



# **ക KATHA**

EXECUTIVE DIRECTOR'S  
REPORT 2017-18





“Katha’s work matters because every child reading well matters. Because every child counts! Katha hones the legacy of multiple literatures, the wealth of people, goodwill to build our capability. But it pains me to still see children not being able to read, something that had moved me 30 years back to create Katha. It is this urgency that vitalizes the continuous crusade to develop together, serve together.”

**Geeta Dharmarajan**

Writer, Social Entrepreneur, Educationist and Founder-President of Katha

Dear Friends,

As we turn a new leaf in Katha's journey and enter the thirtieth year of our existence, we do so with a great sense of satisfaction and a lot of humility. We reminisce and recognize how we've grown from strength to strength in realizing our purpose of transforming the lives of children through reading and relevant education, and holding their hands as they walk the road to sustainability. Through the years, we have and continue to strive to reach more and more children and bring them into the ambit of reading for fun and for meaning, to provide them not just the dignified subsistence they so desire but to also give them the impetus they require to become responsible and responsive citizens of the country.

Turning thirty is also the perfect moment for us to reflect and look ahead. Over the course of the year 2017-18, we've looked at both the draft and the craft of our various initiatives and programmes to bring holistic development in the child's life; we have tried to fine-tune them for maximum impact. We explored the connection between the real and the virtual worlds and thought up innovative ways to use technology to reach the unreached child — leading to the creation the KathaKhazana Reading App, India's first mobile reading application to encourage reading and literacy, that has gone on to win the mBillionth South Asia Award for being a first-of-its-kind app which, through animation and games, introduces children to concepts such as gender equality, equity, diversity and inclusivity. Through our significantly innovative programmes such as our schools, I Love Reading, COOL! Community Owned and Operated Libraries, School Quality Enhancement Programme, and our children's books, we continue to take a critical look at how we can develop twenty-first century knowledge, skills and values in our children and empower them to maximize their potential.

As we look back on the thirty years of growth and relentless work for children, we realize that it was accomplished with a lot of encouragement and support from multiple quarters. And, as we celebrate this great milestone in the Katha journey, I'd like to take this opportunity to thank all those magic-makers who came forward and helped us dedicate all our thoughts, ideas, innovations and actions in pursuit of excellence for children. First and foremost, I extend a big big thanks to our Founder-President Ms Geeta Dharmarajan under whose illustrious leadership we've evolved, adapted, overcome challenges that came our way and shined on... She has been our coach, mentor and guide in all areas of our work. I thank all our past and present partners who showed tremendous faith in us — we've been extraordinarily lucky with the most enduring relationships with our partners, the many people who have been a part of Katha's journey through the years, our strong army of volunteers who make the impossible possible by the minute, the children and the communities for having the ambition and the courage to help us help them – we've accomplished a lot together, and I'm confident that we can and will certainly achieve a lot more in the future.

As we embark on a new phase of our work, we believe that our vision and values will continue to form the foundation for us to work towards the ambitious goals we have in front of us, enjoy the process, learn from our mistakes, take pride in our achievements and innovate for the future. And with your generous support, I am optimistic that the next thirty years will be as successful as the last and all the children across the many divides will be the best they can be!



Warmest,  
Parvinder Kaur

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# A 30-YEAR YOUNG STORY!

30 years of making every child a reader-leader ...

30 years of making reading fun ...

30 years of relentless work towards building a better nation ...

**We are celebrating 30 years of Katha!**



A new curriculum strengthens the reading component.

Katha starts its first school, The Khazana Experiment, in the Govindpuri slum cluster with government support. This evolved into the Katha Lab School with a special focus on reading, story pedagogy and quality education.



TamaSha! is born to bring fun reading to children in government schools.

Research and development of TamaSha! Easy Readers that form the basis of the I Love Reading Campaign.

Katha establishes 50 Katha Kids in 50 slums in Delhi.

Katha is invited by the government to present a reading campaign idea.

The reading campaign is taken to 10 government schools.

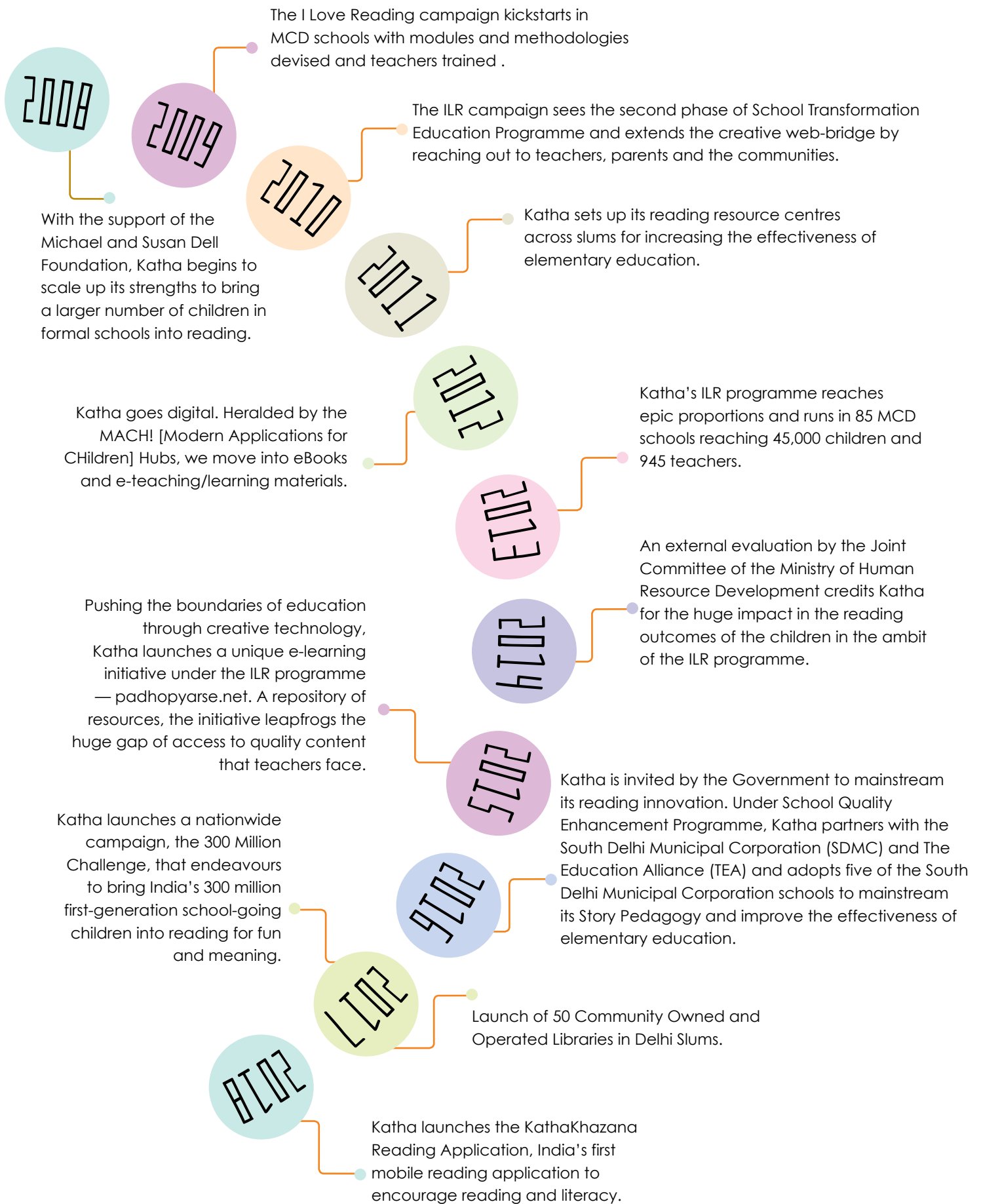
The gaily painted TamaSha Roadshow vans take off to the streets to increase reading interest/skills in street children.



Katha is registered with the main objective of enhancing the joys of reading.



# 30 MILESTONES WE ACHIEVED IN THE LAST 30 YEARS!



# 30 OF THE MOST BEAUTIFUL THINGS WE HEARD OVER THE LAST 30 YEARS!

1

"I can simply say Katha is doing what one can dream best out of education. I hope we will learn from it to change the culture of education in Delhi."

— **Shri Manish Sisodia, Hon'ble Deputy Chief Minister & Education Minister of Delhi**

2

"Katha has commendably applied the mountain-will-come-to-Mohammed adage to bring the richness of India's literature to English habitues, in a manner uniquely its own."

— **Economic Times**



3

"While many organisations have been working with the underprivileged community over the years, what distinguishes Katha is its multi-stake holder engagement with different partners which includes Delhi government and an innovative education model to mainstream education."

— **Deccan Herald**

4

"In exceptionally difficult and harsh conditions, Katha is making a tremendous impact on ... children."

— **Joint Evaluation Team, MHRD, Government of India**

5

"The motivation that Katha provides to out-of-school children is very unique. This, for us, is something very distinct and out-of-box outcome from the Katha intervention."

— **Joint Evaluation Team, MHRD, Government of India**



6

"With all admiration and best wishes ..."

— **Prince Charles**

7

"An educational jewel in India's crown."

— **Mr Naoyuki Shinohara, Deputy Managing Director, International Monetary Fund**

9

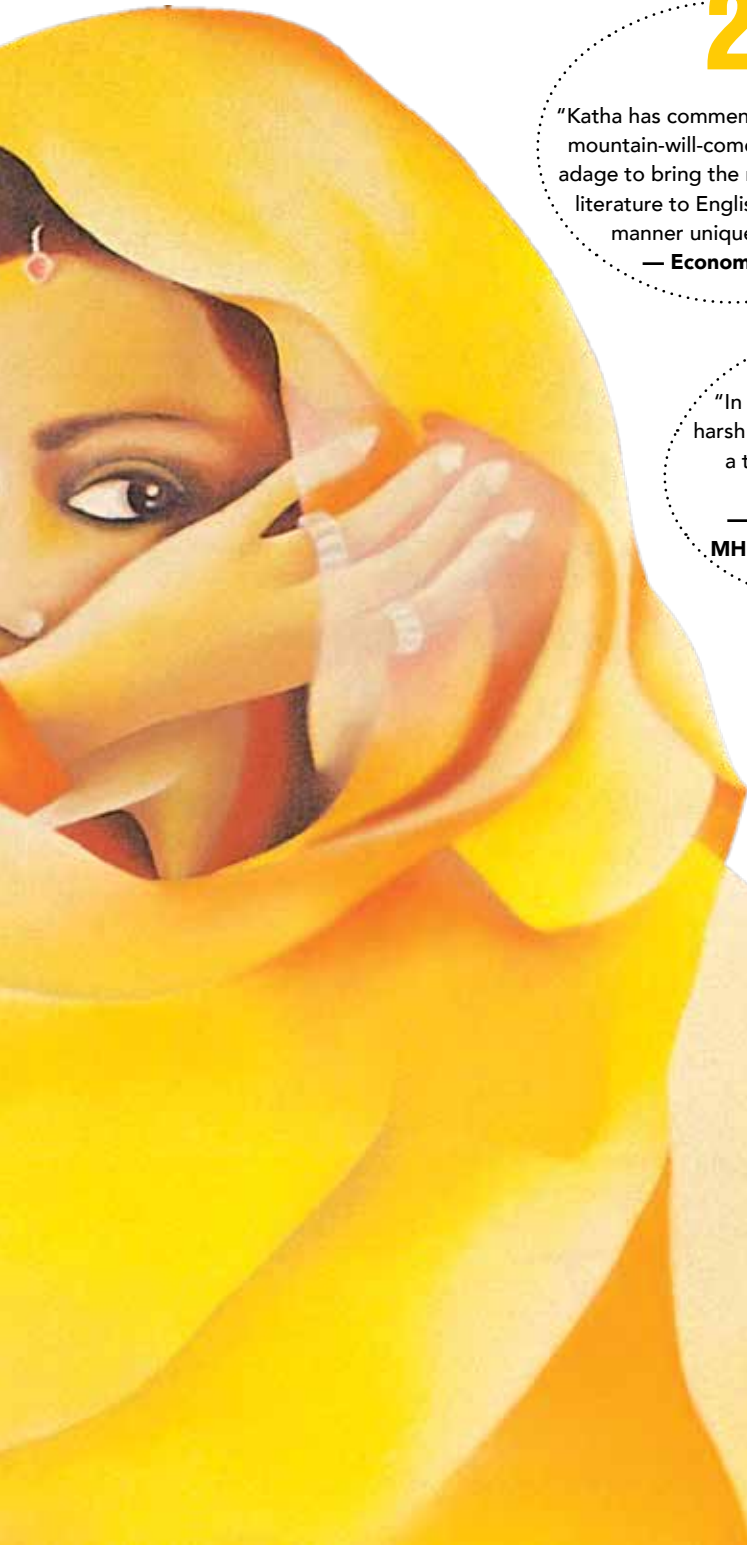
"It has been a pleasure to see your impressive work. Best of luck!"

