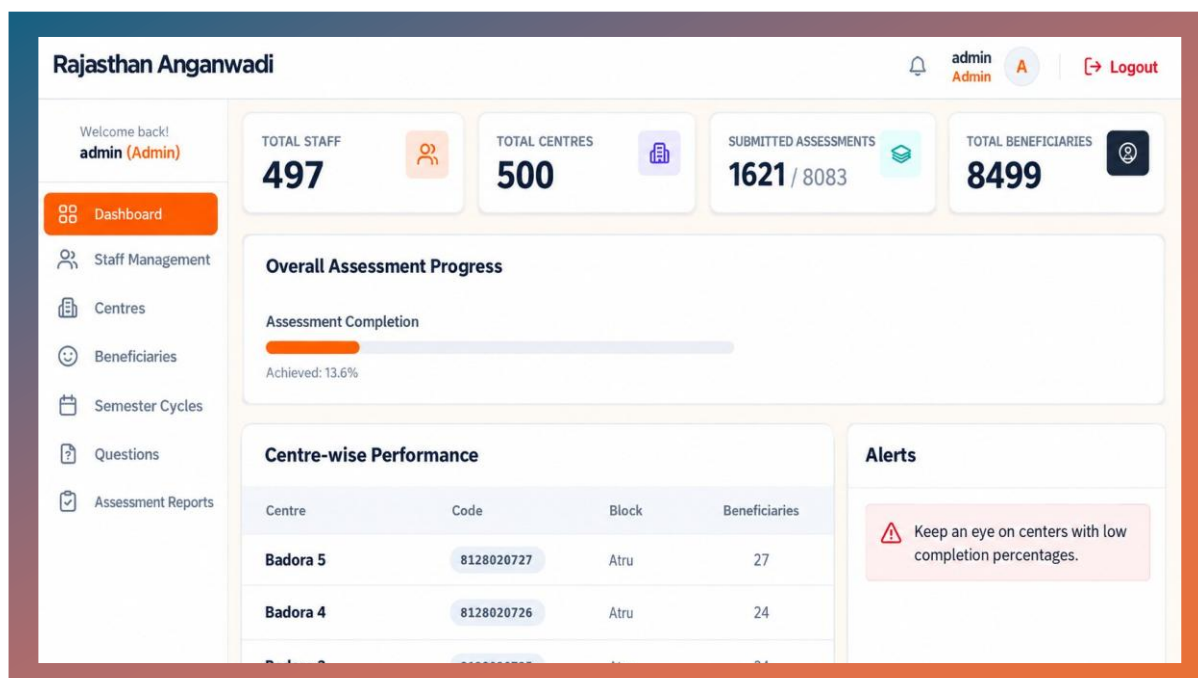
Parameters: Infrastructure and Safe Building, WASH facilities, Anganwadi Worker Capacity and Performance, Attendance, Enrolment



Developing a cadre of Peer Leaders through targeted capacity-building initiatives to support fellow AWWs with handholding and mentoring, facilitate knowledge sharing and collaborative learning, and help address implementation challenges by sharing best practices, success stories and practical classroom strategies. The aspirational model strengthens leadership skills, motivates AWWs to improve their practice and contributes to a stronger ECE system.



4. A **digital dashboard to track individual and aggregate FLN progress** and enabling a scalable system for real-time monitoring of children's health, nutrition, immunisation and learning progress. The tracker, supported by dashboards and automated follow-ups, will help educators and administrators make informed decisions to refine instructional strategies. This data-driven approach also facilitates the early identification of children who may benefit from additional learning support. The dashboard will be piloted in Atru and Kishanganj blocks of Baran, laying the foundation for potential statewide scale across 65,000 Anganwadi Centres and 1.3 million children in Rajasthan and replication in other states.



Program Highlights

Early Childhood Education

Strengthening the Early Childhood Ecosystem through Quality, Capacity and Systems Change



The **Learn. Play. Grow.** project improves outcomes on foundational learning and health of children in Anganwadi centres, most of whom are first generation learners, hailing from economically and socially disadvantaged backgrounds and lacking educational support at home.

Additionally, the project works with teachers in Grade 1 & 2 in primary school to ensure a continuum of learning as the child transitions from pre-primary to primary school.

Adopting an integrated ecosystem-strengthening approach aligned with NIPUN Bharat, we work across the child's home and learning environment with

- Play-based experiential learning
- Capacity building of Teachers
- Parent and community engagement
- Digital monitoring of child-level progress

Impact

Significant improvement in Anganwadi competencies including knowledge, skills and application from 55% to 87%, leading to improvement in teaching-learning

In Meghalaya, we are strengthening the delivery of Early Childhood Care and Education by providing technical support for the Governments “**ECD Fellows Program**”. The project is being piloted in two districts, Ri Bhoi and West Garo Hills and aims to transform AWCs into vibrant Early Childhood Development (ECD) hubs by creating a skilled cadre of ECD Graduate Fellows who will support Anganwadi Workers (AWWs) to deliver high-quality ECCE services while fostering a sustainable community-based care economy. The pilot will generate evidence to inform statewide scale-up in Meghalaya and a replicable model for strengthening ECCE systems across India.

