



Pratham USA

Every Child In School and Learning Well



A UNIQUE OPPORTUNITY TO INVEST IN INDIA'S FUTURE

Seven year old Sameeksha could barely join letters together to form words. But six months into a Pratham Read India class and she quickly graduated from recognizing words to reading stories.



Sameeksha is fortunate in having access to Pratham's programs to learn to read and write. Not everyone does, and even in fast growing India, illiteracy is still a shocking fact of life. Of India's 210 million children, nearly half are unable to read.

Not only does lack of education dash individual dreams of self-fulfillment, it perpetuates cycles of poverty that undermine the viability of India's growth and its economic potential.

Pratham USA is making a difference. We've figured out how to address this crisis and make it sustainable. By supporting Pratham USA you can help change the system.

Pratham stands out as one of the most influential forces on India's educational system. Seeded by UNICEF in 1994, Pratham began in the slums of Mumbai. Currently, it serves the education needs of underprivileged children across 21 of India's 28 states. Today, it is India's largest nonprofit in the area of primary education creating systematic change that educates hundreds of thousands of children.

THE PROBLEM

100 million children in India are illiterate. This huge problem undermines the country's ability to prosper.



Pratham helps break the cycle of illiteracy that has plagued India for generations.

“No society can achieve its full potential when half the population cannot realize theirs.”

— HILLARY CLINTON
U.S. SECRETARY OF STATE



“Education is the most powerful weapon which you can use to change the world.”

— NELSON MANDELA

HOW DOES PRATHAM HELP?

Driven by its mission to ensure that every child is in school and learning well, Pratham is reaching millions of children in rural and urban areas through a range of education interventions:

- Read India (Phase 2), Pratham’s flagship program, has become a nationwide movement and works with communities, parents and governments to ensure that children ages 6 - 14 have grade-appropriate reading, writing and arithmetic skills
- Preschools for underprivileged children
- Outreach programs targeting street children
- Special courses focused on such subjects as computers and English
- Remedial education for students not performing at grade-level and for out-of-school children
- Vocational and skill training to prepare students for employment

PRATHAM’S ‘READ INDIA’ PROGRAM TODAY

Pratham selected 200 districts across India where it maintains a sustained presence for a minimum of three years. In each district, Pratham sets up either a District or a Block Resource Center through which the program is implemented. Approximately 1 million children have been impacted and about 200,000 volunteers have been trained in Pratham’s pedagogy.

Pratham’s Combined Activities for Maximized Learning, or CAMal, combines reading, writing and speaking activities so that these competencies all develop simultaneously. Another feature of CAMal is the inclusion of whole class activities, small group activities, and individual activities. The methodology can be used to achieve learning goals both at the basic and higher levels.

Children are taught by Pratham volunteers trained in Pratham’s teaching and assessment techniques. Pratham also equips volunteers with teaching and learning materials that are published in local languages and graded according to their level of difficulty.

Creating Large Scale Educational Reform In India



Pratham works in 21 states with communities, parents, and governments to:

- Provide educational programs
- Create educational standards
- Measure actual learning levels
- Advocate for educational reform
- Test innovative programs
- Facilitate local solutions

We do this through programs that reach children throughout the educational spectrum. From pre-school to primary and vocational schooling, Pratham opens the door to a world of opportunity and a brighter future.



WHAT HAS PRATHAM ACHIEVED?

- 34 million children in more than 304,000 villages across 19 states have been reached by phase 1 of Read India.
- 448,000 volunteers and 605,000 teachers have been trained in Pratham's innovative techniques
- 700,000 children in 16,000 villages tested by Pratham's ASER (Annual Status of Education Report) has resulted in the Indian government taking action with a revealing national picture of learning levels
- 39,000 children have been schooled in Pratham preschools.
- Over 20,000 children were taught to speak and read English

PRAHAM'S READ INDIA II PROGRAM

Pratham's signature program reaches across 19 states, and impacts millions of children in hundreds of districts.