— **The Jury of Astrid Lindgren Memorial Award**

8

"I continue to be impressed and inspired by Katha's outstanding dedication to children and the importance of learning."

— **Mr Gene R Carter, Association for Supervision and Curriculum Development, USA**





"What a lovely bright colourful school. It is great to see the children being encouraged to be creative. And very motivated and energetic teachers. Well done!"

— **Mr Mark Westenra, New Zealand**

10

11

"What a delightful morning amidst such lovely, responsive and attentive children. Kudos to Katha family and to Geeta for this amazing project and journey."

— **Ms Shovana Narayan, Padma Shri Kathak Guru**

13

"The excellent lab of Katha is an eye-opener. I am amazed at the degree of creativity, efforts and the focus on creating higher standards of learning. Fantastic!"

— **Ms Chyaya Balaji, Toolbox Foundation**

7

"Katha lives and breathes within urban context, striving to empower, enlighten and educate through the power of story."

— **Ms Amanda Leigh Lichtenstein, USA**

15

"The School is such an inspiration. It always sparks my creativity when I visit. The team is really making a difference to the lives of so many!"

— **Ms Neha Singh, John Lewis Foundation – India Liaison Office**



13

"A nest, a lot of chirping birds, birds and young butterflies, life, energy and beauty. All carved out of a surrounding which speaks of a struggle for survival and going ahead. Thank you, Katha, for introducing us to the spirit of life in the community."

— **Ms Anita Agnihotri, Secretary, Ministry of Housing Empowerment and Urban Development**



17

"As with most Katha books, the new releases are elegantly produced, attractively illustrated, and shaped by concise commentaries."

— **livemint.com**

18

"Books like these reinforce my belief in Katha publishers that they are doing a wonderful job in creating quality literature for young readers."

— **Literary Sojourn (The Bicycle)**

20

"Katha stands as an exemplar for all the creative projects around the world that grapple with ordinary and dramatic misery in cities."

— **Mr Charles Landry, The Art of City Making**

24

"Both public and government schools can learn from Katha how to anchor literacy in the indigenous tradition of storytelling."

— **Prof. Krishna Kumar, Former Director, NCERT**



25

"Katha has done outstanding work to bring computer and internet access to marginalized communities in the slum areas ..."

— **Gates Foundation**

28

"An institution in the world of Indian literature."

— **The Business Standard**

26

"Katha deserves a round of applause for ... unearthing a cache of talented translators and revealing the wealth and diversity of literature that lies hidden and unappreciated in this amazing land of ours."

— **Indian Review of Books**

29

"Katha transports underprivileged children to mainstream education system successfully."

— **Financial Times**

30

"Katha has a real soft corner for kids. Which is why it ... create[s] such gorgeous picture books for children."

— **Time Out**

27

"A pioneering Indian translation house of quality ..."

— **The Hindu**

23

"Katha has proved that the school curriculum can be made interesting and the modes of learning innovative."

— **HT Live**

22

"Incredible job to shape kids' futures."

— **Mr David Fruttura, Boston University**

"... inspirational work." — **Mr Leawik Blan, Asian Education Foundation, University of Melbourne, Australia**

21



# 30 OF OUR AWARD-WINNING CHILDREN'S BOOKS THAT YOU CANNOT NOT HAVE!



## 1. A LION IN PARIS

Beatrice Alemagna  
Recommended by CBSE and NCERT

## 2. AAMU'S KAWANDI

Shrujana Niranjani Shridhar  
Shortlisted for The Hindu-Young World Goodbooks Award 2017

## 3. BIOSCOPE

Mamta Nainy . Illustrated by Jayanto  
Included in the International Board on Books for Young People [IBBY] List in 2011

## 4. DADDOO'S DAY OUT

Prabhjot Kaur  
Recommended by CBSE and NCERT

## 5. DAYS WITH THATHU

Geeta Dharmarajan . Art by Nancy Raj  
Recommended by CBSE and NCERT

## 6. DINOSAUR-LONG-AS-127-KIDS

Geeta Dharmarajan . Art by Rajiv Eipe  
Katha Chitrakala Award 2010 First Prize Winner

## 7. EARTHSONG

Geeta Dharmarajan . Art by Enrique Lara and Luis Garcia  
Chosen in 101 Best Indian Children's Books by Young Zubaan

## 8. FIRST SUN STORIES

Multiple Authors and Illustrators  
Chosen in 101 Best Indian Children's Books by Young Zubaan

## 9. GATILA

Lisa and Anjora Noronha  
Katha Chitrakala Award 2011 Special Mention

## 10. HAIKU

Kala Ramesh . Art by Surbhi Singh  
Honourable Mention for Best Book for Children by the Haiku Society of America

## 11. HOW TO WEIGH AN ELEPHANT

Geeta Dharmarajan . Art by Wen Hsu  
Katha Chitrakala Award 2011 First Prize Winner





### 12. I HAVE A HOME

Claudia Legnazzi

Recommended by CBSE and NCERT

### 13. MAI AND HER FRIENDS

Durga Bai

Katha Chitrakala Award 2010 First Runner-up

### 14. MIMI'S DREAM

Kuie Ling Hsu

Katha Chitrakala Award 2011 First Runner-up

### 15. MOON, RAMU AND I

Geeta Dharmarajan . Art by Harshvardhan Kadam  
Darsana National Award 2011 for the Best Children's Book

### 16. MY HAIKU MOMENTS: AN ACTIVITY BOOK FOR YOUNG HAIKU LOVERS

Honourable Mention for Best Book for Children by the  
Haiku Society of America.

### 17. OH NO! NOT AGAIN!

Geeta Dharmarajan . Art by Rajiv Eipe  
Chosen in 101 Best Indian Children's Books by Young  
Zubaan

### 18. PALANQUIN BEARERS

Sarojini Naidu . Art by Indu Harikumar  
Katha Chitrakala Award 2010 Special Mention

### 19. RAZIA AND HER PINK ELEPHANT

Mukul Dube . Art by Fahad Faizal  
Chosen in 101 Best Indian Children's Books by Young  
Zubaan

### 20. RUN RANGA RUN

Geeta Dharmarajan . Art by Srivi  
Nominated for the Jarul Book Award 2018

### 21. THANGAM OF MEHRGARH

Geeta Dharmarajan . Art by Mrinalini Sardar  
Katha Chitrakala Award 2011 Second Runner-up

### 22. THE ELEPHANT IN THE TREE

Mallika Nagarajan

Recommended for the LRSIA Award Organised by Young  
India Books

### 23. THE FAMOUS SMILE

Geeta Dharmarajan . Art by Rashin Kheiriyeh  
Chosen in 101 Best Indian Children's Books by Young  
Zubaan

### 24. THE GLASS TREE

M Mukundan . Art by Poonam Athalye  
Recommended by The Robin Age as Best Read on  
Environment

### 25. THE PRINCESS WITH THE LONGEST HAIR

Komilla Raote . Art by Vandana Bist  
Chosen in 101 Best Indian Children's Books by Young  
Zubaan

### 26. THE SONG OF THE SCARECROW

Suddhasattwa Basu  
Chosen in 101 Best Indian Children's Books by Young  
Zubaan

### 27. TO EACH HER OWN

Vijaydan Detha . Art by Anita Hashemi Moghaddam  
Katha Chitrakala Award 2011 First Prize Winner

### 28. U SIER LAPALANG

Kynpham Sing Nongkynrih . Art by Maya Ramaswamy  
Recommended for the LRSIA Award Organised by Young  
India Books

### 29. WALK THE GRASSLANDS WITH TAKURI

Nima Manjrekar and Nandita Hazarika . Art by Maya  
Ramaswamy  
Recommended by Young India Books as the Best Read

### 30. WALK THE RAINFOREST WITH NIWUPAH

Aparajita Dutta and Nima Manjrekar . Art by Maya  
Ramaswamy  
Recommended by Young India Books as the Best Read

# step inside our story

Our "Katha" started in 1988, when our first volunteer found a friend – a fat and friendly elephant called Tamasha. Tamasha has set the fun and friendly tone and culture since then, helping make Katha the storytellers for the nation.

We at Katha endeavour to spread the joy of reading, knowing, and living, amongst children and adults, the common reader and the neo-literate. Formally registered as a society on 8 September 1989, Katha has striven to establish a code of excellence in all that it does, to enhance the quality of life in every project it has attempted. A non-profit organization, Katha works with equal dedication and commitment through well-defined programmes in areas of literacy, and education; in literature, culture and translation.

credo

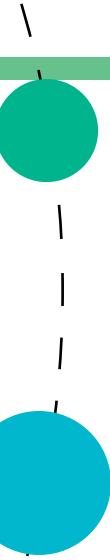
Uncommon creativities  
for a common good.

vision

No child will live in  
poverty – social, personal,  
intellectual, cultural, or  
environmental.

mission

To enhance the joy of  
reading for children  
and adults, thereby  
helping every child  
realize his or her full  
potential. To combat  
social injustice and  
poverty through active  
story based learning,  
quality education and  
community action.



## Our core strategies

Provide high-quality, holistic education to underprivileged children using innovative methods that make learning fun and relevant. Actively help children attain grade level reading skills, stay in school and complete their education.



Mobilize communities to solve local issues and support all children going to school.



Train teachers to use child-centric methods to creatively engage children in learning.



Publish and disseminate beautiful storybooks that celebrate India's rich cultural heritage and entice children to read.



Transform government schools into vibrant learning spaces that deliver quality education to all children.

# Our innovations



## 5

### katha toolkit

We train our teachers to use a variety of teaching tools to engage children and make learning a fun experience through music, dance, theatre, discussion, debate and surveys.

## 4

### vidduniya

Our method of integrated-subject, theme based learning. Each year we choose a new theme and our teachers link all academic and co-curricular lesson plans and activities to this theme. They also coordinate activities across subjects, creating a seamless learning experience for children.

## 3

### story pedagogy and active story based learning

Our innovative teaching methods that use storybooks, not textbooks, to help children learn standard national curriculum and encourage them to Think, Ask, Discuss and Act!



## 2

### SPICE

Our education model promotes multidimensional growth in children to overcome five poverties – **S**ocial, **P**ersonal, **I**ntellectual, **C**ultural and **E**nvironmental.

## 1

### kread (katha relevant education for allround development):

Our philosophy that education must be relevant to the lives of children and must empower them to solve real-life problems by bringing community challenges – water and sanitation, health, education – into the classrooms.



# bound by passion. driven by purpose

## 2017-18: the year in numbers



**814,252**  
Beneficiaries reached:

**804**  
Teachers trained

**1,63,088**  
Children impacted

**585**  
Youth volunteers

**18,500**  
Women brought into our various programmes

**675**  
Children completed entrepreneurship courses & training

**500**  
Books published by Katha till date

**174**  
Communities impacted

**124**  
Katha books recommended by CBSE and NCERT:

**38**  
New books published



300M! Campaign helped bring children into reading for fun and meaning with 250 partners. We were disruptive — faster, more frugal, more far-reaching and efficient.



Our Thinkbook Series, Gender Series, and (She)2 Series of books on Girls, Earth, Equity and Kindness, Health and Hygiene strengthened reading for meaning and fun.



300M! Campaign brought in grassroots and civil society volunteers wherein each one teaches.



We leveraged, advocated and partnered with schools, institutions, colleges, RWAs and the government.



Priyanka Roy, a girl from Katha Khojwadi, was featured amongst BBC 100 women 2017. BBC 100 Women series examines the role of women in the 21st century and features 100 of the most innovative and inspirational women who've tackled some of the world's most pressing issues facing women today.



Katha children built a drone! A quad copter having a range up to 1km, the drone was built together by children of Tamashawadi and Khojwadi.



