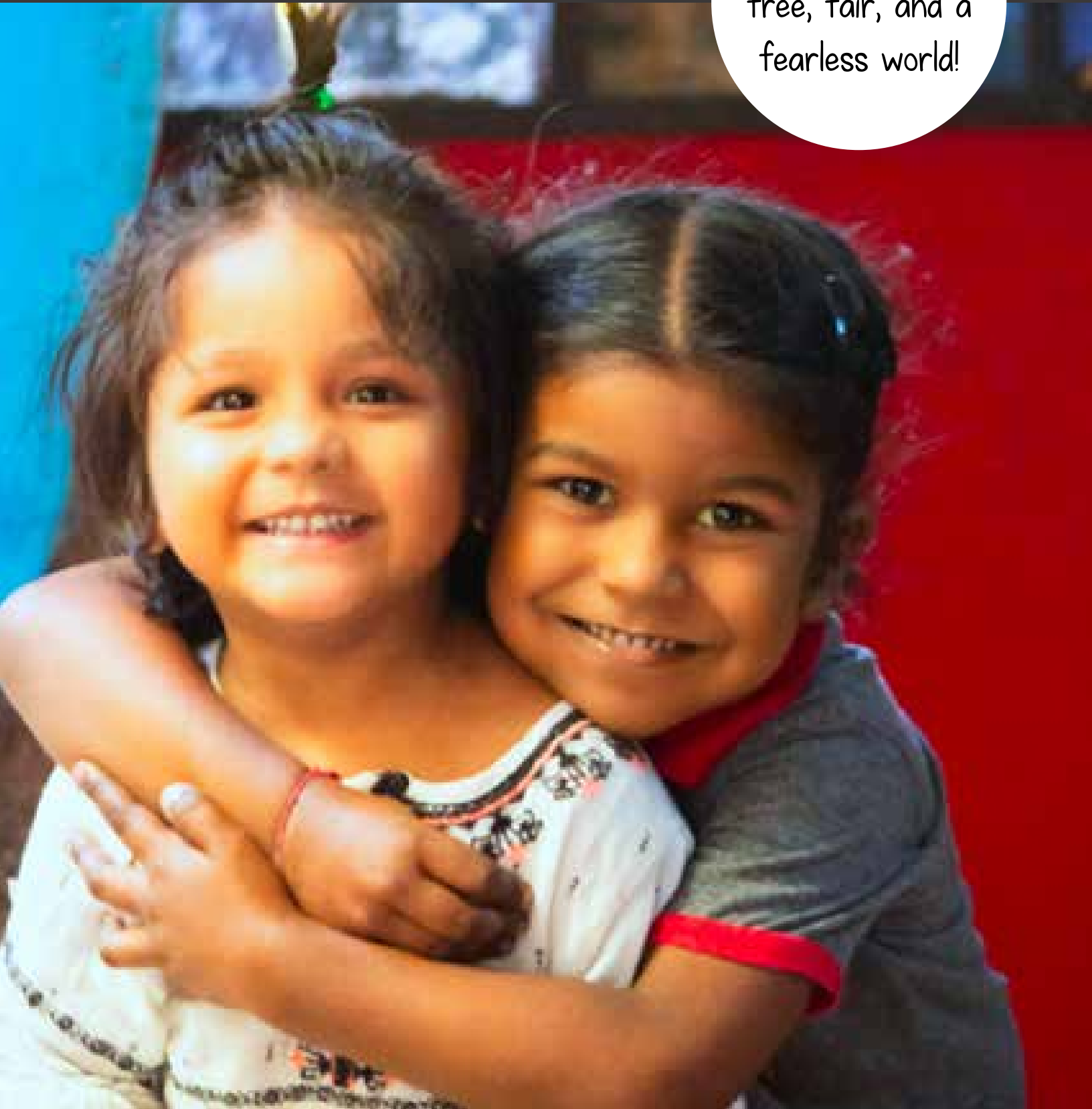


KATHA

THE EXECUTIVE DIRECTOR'S

REPORT 2021-22

towards a
free, fair, and a
fearless world!