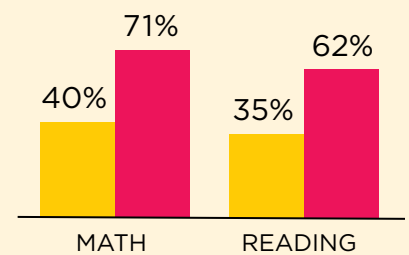
READ INDIA II REACH 2010-2011

District	Children through Gov. Partnership	Children BEP/DRC	Volunteers	Villages	Teachers Trained	No. of Districts
1. Andhra Pradesh		77,175	2,546	1,867	564	12
2. Assam		28,777	2,520	1,150		19
3. Bihar		125,929	5,893	2,097		19
4. Chhatisgarh		80,045	7,739	2,077		18
5. Gujarat	48,000	13,603	980	1,450	1,893	11
6. Himachal Pradesh	440,504		1,137	1,137	27,181	12
7. Jammu & Kashmir		36,631	1,566	936	850	6
8. Jharkhand		28,194	1,578	858	247	4
9. Karnataka		4,635		60		1
10. Madhya Pradesh		65,439	6,324	2,071		14
11. Maharashtra		203,011	11,505	7,277	825	14
12. Nagaland		984	51	51		2
13. Orissa		91,984	4,599	3,132		30
14. Punjab	813,974		1,237	13,102	28,313	20
15. Rajasthan	60,633	12,780	5,731	2,991	2,429	11
16. Tamil Nadu		16,178	639	639		8
17. Uttar Pradesh		175,382	8,520	4,003		31
18. Uttarakhand	27,436	23,167	1,903	1,677	140	13
19. West Bengal		23,898	1,327	681	78	6
Sub-Totals	1,390,547	1,007,812	65,795	47,256	62,520	251
TOTAL	2,398,359		65,795	47,256	62,520	251

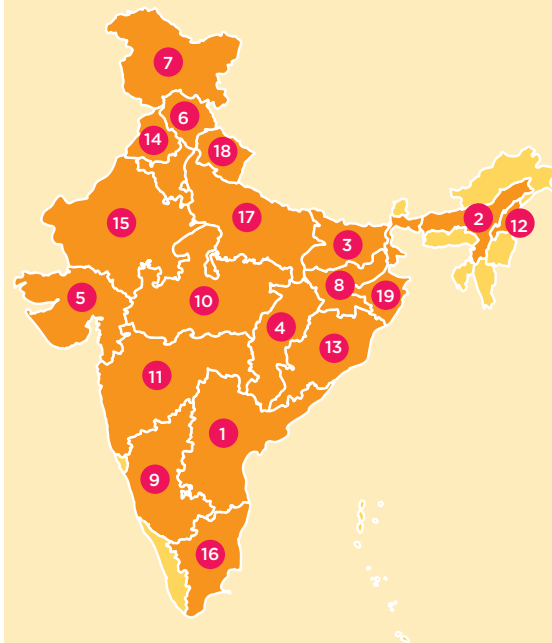
Producing Measurable Results

From 2008-2010, Pratham trained 89% of Punjab teachers, helping raise the reading level of 5th graders across the state from 35% to 62%.

Punjab Learning Levels



2008 Before Pratham's Intervention
2010 After Pratham's Intervention



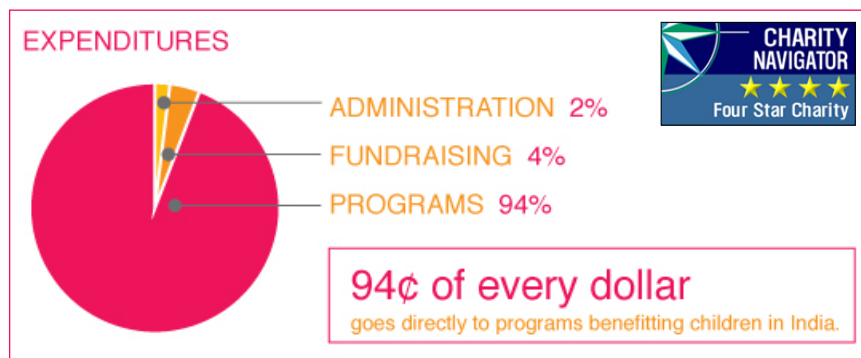


HOW YOU CAN GET INVOLVED AND MAKE A DIFFERENCE

A gift to Pratham will have a demonstrable impact on India's future. You can give a child the means to escape a lifetime of poverty and exploitation. Your support, no matter how small, will make a big difference. Our volunteer-driven model has helped keep costs low to maximize the impact of your gift as recognized by the prestigious four-star rating from Charity Navigator (the highest rating possible) for the last four years. This reflects our low fundraising and administrative expenses and our financial health so you can be assured that your gift is used wisely and judiciously.

Pratham's low cost programs make it easy to help transform the life of a young child. A \$150 investment supports a village learning program for 20 children. A \$250 contribution in an urban learning center supports 10 children for an entire year. A \$1,000 gift trains 10 volunteers who will reach out and teach children across ten villages for a full year or supports an ASER survey in an entire district.

As a donor you will make a significant difference in partnering with us to reach hundreds of thousands of children and help to increase awareness of the critical role played by primary education in transforming India and the world.



MAKE A GIFT TO PRATHAM USA

Donate by credit card online at donate.prathamusa.org.

Donate by check to any of the mailing addresses listed at the right.

Donate stock. For transfer instructions please call or email us.



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Pratham USA is a 501(c)(3) organization, and all non-event donations are fully tax-deductible. Over 93% of the funds raised by Pratham USA go directly to support programs in India, so the impact of your funds is maximized.

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