In Katha Lab School, children are driving change through science and technology. Using an open source app development tool, IONIC Framework invented by Google in 2015 that has the features of traditional websites and native mobile applications, the children in Katha Lab School developed an app to keep girls/women safe. The main advantage of this progressive web app is the capability to work both online and offline.





During the AC and Refrigeration course run by the Katha School of Entrepreneurship, the K12 senior students made a model of small deep refrigerator.

## निजी को टक्कर दे रहे हैं निगम के स्कूल

निगम के स्मार्ट स्कूलों में पढ़ाई से बढ़ रही है बच्चों की संख्या. स्मार्ट टक्कर देते व कक्षाएं कार रही आधुनिक

विचारधारा • ज्योतिष

निगम के स्मार्ट स्कूलों को फिर आकर्षक बना दिया जा रहा है। बच्चों के अलावा बच्चे भी इन स्मार्ट स्कूलों के लिए आ रहे हैं, शिक्षक और बच्चों के लिए ही नहीं बल्कि बच्चों के लिए ही। स्मार्ट स्कूलों में बच्चों के लिए ही नहीं बल्कि बच्चों के लिए ही। स्मार्ट स्कूलों में बच्चों के लिए ही नहीं बल्कि बच्चों के लिए ही।



स्मार्ट स्कूलों में बच्चों के अलावा बच्चों के लिए ही नहीं बल्कि बच्चों के लिए ही। स्मार्ट स्कूलों में बच्चों के लिए ही नहीं बल्कि बच्चों के लिए ही। स्मार्ट स्कूलों में बच्चों के लिए ही नहीं बल्कि बच्चों के लिए ही।

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Delhi One Young Team of 2000 volunteers was facilitated. A felicitation ceremony and visioning workshop was organized where the youth volunteers were awarded certificates for giving their time to help children from their communities read for fun and meaning.



72 Katha Community Owned and Operated Libraries in the underprivileged communities of Delhi reached out to 90,000 households, servicing over 900 of these communities. With our youth volunteers, these libraries assisted children and young adults in finding, using and interpreting appropriate information that opened up opportunities for lifelong learning, literacy enhancement, informed citizenship, recreation, creative imagination, individual research, critical thinking and empowerment in an increasingly complex world.

# **KATHA VILASAM**

THE STORY RESEARCH AND RESOURCE  
CENTRE

# KATHAKAAR

## books for a better world!

At the closing decades of the twentieth century, five children stood witness to the first spell cast by Katha – an idea to transform lives through words. Bit by bit, Katha grew, innovating new techniques and adapting itself to the ever-changing environment around it.

Katha, in order to democratize reading, has since then striven to inculcate the habit of reading in children, not just for productive and utilitarian purposes but also for them to find in words relevant to their lived experiences. As such the topics covered by Katha Books are wide-ranging from water and earth to gender sensitization, equity and kindness.

Reading as an inclusive practice can only be wholly accomplished through inclusive literature – be it poems, stories, and non-fictional narratives. Since ancient times, stories have been used to shape moral character and worldview. The content of Katha's books is such that it makes children enthusiastic to learn whilst also sensitizing them, so that not only do they become productive members of the society but also leaders to lead us to a brighter future. The stepping stones of our unique enterprise are the books we publish – lucid narratives in an accessible language with a variety of hues and textures to keep children riveted, all for an affordable price. India's literary heritage is extraordinary with Katha contributing to continue it in small surefooted steps, one book, one child at a time.

**38** New Books Published

**1,82,396** Copies of Children's Books Reprinted

**124** Katha Books Recommended by CBSE and NCERT

**6** Times Nominated for the Astrid Lindgren Memorial Award, in 2010, 2013, 2014, 2015, 2016 and 2017!



## Books Matter... Stories Matter... Words Matter...

You know how the saying goes: our children are our future. They hold the fate of the world in their tiny hands, and they're going to need all the help they can get today to become effective leaders of tomorrow. To get the young readers a leg up in the ME-WE ideology that Katha staunchly believes in, we brought out a range of books that push the boundaries and show children how to be kind, how to be brave, and how to make a difference in the world.

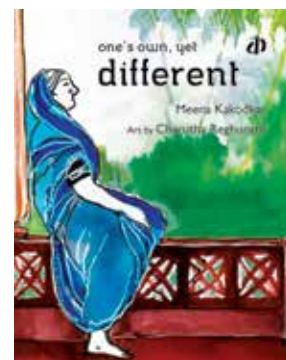
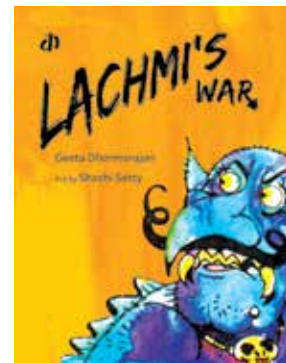
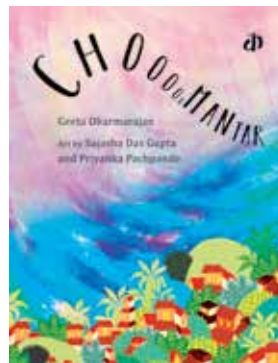
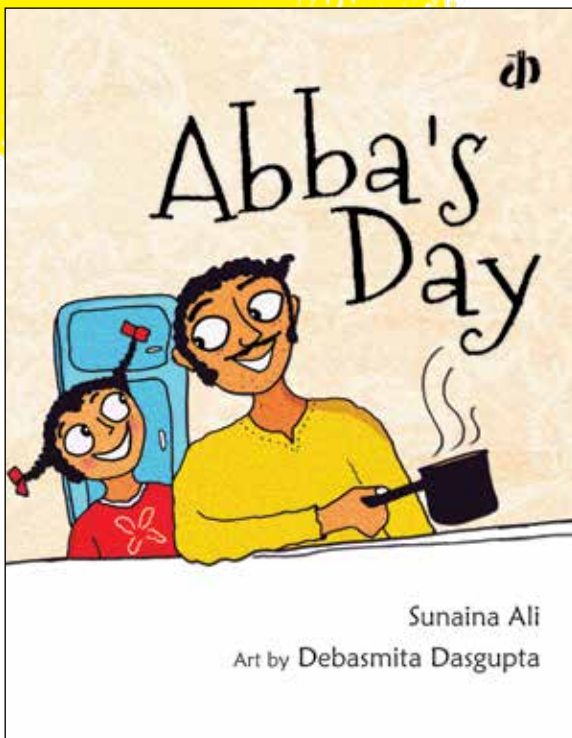
### Gender Series

**Generously Supported by New Zealand High Commission**

**Available in English and Hindi**

Sometimes the best way to teach a child about individuality, nonconformity, and diversity is with the rhythmic text, imaginative storylines, and captivating illustrations. Books in Katha's Gender Series are such examples. They help girls and boys build an equal platform, through stories, thoughtful questions, and games. The reading levels of these books are matched to the learning needs of young readers – the language is simple, and the tone is direct and reflective without being preachy. Challenging the prevailing constructs of gender in society, all the stories conclude with open-ended questions and a "Think. Ask. Discuss. Act." section that encourages young readers to engage in thinking and have a dialogue within a peer group.

ABBA'S DAY | CHOO...MANTAR! | LACHMI'S WAR | ONE MAGICAL MORNING |  
ONE'S OWN YET DIFFERENT



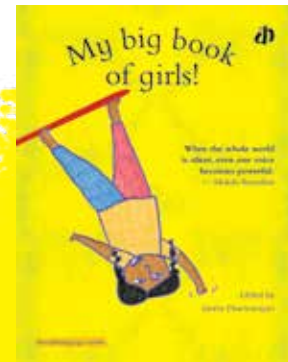
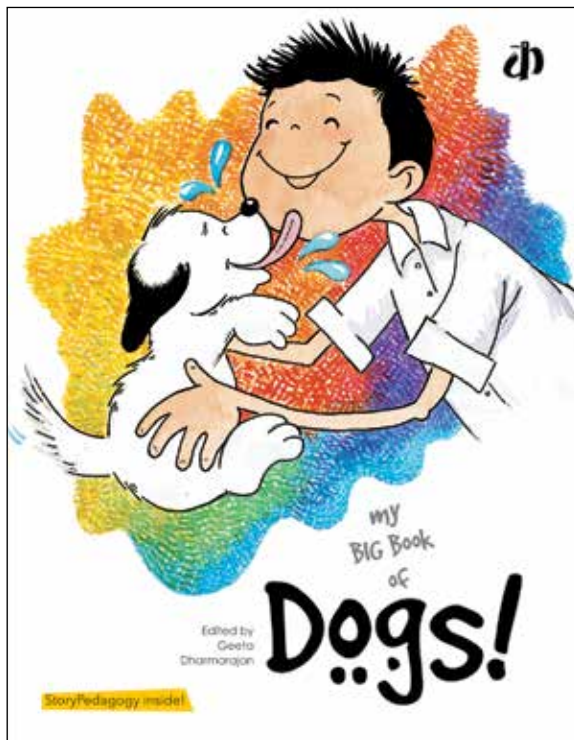
## Thinkbook Series

**Generously Supported by Ashoka Changemakers for the Public and Oracle Giving**  
**Available in English and Hindi**

According to expert studies — and our own 30 years of experience — kids who read stories that compel them to think are more risk-taking and goal-setting, more curious and compassionate. Books can open kids' minds and hearts to other people and perspectives — and affirm their own identities and experiences. When you share such stories, you empower them to grow and thrive throughout their lives. With an aim to draw the attention of young minds to big ideas such as kindness, climate change, gender, etc, Katha brought out a unique series that comprises of five books: *My Big Book of Earth*, *My Big Book of Global Warming*, *My Big Book of Kindness*, *My Big Book of Girls* and *My Big Book of Dogs*.

Designed for easy reading and reference with illustrations, cartoons and photographs, these anthologies of fiction, non-fiction and poetry pieces provide useful material for projects, essays, debates and discussions.

**MY BIG BOOK OF DOGS | MY BIG BOOK OF KINDNESS | MY BIG BOOK OF GIRLS**  
**| MY BIG BOOK OF EARTH | MY BIG BOOK OF GLOBAL WARMING**



*“Kindness has great power. This book has some beautiful things to say. There are also heartwarming real-life stories about kind people”*

— Telekids

## WaSH Books: (She)<sup>2</sup> Double Girl Power

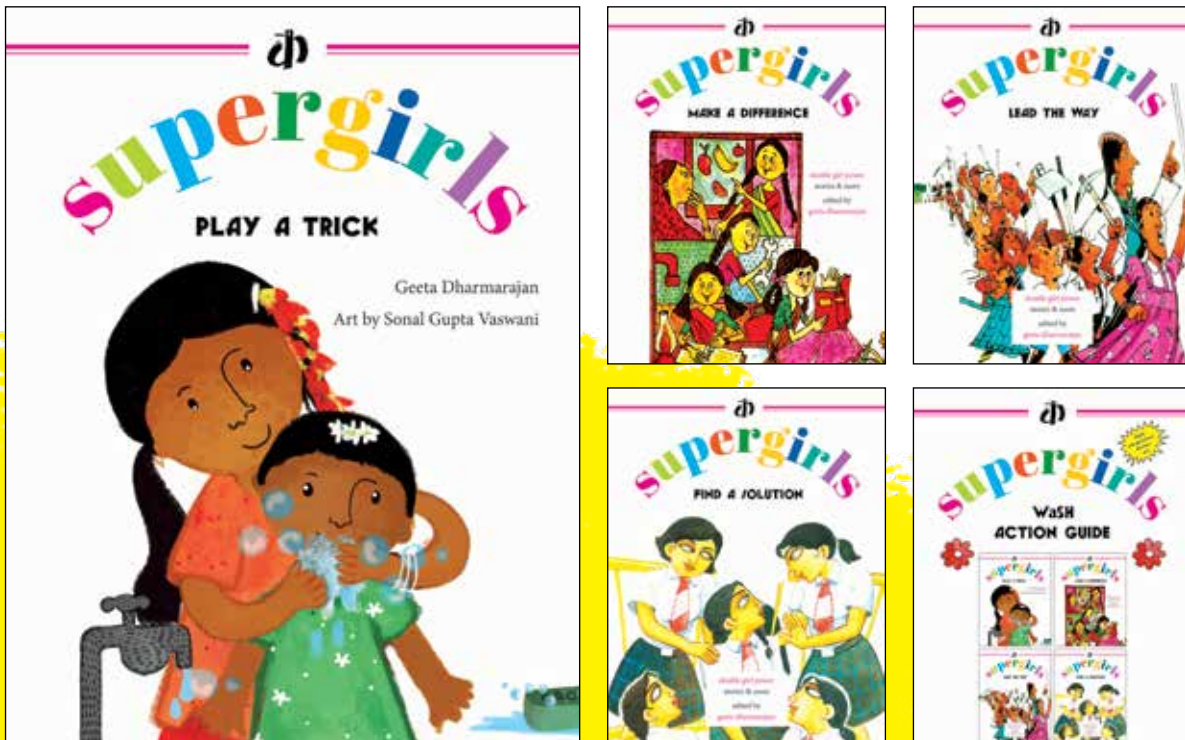
**Generously Supported by FICCI and MUFG Bank**

**Available in English, Hindi and Telugu**

Can learning about water, sanitation and hygiene be fun? Find out in this special series, SUPERGIRLS, which Katha brought out to promote hygienic behaviour and clean environment that will educate and empower children to lead a healthy life! A series of four books targeting children from the ages five to eighteen and a Teachers' Handbook, the series will help the children to understand and act on the water, sanitation, health and hygiene issues.