Dear Friends,

I am pleased to share with you Katha's Annual Report 2021-22—a year that has been both challenging and fulfilling for us.

Coming out of the year that saw the entire education system upended and the clock on the learning progress of children—especially the most vulnerable ones—threatening to turn back, we figured that flexibility is the only way forward.

Over the course of the year, we remodelled our programmes to suit the evolving needs of young learners and, building on our experience with children and our facility with technology that can create 'non-linear' paths of learning, launched an array of special programmes. Our leadership team, spearheaded by our Founder-President Ms Geeta Dharmarajan, came together in unprecedented ways to help children overcome the roadblocks in their reading journey. They worked nimbly and with tenacity to address the challenges of the moment and thereby fostered in each one of us the spirit of innovation. And, despite the limitations and the constraints, we kept sight of our main objective, and ensured that our programme would thrive. Our teachers implemented innovative methods—online and in-person; we were able to reach out to teachers from low-cost schools along with government schools; and we were able to provide the necessary training, support, help and assistance to our community women as families and communities faced the brunt of the pandemic and the lockdowns.

I'm thrilled to note that more than 4,73,649 children across 15 states benefitted from Katha's various initiatives. And for many children and their families, Katha was the silver lining on another grey year.

We wouldn't have been able to deliver on our mission if not for the support of our government and corporate partners who helped us steer forward, and realise our vision of meaningful social transformation through quality education and training, which will prepare our teachers, community women and youth for future challenges and perchance shape their destinies.

I would also like to thank from our staff, communities and volunteers for their whole-hearted support and all the adventure, innovation, creativity and collaboration that they make possible—in the period of uncertainty, they kept us anchored and I'm filled with gratitude for each one of them.

I draw hope from our accomplishments and from the fact that we're not alone. Yes, the road ahead is not going to be an easy one, but till generous supporters like you continue to power our work through the good times and the bad, I have no doubt that we will continue to engage children into reading and safeguard their futures. For now, join us as we celebrate what we have achieved together: the lives we have touched, transformed and empowered, and the stories that we have created.

Parvinder

With warm regards,

Parvinder Kaur

Executive Director, Katha



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REACH SO FAR

OUR KATHA, OUR STORY

Our 'Katha' started in 1988, when our first volunteer found a friend—a fun, friendly elephant called Tamasha. Tamasha has set the 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.

TOTAL BENEFICIARIES REACHED SINCE 1989

12.1 MILLION

CHILDREN AND YOUTH

11 MILLION

WOMEN

8.7 LAKH

SCHOOLS

2884

COMMUNITIES

3690

TEACHERS

34338



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 33 years back to create Katha. It is this urgency that vitalizes the continuous crusade to develop together, serve together.

Geeta Dharmarajan

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

HONOURS

- ★ PLATINUM CERTIFICATE FOR TRANSPARENCY BY GUIDESTAR INDIA 2022
- ★ TRANSPARENCY KEY AWARD BY GUIDESTAR INDIA 2020
- ★ OUR FOUNDER-PRESIDENT, MS GEETA DHARMARAJAN, WAS HONOURED THE LIFETIME ACHIEVEMENT AWARD 2021 BY VEDICA WOMEN'S ALLIANCE
- ★ BUSINESS STANDARD AWARD CONFERRED ON GEETA DHARMARAJAN, FOUNDER PRESIDENT
- ★ MBILLIONTH SOUTH ASIA AWARD 2018, FOR "LEVERAGING INNOVATION IN STORYTELLING AND CREATING INDIA'S FIRST MOBILE READING APPLICATION."
- ★ "BEST AND MOST INNOVATIVE DIGITAL PROGRAM IN INDIA" FOR THE UNITED NATIONS WORLD SUMMIT AWARD 2018 (NOMINATED)



CREDO

Uncommon creativities for a common good.