Strengthening the delivery of ECCE in Meghalaya by building a cadre of ECD Fellows

A Partnership between Meghalaya Government, SBI Foundation, SBI Factors & Sesame Workshop India

Capacity Building

Train **1000 ECD Fellows** with comprehensive early childhood expertise and practical skills

Cotinuuous Support

Robust **Project Management Units** at **district** and **block** levels for ongoing mentoring.

Partnerships

Forming a strategic **ECD Alliance** with Private Sector entities to ensure sustainability and extended impact.

Contextualised Content

Provide **100+ learning assets** highly contextualized for Meghalaya in **5 local languages** to **1000 AWCs**

LMS Access

Provide **Learning Management System** digitally accessible to users in **3 languages**.

The ECD Fellows Program will be piloted in 2 districts - Ri Bhoi and West Garo Hills



We partnered with the State Governments in Rajasthan and Uttar Pradesh to roll out the **Chalo! Sesame Street App**, which is a pedagogically informed, gamified at-home learning solution to improve foundational literacy, numeracy, and life skills at home



Impact

Strong engagement translated into sustained learning with more than 60-65% of children acquiring age wise competencies in literacy and numeracy

Parent Education – Engaging Fathers

Fathers as active, nurturing and equal caregivers

Launched in Lucknow in 2020, the program has evolved over six years into a tested phygital model that combines Anganwadi-based mobilisation, peer-led recruitment, facilitated workshops, engaging content and the *Bol Daddy Bol* WhatsApp chatbot. Together, these interventions equip fathers with practical parenting skills, encourage shared caregiving and help challenge gender norms within families and communities.

Building on the Lucknow experience, the model was adapted into Hindi and Telugu and expanded to Hyderabad, Telangana. This demonstrated its adaptability across linguistic and geographic contexts, while digital campaigns and chatbot-based engagement extended its reach and reinforced behaviour change at scale.



Impact

Early findings provide encouraging evidence of change in fathers understanding and reported parenting practices, reflecting stronger understanding of caregiving, play, communication, emotional connection, positive discipline and shared responsibility

“After joining the ‘Daddy Cool’ workshop, I realized that raising children is a shared responsibility. Now, my wife and I make all decisions regarding our children together.”

~ K Venkatesh, Danaiah Nagar (Father)
Hyderabad

Daddy Cool provides promising evidence of a shift in fatherhood, from “*I provide for my child*” to “*I participate in my child’s life*”, creating a foundation for more engaged fathers, stronger father–child relationships and more equitable caregiving within families.

Environment Education

Nurturing Young Environmental Changemakers

Sesame Workshop India is empowering children to turn environmental learning into action through its flagship program on environment, *Mera Planet, Mera Ghar*. Combining STEM, storytelling, games and hands-on activities, the program builds awareness while encouraging sustainable everyday practices. By promoting awareness on green energy, the program is equipping a new generation of informed, responsible citizens with tools for climate action and sustainability.

Through Eco Clubs, children lead activities such as tree planting, waste segregation and community clean-ups, engaging teachers, families and communities along the way. By connecting learning with action, the initiative is nurturing a generation of environmentally conscious young changemakers.



In partnership with NITI Aayog's Atal Innovation Mission (AIM), we launched the '**Clean Energy Hackathon**', a collaborative, student-led initiative to develop experiential learning tools on clean energy and strengthen children's environmental stewardship. Eighteen teams from 10 Atal Tinkering Lab schools in Bengaluru designed solar, wind and hydro-energy solutions with financial and technical mentorship from the SWI team. The winning hydro-energy prototype was selected for integration into the *Mera Planet, Mera Ghar* curriculum, taking student innovation from concept to classroom.



Impact

Stronger classroom integration of the MPMG curriculum, increasing from 69% to 89%, alongside improved student understanding of environmental concepts and clean energy.

Health

Holistic Well-being of children and families

Healthy Habits is a global program designed to support children and families in building simple, sustainable routines around nutrition, physical activity, and sleep, beginning early in life when habits are most formative. The India launch was held in the presence of Leena Johri, Additional Chief Secretary – Women and Child Development, Government of Uttar Pradesh, alongside Anganwadi workers, whose role is central to translating health, nutrition, and wellbeing messages into everyday community practice.