Supergirls Play a Trick! | Supergirls Make a Difference! |

Supergirls Lead the Way! | Supergirls Find a Solution! | Teachers' Handbook



# BALKATHA PRIZE STORIES!

## Balkatha Prize Stories

### A search for excellence in children's writing

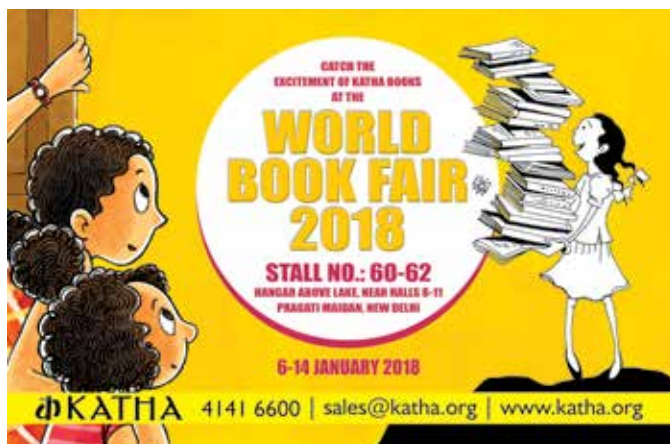
In an endeavour to encourage, foster and applaud children's writing, the Balkatha Search for Excellence in Creative Writing for Children was announced in the first week of February 2018 and was promoted across social media platforms. The idea behind the Search was to produce culturally distinctive writing that communicates to a child the special little worlds each one of us comes from; to reveal to them the uniqueness and quirks of our many Indias. And give our children the experience of travelling through our multifarious lived experiences!

The submissions were invited in two categories – read aloud/picture books, and short stories. We received a total of over eighty entries for Balkatha. Eminent children's writers, editors and illustrators were handpicked to serve as the Jury for the Balkatha Prize Stories. The process was eclectic and rigorous, and rested only on the quality of the work and its ability to attract the child reader to the joy of reading books. We will soon be announcing the final results!

# KATHA MELA

## REACHING OUT TO THE WORLD

Katha has been actively involved in events and has been an outreach partner of a number of like-minded people and organizations. We infuse the excitement of stories and literature into schools and libraries. With storytelling sessions, fun workshops, and interactive author/illustrator sessions with the kids, we make sure that children are drawn into the world of books, reading, learning and enjoying!



## Katha at the World Book Fair 2018

Katha presented a host of new and popular titles at the Katha stall at New Delhi World Book Fair 2018. We added to the excitement with events, storytelling sessions, panel discussions and more.

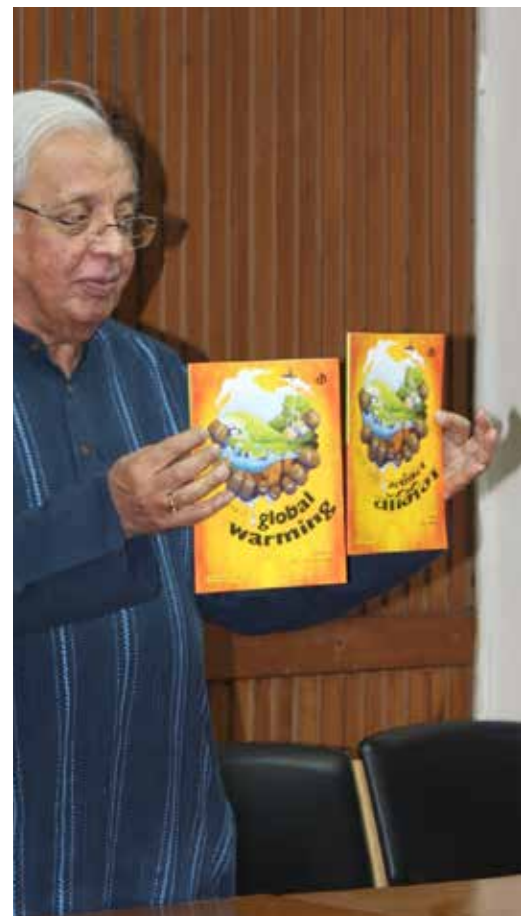


## Launch of Katha's Gender Series

Katha, in association with New Zealand High Commission, launched the Gender Series in October 2017 in the esteemed presence of Mr Manish Sisodia, Deputy Chief Minister of Delhi. Ms Joanna Kempfers, New Zealand High Commissioner to India on the occasion said, "Supporting a project that seeks to break down gender stereotypes through storytelling was really an easy decision for us, because New Zealand's Head of State, our Deputy Prime Minister, our Chief Justice and our representative to India, are all women."

## Launch of Katha Thinkbook Series

Katha launched the Thinkbook Series, supported by Ashoka Innovators for the Public and Oracle Giving, in April 2018. The series includes five books, namely *My Big Book of Dogs!*, *My Big Book of Girls*, *My Big Book of Global Warming*, *My Big Book of Earth* and *My Big Book of Kindness*. On the occasion, Katha's Delhi One Youth Team (DOYTs) held panel discussions at India International Centre, New Delhi. They exchanged views on the big ideas like empathy, kindness, environmental education and gender that the books primarily focus on. The renowned poet and literary critic Shri Ashok Vajpeyi graced the occasion as the Chief Guest. He delivered a speech on kindness and empathy, and how we can all work together towards building a better society. Remembering his younger days and his interaction with teachers, he commented, there were no such books to teach children to not only be kind towards each other but also towards nature, earth and the entire universe. "Books let us dream and are a weapon to bring a change," he added.







# katha utsav

## The fifth edition of Katha Utsav

### **A Celebration of Children's Creativity**

Storytelling, creativity and imagination are the most wanted skill-sets for the twenty-first century. It is incumbent upon us to create a new breed of storytellers and writers. This is an urgent and essential responsibility of all educational institutions and educators.

Launched in partnership with CBSE in 2013, Katha's Search for Excellence in Creative Writing helps students use their creativity and imagination to create some great stories, poems and translations. Designed to promote creative writing, illustration and translation skills in children from the ages eight to seventeen, the programme has been designed to nurture the creative instincts in India's children and to give them a platform to share their writing and celebrate their work, thereby inspiring generation of future writers. In its fifth edition too, this unique forum gave exposure to children to have a wide range of global perspectives through the Katha Writers' Workshops with reputed national and international mentors and inspired the participating children to achieve greater creativity.

# **KALPAVRIKSHAM**

THE CENTRE FOR SUSTAINABLE  
LEARNING

# KATHA LAB SCHOOL

Using storytelling as a pedagogy was the idea behind starting the Katha Lab School in 1990. The goal was not just to make children literate but to truly educate them, inculcating in them a moral and social worldview. Stories have the power to cover distances, to transcend time. The best stories however, are the ones that give perspective of the marginalized. Stories don't lead to results. They lead to questions. They make children curious and critical thinkers. And this thinking leads to the changes we see on ground.

Over three decades of our work, the Katha Lab School has become a model for high-performing schools that redefine what is possible for children from low-income communities, and has the power and the potential to drive wider systemic reforms. An

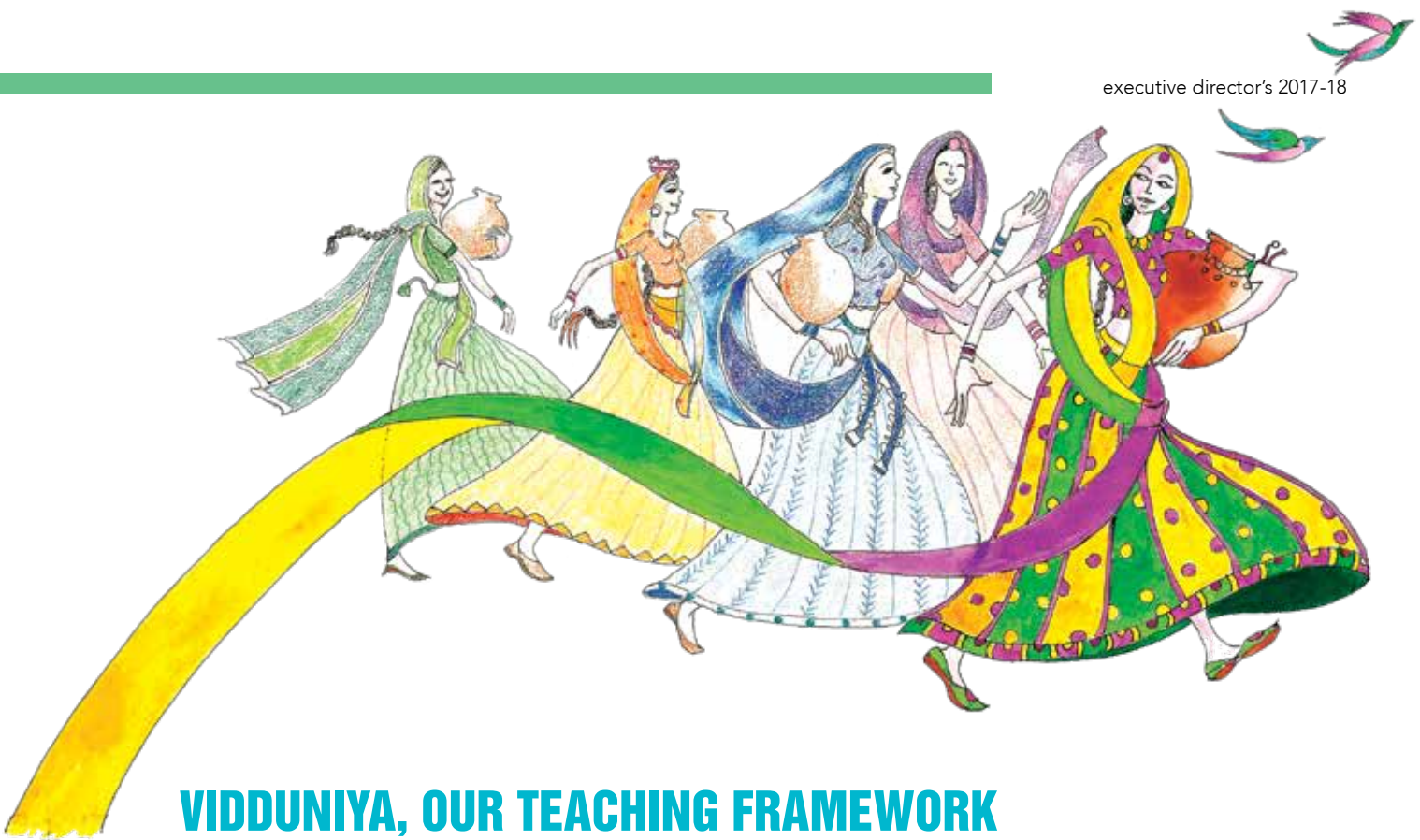
inclusive learning environment where children can grow into individuals who are sensitive, empathetic, and accepting of differences – be it language, culture or ability, Katha Lab School lays the ground for delivering forward-looking education and helps children keep abreast with the ever-changing world. The School also works towards imparting entrepreneurship and computer training to students, as well as professional skills development for young professionals and marginalized women from the local communities, part-time academic support to students enrolled in other schools and quality education to children from crèche to Class 12, including children with special needs.