VISION

No child will live in poverty—
Social, Personal, Intellectual,
Cultural and 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

- 1** 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.
- 2** Mobilize communities to solve local issues and support all children going to school.
- 3** Train teachers to use child-centric methods to creatively engage children in learning.
- 4** Publish and disseminate beautiful storybooks that celebrate India's rich cultural heritage and entice children to read.
- 5** Transform government schools into vibrant learning spaces that deliver quality education to all children.



OUR INNOVATIONS

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.

2

SPICE

Our education model promotes multidimensional growth in children to overcome five poverties – Social, Personal, Intellectual, Cultural and Environmental.

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!

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.

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.

6

BHIM!UNBUK

BHIM!KABUK is a disruptive innovation that sees the future of learning for children from the oral communities where the five senses are keenly developed, and learning through them is an age old art and craft.



THE 300M CITIZEN'S CHALLENGE

A unique model to enhance the joy of learning towards learning outcomes for children, the 300M Citizen's Challenge works through broad-based open-collaborative partnerships. These partnerships are designed to engage, enable and empower like-minded partners and last-mile delivery agents with child-centric content. The brick-and-click model is built around a world-class technology platform available to all alliance partners, facilitators, and children. The partner ecosystem consists of diverse member organizations operating in the education domain. They include large foundations, non-governmental organizations, shelter homes, community radio stations, youth-based organizations, community self-help groups for women empowerment, to name a few.

In just a year since its launch, 300M has achieved some spectacular milestones. A phenomenal 848,000 sessions engagement with over 7,000+ users in less than a year since its launch was even beyond our internal expectations. During a phase when the

education ecosystem was put to ultimate stress test, the 300M learning portal filled the gap by engaging with partners and communities in enabling learning to remotest parts of the country.

With over 475+ eBooks (and growing rapidly) across major Indian languages, engaging child-friendly content has always been a top priority at 300M. We have over 90+ courses on TADAA! The format includes dozens of story videos. There are over 200+ Gamification Activities for children aged between 5 to 13+ years. During the second wave of COVID 19, we launched a 100-day COVID Hatao Abhiyan India [CHAI] with our partners with COVID-specific content and activities for children like Super Kids Save India. rJAM with partners is another area where we innovated by collaborating and cocreating content building on partners' expertise. As a result, we have content for specially abled children. In addition, we have international content, including in areas like sensitizing children towards animals.



77
PARTNERS
ACROSS INDIA

60792
CHILDREN BENEFITTED
TILL DATE FROM THE PROGRAMME

890
TEACHERS TRAINED TILL DATE

RICH CONTENT; DIGITISED AND MADE
ACCESSIBLE THROUGH READING PORTAL IN
8 MAJOR INDIAN
LANGUAGES

HIGHLIGHTS

8,48,000+
INTERACTIONS AND ENGAGEMENTS

376,000
VIEWS OF PORTAL PAGES

112,000
MINUTES OF USER ENGAGEMENT VIA 300M
PORTAL 10,000+ INTERACTIVE BOOK VIEWS

5 COMMUNITY RADIO STATIONS

HAMAR 90.4-HIMACHAL PRADESH-SALON,
CHHATTISGARH-BISHRAMPUR, GUJARAT-
DAHOD, UTTARAKHAND-RUDRAPRAYAG
COMMUNITY RADIO STATIONS