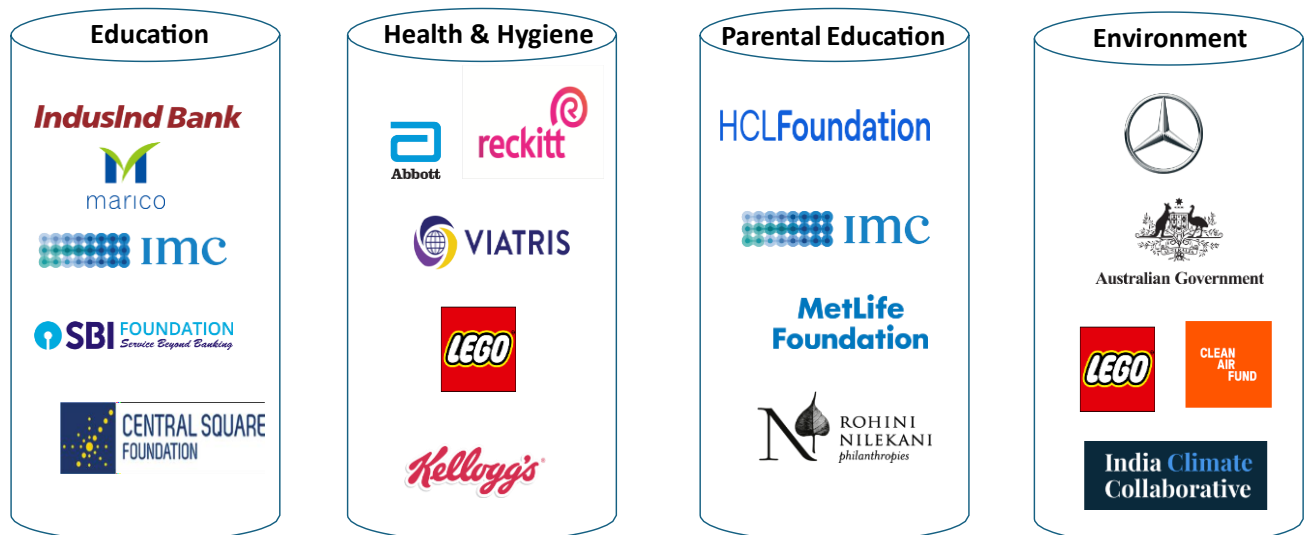
Encouraging balanced nutrition, physical activity, and structured routines from an early age is crucial for raising healthy and empowered children.”

~ Smt. Leena Johri, Additional Chief Secretary – Women & Child Development, Uttar Pradesh Government

Healthy Habits takes a multi-stakeholder approach to promote nutrition, physical activity, sleep and emotional wellbeing through playful, child-friendly resources. Reaching 10,000+ children and caregivers through Anganwadi Centres and ASHA workers, and millions of families digitally through *Elmo's World: Dance Party*, the programme works alongside government and community systems in Uttar Pradesh to strengthen healthy behaviours and early childhood wellbeing.

Our Partners

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



Audited Financial Report: FY 25-26

SESAME WORKSHOP INDIA TRUST Balance Sheet as at 31st March 2026 (₹ in thousands)			
Particulars	Note No.	As on 31st March 2026	As on 31st March 2025
I. SOURCES OF FUNDS			
FUNDS			
Unrestricted Funds	2	25,572.15	18,290.53
Restricted Funds	3	24,964.32	2,660.18
NON-CURRENT LIABILITIES			
Long-term provisions	4	2,227.47	1,372.41
CURRENT LIABILITIES			
Payables	5	5,370.06	9,965.31
Other current liabilities	6	931.03	2,279.30
Short-term provisions	7	52.53	67.72
Total		59,117.56	34,635.44
II. APPLICATION OF FUNDS			
NON-CURRENT ASSETS			
Property, Plant and Equipment and Intangible Assets	8		
Property, Plant and Equipment		1,311.20	1,090.17
Intangible Assets		-	0.59
CURRENT ASSETS			
Receivables	9	1,029.41	8,449.02
Cash and Bank Balances	10	49,938.91	23,943.62
Short-term Loans & Advances	11	6,831.51	1,137.32
Other Current Assets	12	6.53	14.72
Total		59,117.56	34,635.44
Significant Accounting Policies and Notes on Accounts 1 to 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	
Aashish Gupta Partner Membership No. : 097343 Place : Gurugram Date : 29-09-2026		 Sonali Khan Managing Trustee	 Alka Singhal Pathak Trustee

SESAME WORKSHOP INDIA TRUST Income and Expenditure Account for the year ended 31st March 2026 (₹ in thousands)			
Particulars	Note No.	For the year ended 31st March 2026	For the year ended 31st March 2025
INCOME			
Donations and Grants	13	1,10,342.87	82,887.63
Fees from rendering of Services		15,111.50	15,111.50
Other Income	14	1,199.59	841.26
Appropriation from the Deferred Revenue Fund	3	260.83	346.58
Total		1,26,914.79	99,186.97
EXPENDITURE			
Employee Benefits Expense	15	15,061.63	12,418.14
Program Costs	16	97,202.67	79,997.37
Other Expenses	17	7,285.28	7,079.36
Depreciation & Amortisation	8	746.41	579.36
Total		1,20,295.99	1,00,074.24
Excess of Income over Expenditure transferred to General Fund		6,618.80	(887.27)
Significant Accounting Policies and Notes on Accounts 1 to 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/NS00028)  For Sesame Workshop India Trust  Sonali Khan Managing Trustee  Alka Singhal Pathak Trustee Aashish Gupta Partner Membership No. : 097343 Place : Gurugram Date : 29-09-2026			





YEARS
OF MAKING INDIA SMILE



SESAME WORKSHOP™

India

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