# OUR DEFINING APPROACH **CURRICULUM FOR LIFE**

An integrated, well-rounded approach to quality learning and exploration forms the bedrock of Katha's educational philosophy. Our vision revolves around the creation of a curious, creative, happy environment where we develop, harness and polish the inbuilt abilities of the future citizens in the making. With a progressive methodology that has been honed for over three decades, we ensure a learning environment that enables every child to excel, find and follow their passion to fulfil their potential to become the best they can be.





## VIDDUNIYA, OUR TEACHING FRAMEWORK

**The theme for the academic year 2017-18 at Katha Lab School was 'Saving Surangini'.**

*Surangini* is an engaging story for children written by Pratap Sharma. It is about what we value and seek in life - love, trust, friendship and peace. This quarter we looked in to topics like courage, the armed forces and their daily courage changing norms; breaking stereotypes, climate change, unsustainable living today its impact and power of voice. The main ideas covered through the academic curriculum are as follows:

### SCIENCE

Concepts of animals and their habitats, plants and germination, deforestation, afforestation, soil erosion, environment and pollution, solar system, flora and fauna, classification of plants, rain, ecosystem, floods and natural calamities, health sciences, nutrition and diseases, food chart, herbal medicine and their methods.

### MATHEMATICS

Ordinal and cardinal numbers relationship, profit and loss, triangle and congruency, ratio and proportion and percentage, area and perimeter, triangle, basic geometry, patterns and shape.

### LANGUAGE

Descriptive writing, The Ganga Project: Autobiography of River Ganga, dialogue writing, letter writing, journal writing, posters and pamphlets on cleaning the Ganges.

### SOCIAL SCIENCE

Agriculture: tools and technique, crop production, state of emergency: role of BSF and CRPF, cottage industries, rainforests, architectural study of monuments.

### STORIES TAKEN

The Old Man Who Would Not Listen, Tseube, The Little Cloud's Quest, Ma Ganga and the Razai Box, I Am Najjar-Am-Radh, Curfew, Thakawat, Sonam's Ladakh, Bhima's Son Ghatotkacha, Abba's Day, On the Tip of a Pin Was, Dagadu Parab Ka Ashwamedh, The Gift of Gold, The Little Girl Who Did Not Want to Grow, One's Own Yet Different, Polar Bear, Choo...mantar.

# OUR VARIOUS CENTRES OF EXCELLENCE

At Katha, we are continuously striving to strengthen our schools. We focus on specific aspects that we believe would lead to the strengthening and development of our children, and our various centres of excellence help us in being focused and relevant.



## CRÈCHE

Katha believes in giving children limitless opportunities to learn through imagination, creativity and play, while offering parents the peace of mind that comes from knowing that their children are receiving care of the highest standards in a safe, healthy and stimulating environment, and the older siblings the freedom and opportunity to attend classes. The Katha Lab School crèche caters to children 0-3 years of age.



## PHULWADI

Katha has always believed in inclusivity, and a special programme at Katha Lab School is dedicated to Children with Special Needs (CWSN). The programme focuses on overall development of differently abled children. In Phulwadi, functional education is imparted along with parallel intervention using allied therapies depending on the needs of the child.



## K-12

A full-time school for children of all ages, covering grades 1 through 12. In addition, Kala Nivas, our four arts centre for music, dance, theatre and fine arts, hones the creative skills of children. The sports wing of Katha Lab School, Katha Josh, offers children a range of sports facilities.



## IT AND E-COMMERCE SCHOOL (KITES)

The centre offers quality IT education to children as well as the men and women from the communities to enhance opportunities for them. This innovative centre has proven to be one of the most successful and unique projects in Delhi's slums. KITES is accredited by National Institute of Electronics & Information Technology (NIELIT) for IT 'A' course.



## KATHA ENGLISH ACADEMY (KENGA)

The centre is a specialized academy that enhances the employability prospect of children and men and women from the communities by training them in conversational and written English.



## KATHA STUDENTS' SUPPORT CENTRE (KSSC)

This centre was created to build an ecosystem of support for children who have moved into formal schooling. Through special tutorials and one-on-one interaction we make sure that the children stay on in government schools and maximise their potential.



## KATHA SCHOOL OF ENTREPRENEURSHIP (KSE)

A learning centre that works towards skill development in children through courses that have been certified by both Ministry of Human Resource Development and National Institute of Open Schooling. Today, with eighty-seven percent of the centre's alumni students are employed with reputed names such as Cinnabon, Taj Group of Hotels, Café Coffee Day, etc.



## KATHA SOCIAL WORK INSTITUTE (KASWI)

But are employable skills enough? Keeping in mind the character and moral development as a base for community development Katha started the Katha Social Work Institute (KaSWI) to instill a sense of community and awareness amongst children. Through surveys, rallies, research and data interpretation, workshops, social forums, discussions and interactions, the centre encourages children to embrace active citizenship.

# KEY ACHIEVEMENTS IN NUMBERS

## KATHA LAB SCHOOL

Total number of children enrolled:

**1200**

Girls' enrolment

**49%**

Total attendance:

**94%**

Total retention

**98%**

% of students who passed the NIOS board exams for Class X

**98%**

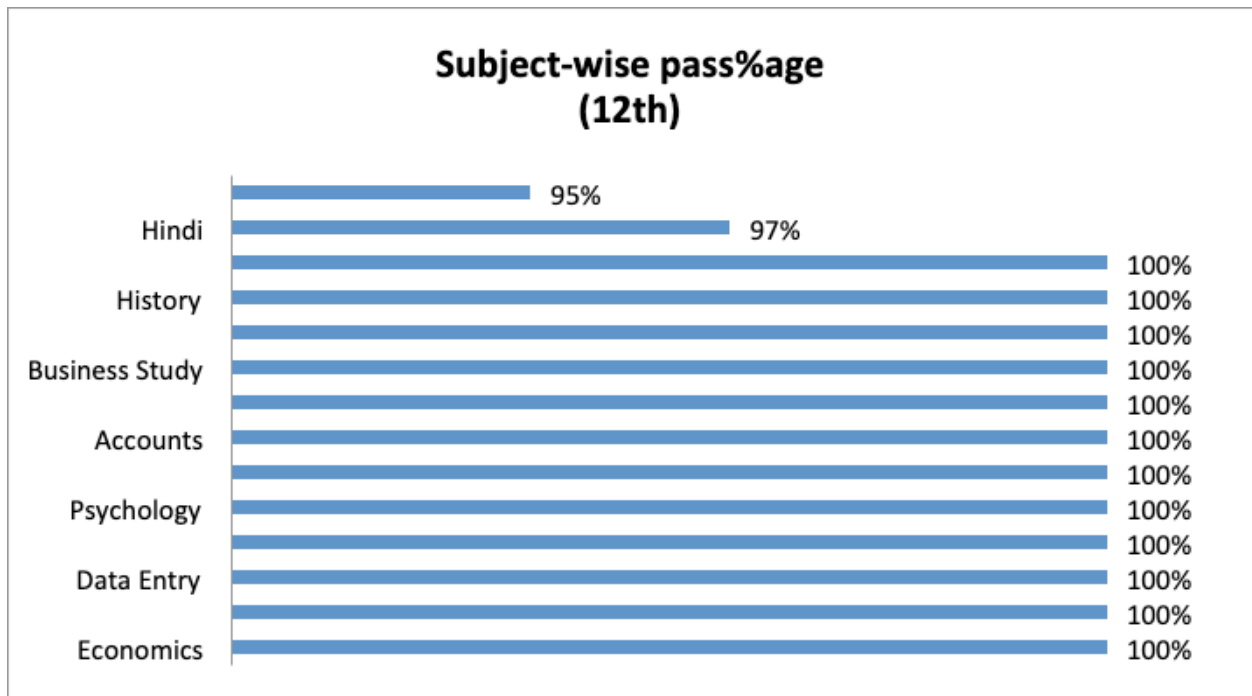
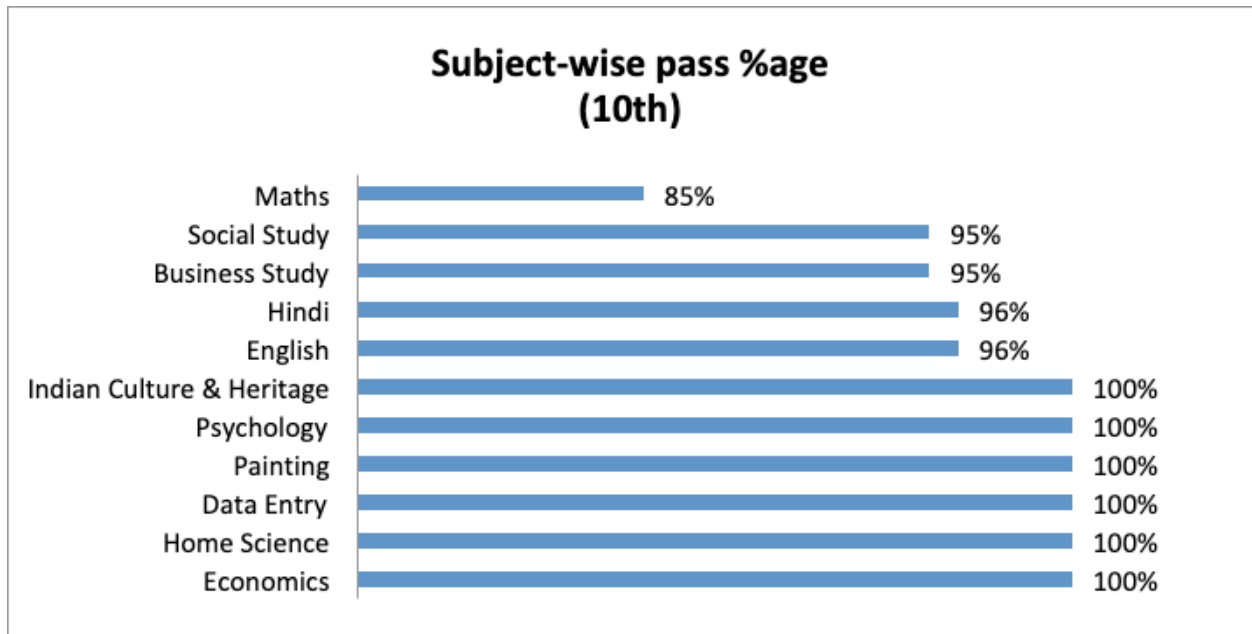
% of students who passed the NIOS board exams for Class XII

**100%**

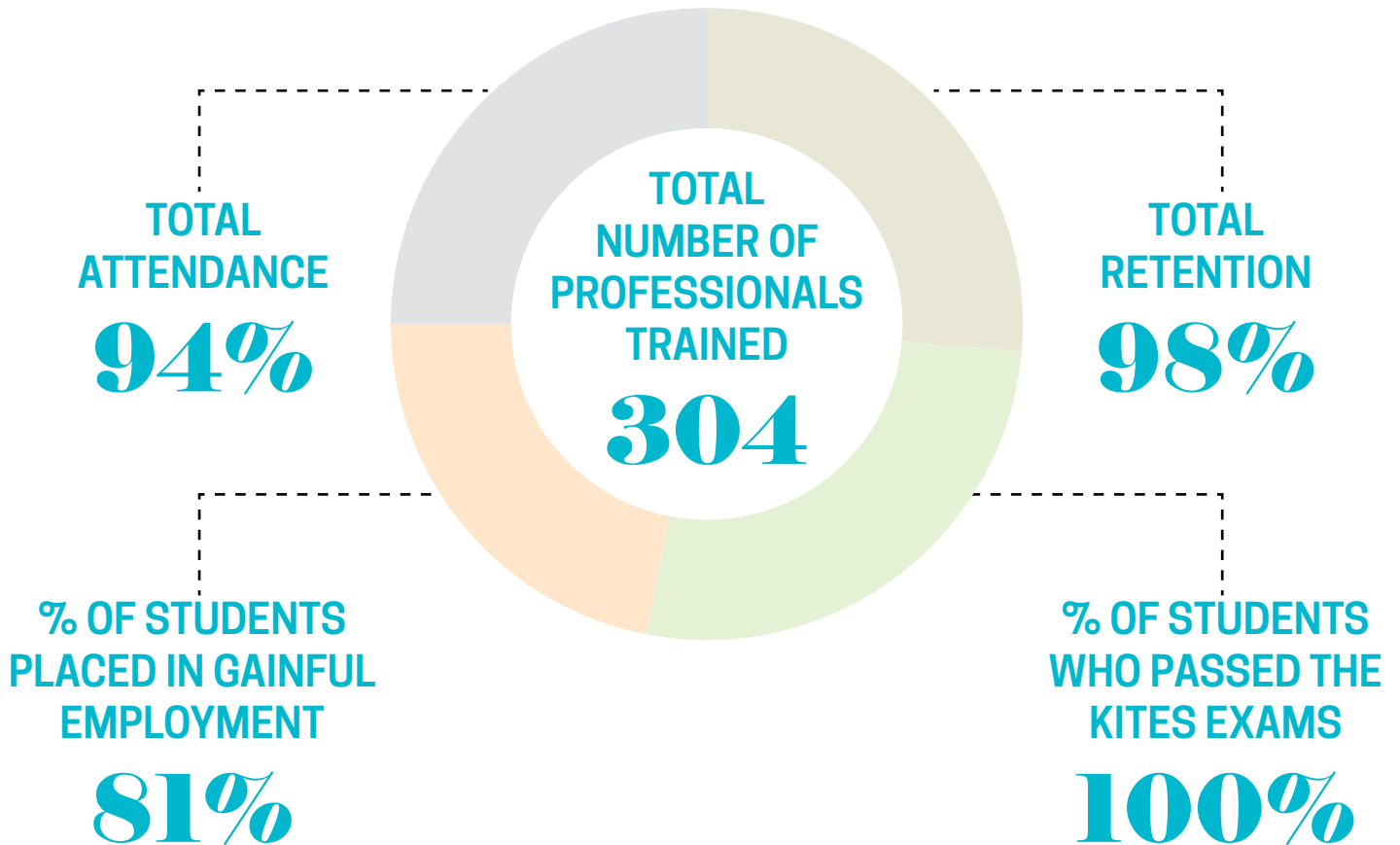
**92%** students who cleared Class 12th took admissions in Delhi University, Jamia Milia Islamia University, BR Ambedkar University, etc.







# KATHA IT AND E-COMMERCE SCHOOL (KITES)



# KATHA SCHOOL OF ENTREPRENEURSHIP (KSE)



1

TOTAL NUMBER OF STUDENTS TRAINED AS YOUNG ENTREPRENEURS AT KATHA SCHOOL OF ENTREPRENEURSHIP

**725**

2

TOTAL NUMBER OF SCHOOL CHILDREN ENROLLED

**400**

3

TOTAL NUMBER OF PROFESSIONALS ENROLLED

**325**

4

TOTAL ATTENDANCE

**88%**

5

TOTAL RETENTION

**99%**

6

% OF STUDENTS WHO PASSED THE NIOS EXAM

**100%**

# A CHIAROSCURO OF EVENTS

Katha Lab School students celebrated Earth Day on 22nd April 2018. Students created posters, read stories and poems, and pledged to protect earth and the environment.

The children of Katha Lab School took the 300M pledge to read for fun and for meaning, and to help other children read as well, in the esteemed presence of Mr Chandra Prakash, Councillor of Govindpuri.

A team from Apollo Hospital arranged dental check-up of 600 Katha children.

A life-skills workshop was conducted in Katha Lab School in July 2018 by the resource persons from NGO Itasha. The two-hour workshop covered things central to a student's life, like effective communication (listening & hearing), social skills & etiquettes, positive attitude, and time management.

The Annual Day of Katha Lab School was celebrated on 19th September 2017.

Seven children from Katha Lab School visited the U.S. Embassy and celebrated Diwali with children of US embassy officials on 12th October 2017.

A team of 40 people from Radio City and 19 people from Jagran India visited Katha Lab School and performed reading activities.

A general health check-up of 260 students from Katha Lab School was conducted by a team of doctors from Apollo Hospital, with specific attention to 30 children with special needs.

Mr Hariharan, a veteran Indian film director, conducted a workshop for Katha staff on film appreciation.

Ten students from Katha Lab School visited the American Center to attend the FICCI event 'Road to Global Entrepreneurship Summit 2017' on 14th November 2017. The event was centred on celebrating and empowering women in entrepreneurship. Eminent women leaders and entrepreneurs including Ms Meenakshi Lekhi and Padmashri Ms Shahnaz Husain talked about women entrepreneurs, venture capitalists as well as enablers of the innovation ecosystem.

50 students from Class 10th and 12th participated in career counselling workshop by Mr Anuj Mittal, an online educator and teacher for RBI grade B examination.

A team from Melbourne University visited Katha under an exchange programme.

Katha Lab School organized a Reading Mela for community people on 7th December 2017 to create reading awareness amongst the people of the community.

On 22nd December 2017, a team from Centre for Science and Environment (CSE) visited Katha Lab School to set up a composting unit (Khamba). They also installed eco-friendly sanitary waste bins in the female washrooms.

Children from JhunJhunwadi visited the Delhi Metro Museum and Deer Park.

A team of psychologists from Manas Foundation visited Katha Lab School and took a session on mental health.

On 5th February 2018, a career counselling session was arranged for students of 10th and 12th class. Conducted by a senior consultant from Utsav Management Group, the session focused on sales, marketing, entrepreneurship and behavioural training.

50 children from Katha Lab School visited Air Force Museum and saw historic photographs, memorabilia, uniforms and personal weapons of the Indian Air Force.

Katha Lab School children participated and won 1st prize in a singing competition at Prateek School.

A three-day workshop in pottery and bamboo art was conducted by Centre for Cultural Resource and Training (CCRT) at Katha Lab School.

Students from Katha Lab School participated in Inter-agency Sports Meet at Modern school Vasant Vihar. 15 Of our students bagged positions in various activities like red letter race, balloon race, dress up relay, three legged race, and obstacle race.

On 22nd December 2017, the acclaimed violinist, educator and UN Messenger of Peace, Midori Goto visited Katha Lab School as part of the International Community Engagement Program.

Six children of Katha Lab School took part in a poster contest organized by Department of Environment; Government of NCT of Delhi. The theme of the contest was Water Conservation and Climate Change.



## SCHOOL QUALITY ENHANCEMENT PROGRAMME (SQEP)

Katha's success with its reading programmes has brought the partnership with the Government of Delhi to replicate our model in government schools. Our externally evaluated work was so good that the government gave Katha five schools to run in 2016! So, under School Quality Enhancement Programme, Katha partnered with the South Delhi Municipal Corporation (SDMC) and The Education Alliance (TEA) and adopted five of the South Delhi Municipal Corporation schools to mainstream its Story Pedagogy and improve the effectiveness of elementary education.

Many of our efforts are to engage more widely with systematic changes in the quality of 'mainstream' curriculum and pedagogy. In these schools, we introduced and implemented unique integrated module based curriculum

which is aligned with National Curriculum Framework based on NCERT syllabus. The methodology used is Active Story Based Learning based on Story Pedagogy, it is a successful classroom tool used by Katha for the past 30 years which integrates the important function of enquiry (signified by the "active" in ASBL) into story based learning. Through this, an effort is made to make teaching child-centric, creative, engaging and fun in the partner schools. The Four C's—Curriculum Development, Classroom Design, Continuous Assessment and Community School Linkages are the four pillars of Katha's innovative education.

Starting with just a single classroom to becoming a model school, we have definitely come a long way!

# ROADS AND BRIDGES MAINSTREAMING KATHA'S INNOVATIONS

Katha adopted and worked in five SDMC primary schools:

South Ex II School, Kilokri Tank School, Hari Nagar (Ashram), Ambedkar Nagar (M), Ambedkar Nagar (E)

## KATHA BROUGHT CHANGES IN:



### INFRASTRUCTURE

Neat, clean, safe and secure school premises. The schools have now become fun and colourful learning spaces for children.



### FACILITIES

Purified drinking water, clean playground, computers & IT labs, smart boards, projector, CCTV, Digital pad, music room with instruments and a Robotics Lab.



### ENROLMENT

The net enrolment of students increased by **109%** in all five schools.



### ATTENDANCE

Average attendance of students increased from **51%** to **80%**.



### ACADEMIC IMPROVEMENT

Significant improvement in reading level and learning outcome of the children in Hindi English and Mathematics. **30%** children reached grade level learning outcome in the end line compared to just **3%** found in baseline. Overall improvement in learning outcome was observed to **100%** of children under intervention.



### TEACHERS TRANSFORMATION

Average attendance increased to **95%** for teachers. Teachers embraced story pedagogy and actively took part in training sessions. Average attendance of teachers in training was **98%**.



### COMMUNITY SCHOOL LINKAGE

Parent Teacher Meetings (PTMs) and School Management Committees (SMCs) regularized. Parents' participation increased to **300%** in PTM. **19** communities reached through the programme.



## WORKING WITH TEACHERS:

- observed and provided on-site teacher training.
- set up a professional learning community of teachers.
- set up a peer observation programme.

## WORKING WITH STUDENTS:

- Interactive classes whereby we discussed the current global and local trends and work towards the development of student's thinking skills.





## WORKING WITH SCHOOL PLANNING AND COORDINATION FOR OVERALL SCHOOL DEVELOPMENT:

Katha is working towards bringing about evidence-based policy and system changes in the schools such as early lesson planning, system for monthly and weekly academic planning, day schedules and timetabling, library and activity room, soft boards and wall murals, field visits, peer learning.

- students selected in Medhavi Pariksha in 2017-18 and 3 students in 2016-17
- 4 Gold medals won at central zone sports meet in 2017-18
- Ambedkar Nagar School has bagged the following prizes in the whole of South Zone:
  - 1st prize in folk dance and fancy dress costumes.
  - 2nd prize for the Innovative Science Model.
- Hari Nagar, Ashram School has been declared 'Best School' in Central zone, SDMC in 2017-18.
- 1st prize in Robotic model in Annual Zonal Science Meet.

# I LOVE READING

READING: A ROAD TO JOY



We all know that reading is one of the most important fundamental skills children must master to succeed – to succeed in school, to succeed in life. Almost everything we do involves reading in some form, and it's undoubtedly one of the best practices to stimulate intellectual development in kids. But reading is also much more than this. It's an act that gives us access to insights and skills needed to live in a pluralistic society like India, it helps develop active tolerance skills in us, an ability that comes from a greater empathy and understanding of ground realities (as opposed to the passive tolerance that many of us have today). Reading is a vicarious way through which children can learn about others and also about themselves – and thereby become confident, determined, strong, and kind human beings... become exactly who they are. With the idea of taking the joy of reading to Delhi's municipal government schools and the surrounding slum communities, Katha started its

flagship programme I Love Reading in 2009.

Today, the programme is operational in 70 government schools and in 80 slum communities and is catalysing existing resources and energizing structures to generate large-scale improvement in children's ability to read fluently and confidently. In our constant endeavour to make learning fun for children on their paths to becoming independent readers, in the year 2017-18, Katha set up vibrant, conducive and dynamic Story Rooms in MCD schools. We also reached out to various communities and schools and strove to increase the reading proficiency in thousands of children – one child at a time. To support the growth and needs of the programme, the continuous development of teaching-learning approaches, methods and materials as well as training were the ongoing activities through the year.

# THE BASIC TENETS OF ILR



## LITERATURE TO LITERACY

ILR uses Katha's culturally rich storybooks to improve the reading abilities in children. We not only work towards literacy, but go beyond that to help children engage with content.



## MULTI-STAKEHOLDER ENGAGEMENT

ILR works with all major stakeholders: children, teachers, principals, community, and the government. This enables us to address the many challenges children face in attending school.



## IN SCHOOLS & COMMUNITIES

ILR employs a two-pronged approach of working in both schools and the surrounding communities.

*“We had reading-challenged children who did not take any interest in learning. But when we adopted Katha’s Story Pedagogy and teaching methodology in the classrooms, children showed keen interest in reading and learning. Difficult subjects were easily taught by Katha’s methodology.”*

– Smt Sushma Jain, Teacher, Pul Pehladpur, SDMC

*“I Love Reading programme has been beneficial for children. The Katha Marg, designed and developed by Katha in integration with the NCERT syllabus, has made teaching very easy for teachers.”*

– Shri Veer Singh, Principal, Gautam Puri No. 2 Boys School, SDMC



## **PUBLIC-PRIVATE PARTNERSHIP**

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ILR is a Public-Private Partnership to transform the government school system. We liaise closely with government to enable systemic change.



## **SCALABLE, REPLICABLE**

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ILR is a replicable model that is designed to be scalable. Katha has successfully demonstrated that the model helps children improve their reading abilities, and is also planning to expand into other states.



## **READING CHAMPIONSHIPS AND READING MENTORS**

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ILR employs a system of continuous evaluation by way of Reading Championships that measure levels of reading literacy in children. An innovative and motivated team of reading teachers or mentors create reading interest in children.

# REVIEW IN NUMBERS

## ILR IN MCD SCHOOLS

**69**

schools impacted.

**21,751**

participating children.

**345**

MCD school teachers trained.

**441**

children trained to become Master Student Librarians.

**9,788**

books distributed.

**6**

e-ILR Hubs set up.

## ILR IN COMMUNITIES

**81**

communities reached.

**32,803**

children benefitted.

**413**

DOYTs formed who organized 413 reading leagues.

**18,500**

mothers mobilized into 160 women's groups and societies.

# HIGH POINTS



After the year-long ILR intervention in a systematic, cohort manner, the results showed that 99.99% of children in the MCD schools where the programme is running improved their reading abilities.



32.7% of the total number of children impacted by ILR attained grade-level reading.



Average attendance in schools improved from 74.1% to 95%.



The programme was successfully able to discourage students from dropping-out, with overall in-year retention of 100%.



A number of workshops were organized to train teachers in Story Pedagogy and integrated approach of teaching.



Teachers were also trained in using technology and e-resources in classrooms available on [www.padhopyarse.net](http://www.padhopyarse.net), an online repository of teaching-learning resources created by Katha, using laptops, tabs, and smart phones through 7 e-ILR hubs.



2 PACT (Principals Alliance for Creative Teaching) meetings with 69 Principals were conducted. Principals shared their valuable inputs and best practices.



The analysis of the PACT feedback showed that 95% of principals agreed that ILR implementation has been effective and successful in generating reading interest in children. 85% of the Principals embraced Katha's pedagogy and the modules.



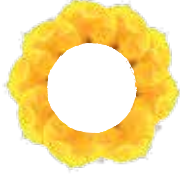
## COMMUNITY OWNED AND OPERATED LIBRARIES (COOL!)

### TOGETHER WE CAN!

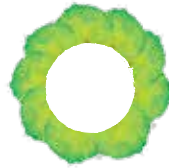
With a clear vision to make Delhi the reading capital of India, Katha started Community Owned and Operated Libraries (COOL!). These libraries seek to promote the joy of reading among young children by encouraging community youth, women and children teachers, volunteers and caregivers to own and operate libraries and help children read for fun and for meaning.



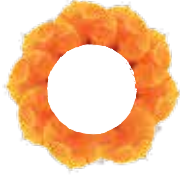
# KEY ACHIEVEMENTS



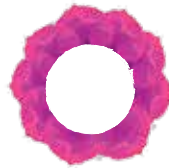
Total number of Community Owned and Operated Libraries: **72**



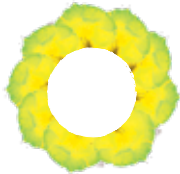
Dandelion effect: **75,654**



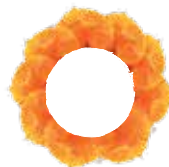
Total number of COOL! Fellows: **72**



Total number of books issued: **20,000**



Total number of children directly impacted: **28,078**



Rotations per year: **300** books

# HIGH POINTS

COOLs partnered with local NGOs to expand its impact.

COOL volunteers recruited and trained to provide weekly one-on-one literacy tutoring using its evidence-based reading kits, a series of structured lesson plans that progress from phonics instructions for younger students to higher-order comprehension strategies for older students.

Development of Each One Teach One lessons around Katha storybooks. With these, children were engaged into reading and learning. These books were chosen to acknowledge the diversity of our child population.

# **KALPANA VILASAM**

TEACHERS AS AGENTS OF CHANGE



Teachers play a central role in the Katha's mission. Children depend on them to bridge the gap between the known and the unknown, to empower them to chase their ambitions, and to show them that each one of them is incredibly special. Therefore, Katha has, over the years, developed a very specific role for the teachers; those who have the potential of being educators and agents of change. What truly determines our search for teachers is a passion for the cause, to drive the creativity and innovation required to effectively reach out to children from challenging backgrounds. We aim to create a line of teachers as leaders who're equipped to lead schools for children of underserved communities and establish the benchmark for school leadership training in India.

Each year, Katha teachers are taken through a rigorous programme that includes quality- and assessment-based workshops to ensure that our teachers are always in touch with the most recent pedagogical practices from across the world, and are well aware of innovative teaching-learning ideas that are implementable in their own classrooms.

# IN-SERVICE TRAINING

Katha's teachers are given 160-hours of training each year plus weekend workshops twice per month. This year the expert faculty at Katha helped 80 experienced teachers to rededicate themselves to the idea of excellence and creativity that are the bedrock of all education in Katha.





## KATHA HOLISTIC EARLY LEARNING CENTRE (KHEL!)

Katha Holistic Early Learning Centre was started in 1990 order to give a sharp focus to the integrated work we had in early childhood development and education.

And today the PEEPAL PED VATIKAS have established 20 such spaces to enhance fun and age-relevant learning and reading in toddlers and babies.



## THIS YEAR WE

- i. Made learning fun for 4-8 year olds across slums in Delhi adhering to KREAD and laying the SPICE TRAIL across these schools. SPICE develops Social, Personal, including the emotional, Intellectual, Cultural, And Environmental first skills in children.
- ii. Ran in each of Katha Schools (called Jhunjhunwadi) Learning Support Centres for first-graders so as to ensure a seamless continuum from preschool to primary school.
- iii. Continued Katha's action-research with a 3-year impact study if and how early childhood education helps prevent children from dropping out of school.
- iv. Trained women from slum communities to be caring and creative First Teachers, capable of attending to the social, emotional, intellectual and cultural needs of early learners.
  - a. Produced modules for training 25 ECD teachers.
  - b. Supported the making of fun, age and child appropriate teaching/learning materials
  - c. Conducted of an annual examination & viva for teachers to help enrich their resource and knowledge bases.
- v. Enforced Katha's Measurement and Evaluation [M&E] system that carries SPICE, Katha's matrix for early learning into classrooms for effective story and inquiry-based learning.
- vi. Supported a vibrant volunteering programme that brings more than 300 volunteers from Delhi and abroad to work in various aspects of early learning.

## THIS YEAR KATHA ALSO SUPPORTED 300 MCD TEACHERS TO -

- Understand the NCERT syllabus and how to help children read at grade level and for fun within the framework.
- Universalizing the active story-based learning [ASBL] techniques to achieve the above.
- Develop lesson plans with desired learning outputs for each lesson/period for language [Hindi] and Maths.
- Use Story Pedagogy to take ASBL forward.
- Setting up of Grade room libraries to enhance self-reading in children.
- Conduct Continuous Assessment to help children attain grade level reading.
- How to run Reading Campaign with community — parents and family members — to enhance achievement levels in students.



## TRAINING FOR YOUTH READING MENTORS FOR ILR-C

Katha's trainers trained and gave ongoing support to Reading Mentors who help run ILR-C in slum communities.

## DISTANCE TRAINING

Katha has successfully developed a system to impart trainings via a combination of direct training and digital/mobile media. Katha has now launched [www.padhopyarse.net](http://www.padhopyarse.net), a website offering e-books and teaching-learning materials.



## THE C-PAR LAB

In February 2018, Katha added a research wing – the Child Poverty Action Research Laboratory (C-PAR Lab), made up of a small but dynamic and committed team of researchers. The Katha C-PAR Lab has been created with the express intention of producing robust, high quality action research that allows Katha to reach further heights in empowering India's disadvantaged children.

The main objectives of the C-PAR Lab is to- I ) study, analyze and present Katha's work – now spanning three decades – in vision, theory and practice – through the lenses of jargon-free but rigorous and systematic research, II) engage in action research that feeds into Katha's mission and vision of promoting reading for fun and meaning among India's disadvantaged children, III) provide meaningful and timely assistance to the various departments in Katha via research findings, knowledge, information, and other integrated skills, IV) conduct training sessions and workshops with teachers, students and Katha Fellows, V) add to the corpus of research on education at a national level by producing interesting and relevant studies on the links between children, poverty and education.

### Appendix 2

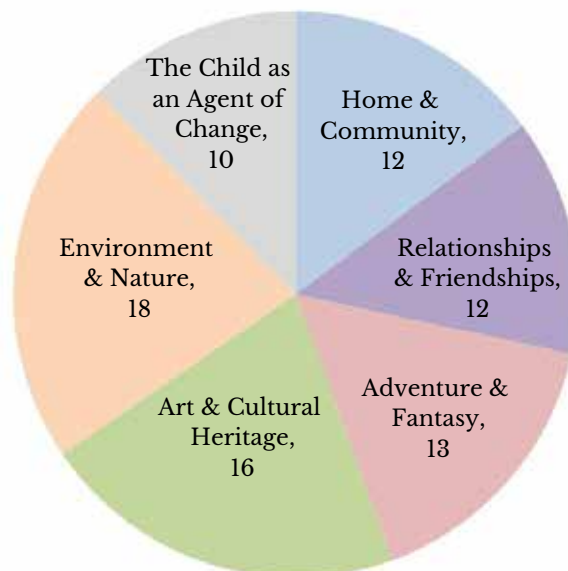
#### THE SPICE FRAMEWORK AND BIG IDEAS, KATHA PICTURE-BOOKS

Katha picture-books use the SPICE framework (created by Geeta Dharmarajan) to build the following skills in children:

Social  
Personal  
Intellectual and that of the Imagination  
Cultural  
Environmental

The development of these social skills is encouraged in children via the following Dominant Themes:

- Environment and Nature
- Relationships and Friendships
- Home and Community
- Art and Cultural Heritage
- Adventure and Fantasy
- Hindi Easy Readers (The Child as an Agent of Change)



Pie chart: 81 of Katha picture-books



# *feathers in our cap*



Katha was the first runner-up in the Best Indian Book Publisher category in [KIDSSTOPPRESS.COM](http://KIDSSTOPPRESS.COM) AWARDS

*One's Own Yet Different*, written by Meena Kakodkar and illustrated by Charutha Reghunath, was shortlisted as the Best Children's Book in Hindi by the FICCI Publishing Awards 2018

KathaKhazana, our innovative reading app for children won the mBillionth Award for leveraging innovation in storytelling and being India's first mobile reading application.

Katha was selected as the best National Digital Solution for Learning and Education by International World Summit Award (WSA) from India.

# WHAT'S NEXT?

More innovation and even newer ways to spread the joy of reading to each and every child.



## CREATING A NATION WHERE EVERY CHILD COUNTS

According to a UNESCO report of September 2016, "India will be half a century late in achieving its universal education goals." Hence, we will achieve universal primary education only by 2050, universal lower secondary education only by 2060, and universal upper secondary education only by 2085. Without a reading population, India will be unable to sustain a strong rate of growth. In a country like India, it is a monumental task to ensure that every child is reading for fun and meaning ... a task that the government cannot accomplish alone.

This is where Katha steps in ... We try to work closely with like-minded organizations and people to ensure a nation where every child counts. We strive to improve reading levels in hundreds of thousands of children with the help of volunteers.

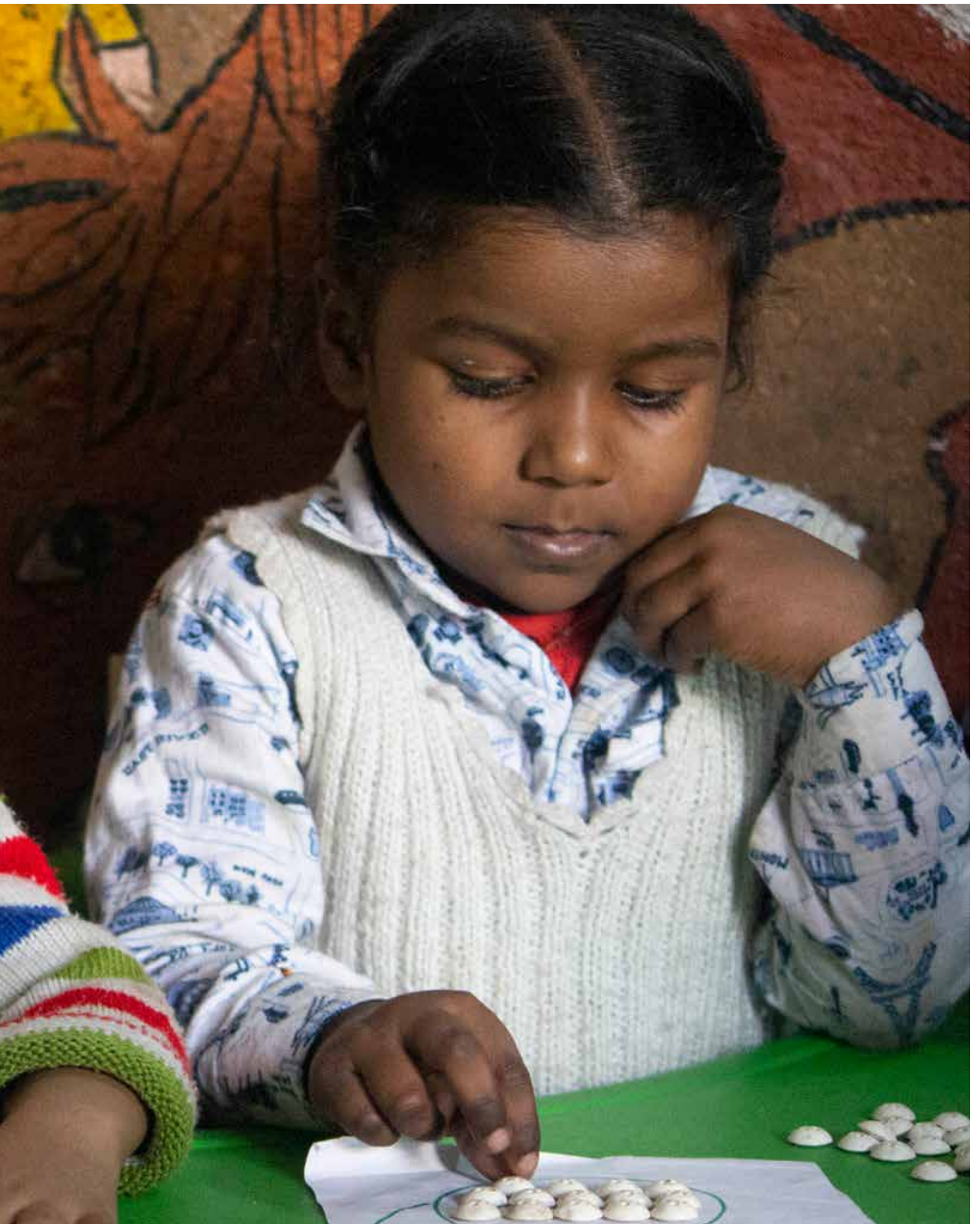
## THE 300M! CHALLENGE

A strong foundation in reading needs to be achieved to build a sustainable future for all our children is well known. The question is how to achieve it. That's why we have a multi-pronged strategy that looks at the problem from every angle and at every level, and helps bring India's 300 million first-generation readers into the ambit of reading.

- We define the problem.
- We are disruptive.
- We LEAP – Leverage. Engage. Advocate. Partner, with like-minded organizations and people.
- We bring in grassroots and civil society volunteers.
- We strengthen the government systems.
- We use technology as lever.
- We work on scale.
- We examine and evaluate.







## THOSE WHO MAKE IT HAPPEN...

As we continue to find even more wonderful ways to spark a lifelong love of reading among children, we would like to thank all those who make this happen for our children – our committed community of donors and partners who make a huge impact on thousands of children by ardently supporting our various programmes, our enthusiastic tribe of authors, illustrators, storytellers, who weave magic and take it to children, our strong army of volunteers without whose support and hard-work our vision had remained a far-fetched dream. Here's a huge shout-out to all you wonderful people!



ASHOKA INNOVATOR



HDFC BANK LIMITED



SAPIENT



AUSTRALIAN HIGH COMMISSIONER



HSBC BANK



SOUTH DELHI MUNICIPAL CORPORATION



BARRINGTON EDUCATION INITIATIVE



NEW ZEALAND HIGH COMMISSION



SWADES FOUNDATION



BAT-JOHN LEWIS FOUNDATION



NORTH DELHI MUNICIPAL CORPORATION



THE EDUCATION ALLIANCE



BT GLOBAL INDIA



OIL AND NATURAL GAS COMMISSION



VILLGRO INNOVATION FOUNDATION



CHARITIES AID FOUNDATION – INDIA



ORACLE



WORLDREADER



FICCI

ROTARY SWEDEN



YORKSHIRE INDIAN SOCIETY

## IDENTITY

We are a not-for-profit organization registered under the Societies Registration Act 1961 [Registration No- S-20336, dated September 8, 1989].

## VISION AND IMPACT

VISION: No child will live in poverty – social, personal, intellectual, cultural and environmental. Culturelink India through quality translations.

MISSION: To spread the joy of reading and help break down gender, social and other stereotypes.

MOA and Rules are available on our website.

- We are registered u/s 12A of the Income Tax Act, 1961 [Registration No. DIT/A-3491, dated November 14, 1990] and u/s 80 G [Registration No. DIT/ E-2007-08/ K-45/4002, dated March 20, 2008]. Our FCRA registration no. is 231650637, dated 15-05-1992.
- Visitors are welcome at Katha, A3, Sarvodaya Enclave, Sri Aurobindo Marg, New Delhi 110017.

## NAME AND ADDRESS OF THE MAIN BANKERS

- Axis Bank Ltd, Hauz Khas, Ground Floor, Flat No. G1-G7, Basement Flat No. SB Mother's House, Plot No. 22, Yusuf Sarai, New Delhi 110049
- HDFC Bank Ltd, F-126, First Floor, Katwaria Sarai, New Delhi 110016

## NAME AND ADDRESS OF STATUTORY AUDITOR

V. SHANKAR AIYAR & CO, CHARTERED ACCOUNTANTS 202-301, SATYAM CINEMA COMPLEX, RANJEET NAGAR COMMUNITY CENTRE, NEW DELHI 110008 (INDIA)

## GOVERNANCE

Please see the list of Governing Council Members.

- The Executive Director is not related to any member of the Governing Council by blood or marriage.
- Elections to the Governing Council are held as per rules of the Society. A Rotation Policy exists and is practised.
- No member of the Governing Council receives any remuneration or reimbursement from Katha.
- The Governing Body met three times in the last year with the requisite quorum: on 28th April 2017, 10th November, 2017 and 26th March 2018, the 28th AGM of Katha was held in New Delhi on 10th November 2017. It was attended by 6 members.
- The agenda was adoption of Annual Report, Annual Budget, Balance Sheet 2015-16, Statutory compliance report, new proposals.
- Minutes of the meeting are documented and approved in the subsequent meeting.
- The Governing Council of the Society approves programmes, budgets, annual activities, Audited Financial Statements and the Annual Report.
- Katha complies regularly with statutory requirements of Income Tax Act, 1961 and Foreign Contributor (Regulation) Act, 1976. The donors' compliances are duly met.

## ACCOUNTABILITY AND TRANSPARENCY

- No remuneration, sitting fees or any other form of compensation has been paid to any Governing Council member since the inception of the Society.
- No travel or other reimbursements have been made to any Governing Council member.

## Remuneration of three highest paid staff members (CTC/year):

S NO	NAME	DESIGNATION	CTC /YEAR
1	Parvinder Kaur	Executive Director	16,32,000
2	Shilpi Sarkar	Director C-PAR	13,20,000
3	Arthy Muthanna	Publishing Director	13,20,000

## Remuneration of the lowest paid staff member (CTC/year): Rs. 1, 60,200

## STAFF DETAILS: (AS OF MARCH 31<sup>ST</sup>, 2015)

GENDER	PAID PART TIME/ SHORT TERM CON- SULTANTS	PAID FULL TIME	UNPAID VOLUNTEERS
Male	1	30	1555
Female	2	86	518
Total	3	116	2073

## DISTRIBUTION OF STAFF ACCORDING TO SALARY LEVELS

SLAB OF GROSS SALARY (IN RS.) PLUS BENEFITS PAID TO STAFF	NO. OF STAFF MEMBERS
< 13350	3
13350-20000	34
20001-30000	51
30001-50000	20
50001-75000	6
75000>	5
Total	119

## TRAVEL:

**All travel done with specific invitations. Costs were borne by respective donor-partners.**

Total Cost of National Travel

(i) Executive Director: Rs 32,082

(ii) Asst. Executive Director: Nil

(iii) Governing Council Members: 30,264

(iv) All personnel (including volunteers): Rs 5,71,069

Total Cost of International Travel

(i) Executive Director: Nil

(ii) Asst. Executive Director: Nil

(iii) Governing Council Members: 25,000

(iv) All personnel (including students): Nil

## PRESIDENT

GEETA DHARMARAJAN

(FROM SEPTEMBER 2014)

## VICE PRESIDENT

R BALASUBRAMANIAN

## EXECUTIVE DIRECTOR

PARVINDER KAUR

## GOVERNING COUNCIL MEMBERS

ANSHU VAISH

ARUN SETH

KAPILA VATSYAYAN

LEELA K PONAPPA

R GOVINDA

S KRISHNAMOORTHY

SHANTA SINHA

SUDHIR NARANG

SUDHIR SINGH DUNGARPUR

K DHARMARAJAN

Winner of mBillionth Award 2018 for leveraging innovation through storytelling and for creating India's first mobile reading app.

First Runner-up in the Best Indian Book Publisher category, Kidsstoppress Awards 2018.

Winner of Promising Practices Award 2015 for Katha's innovative Story Pedagogy for all grade levels.

Nominated six times for the world's most coveted award in children's literature – Astrid Lindgren Memorial Award, in 2010, 2013, 2014, 2015, 2016 & 2017!

Winner of Millennium Alliance Award 2013 for our innovative I Love Reading programme.

Winner of ICICI India Inclusive Award 2012.

124 Katha books recommended, to date, by CBSE and NCERT.

10 of Katha's books chosen in **101 Indian Children's Books We Love** by Young Zubaan.

**Moon, Ramu and I** won the Darsana National Award 2011 for the Best Children's Book.

**Bioscope** included in the International Board on Books for Young People (IBBY) list in 2011.

**My Haiku Moments: An Activity Book for Young Haiku Lovers** received Honourable Mention for Best Book for Children by the Haiku Society of America.

**Chouboli and Other Stories**, Volume II, won the A K Ramanujan Book Prize for Translation 2012 and the Asian Publishing Award 2011 in the Best Book Category.

**Not Flowers of Henna**, Jai Ratan's translation received Jury's Commendation at the Muse India National Award 2011.

North India winner of India NGO Awards for Quality Work, Accountability and Transparency 2009, by Rockefeller Foundation and Resource Alliance, UK.

**Aamu's Kawandi** shortlisted for the prestigious The Hindu Young World-Goodbooks Award 2017 in the illustrations category.



## ϕ KATHA

Katha is a non-profit organization that has seamlessly connected grassroots work in education, teacher-training and publishing for nearly 28 years.

We believe that by providing children with holistic, relevant books and education, and fostering in them a love of learning, they can become agents of change who can lift their families and communities out of poverty. Our innovative education model, integrally supported by our award-winning book publishing programme, benefits over 160,000 underserved children and 1,100 teachers annually.

Our mission is to help every child realize his/her full potential through community-based quality learning; to spread the joys of reading; to reduce injustice and poverty through education; to enhance linguistic diversity and to help break down gender, social and other stereotypes through story and translation.

katha . a3 . sarvodaya enclave  
sri aurobindo marg . new delhi . 110017  
ph (91-11) 4141 6600 | fax (91-11) 2651 4373  
[www.katha.org](http://www.katha.org) | [katha@katha.org](mailto:katha@katha.org)

Follow us on **Twitter**, and keep a track of us on **our Facebook page!**