KATHA'S WORK CAN BE BROADLY DIVIDED INTO THESE SIX VERTICALS

1. KALPAVRIKSHAM
THE CENTRE FOR SUSTAINABLE LEARNING

2. I LOVE READING
READING, A CHANCE FOR A BETTER LIFE

3. KALPANA VILASAM
THE CENTRE FOR RESEARCH AND TEACHER EDUCATION

4. KATHA VILASAM
THE STORY RESEARCH AND RESOURCE CENTRE

5. KATHA MELA
THE OUTREACH PROGRAMME

6. KADL
KATHA ADIVASIS AND DALIT LAB



2021-22: THE YEAR IN MILESTONES

BENEFICIARIES REACHED
473847

CHILDREN IMPACTED
382748

TEACHERS TRAINED
3936

WOMEN MOBILIZED
85765

YOUTH VOLUNTEERS
2000

SCHOOL REACHED
524

COMMUNITIES IMPACTED
444

NUMBER OF YOUTH AND WOMEN WHO COMPLETED ENTREPRENEURSHIP COURSES
1398

NEW BOOKS PUBLISHED IN ENGLISH & HINDI
13



KALPAVRIKSHAM
THE CENTRE FOR SUSTAINABLE LEARNING



KATHA LAB SCHOOL

A high-quality low-cost school, Katha Lab School is located at the centre of bustling narrow streets of Govindpuri, Delhi's largest cluster of twelve slum communities of high density with two lakhs population but lacking some of the most basic amenities. The population is mostly of migrants from neighbouring states in search of better livelihood. The children from these sections are the real sufferers of migration. They are not enrolled in the school and even if they are enrolled, the formal education is not suitable to them resulting in drop-outs.

At a young age, children fall into child labour which, because of the profitability, is rampant and convenient for the greedy employers who get cheap labour with no big demands. Poor parents of the victims are not against it due to the little additional income for the family. Consequently, these children when employed are not only denied their right to education but are robbed of their precious childhood. This has a long-term negative effect on their character and it is likely that later in their life most of them end up in conflict with law. The scourge of child

labour is a blot on the social life on the Nation. Children in the age group of 6 to 15 years of age are the most vulnerable to this.

To address this problem Katha started its incubator for innovative approach to teaching and learning in the early nineties—the Katha Lab School. This unique model, developed by Geeta Dharmarajan, has been tested and refined over thirty-three years. 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.

KATHA LAB SCHOOL IS BUILT ON THE PHILOSOPHY OF RELEVANT, HOLISTIC DEVELOPMENT. TO ENSURE WE CATER TO ALL-ROUND DEVELOPMENT OF CHILDREN IN THE SCHOOL EXPERIENCE, WE HAVE CREATED A FIVE-POINT APPROACH:

**PROGRESSIVE
PEDAGOGY**

**EMPOWERING
EDUCATORS**

**STAKEHOLDERS AS
PARTNERS**

**MAXIMIZING
POTENTIALS**

**MAXIMIZING
RESOURCES
ACCOUNTABILITY
TO LEARNING**

THE MAGICAL WORLD OF KATHA LAB SCHOOL IS MADE OF THE FOLLOWING PROGRAMMES

CRÈCHE

A vibrant play and learning space for community infants and toddlers so mothers can earn livelihoods and elder siblings can attend school.



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.



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, Katha Josh, offers children a range of sports facilities.

KATHA STUDENT SUPPORT CENTRE (KSSC)

A specialized centre that helps students who have moved into formal schools.



KATHA ENGLISH ACADEMY (KENGA)

A specialized academy at Katha Lab School that trains children and youth in conversational as well as written English.



KATHA IT AND E-COMMERCE SCHOOL (KITES)

A centre that offers quality IT education to children as well as the men and women from the communities to enhance opportunities for them.



KATHA SCHOOL OF ENTREPRENEURSHIP (KSE)

A one-of-a-kind learning centre, KSE endeavours to radically transform the content and context of real-life education for children through various skill-development courses certified by Ministry of Human Resource Development as well as National Institute of Open Schooling.



KATHA SOCIAL WORK INSTITUTE (KASWI)

A centre that helps children understand social issues and embrace active citizenship through the integrated poverty reduction activities, community action, awareness campaigns and surveys.



VIDDUNIYA OUR TEACHING FRAMEWORK

The theme for the academic year 2021-22 at Katha Lab School was 'Challenge: Integrating STEM and Robotics in everyday learning'. The overarching idea was to make the children of India resilient during COVID pandemic and enhance their STEM, IT and Robotics to keep them intellectually stimulated.

One can escape poverty through education, but such opportunities are limited to underprivileged households owing to slow progress in basic learning. For over three decades, the Katha Lab

School has strived to shape and transform the lives of thousands of children living in slums. Katha teaches these children using KREAD, the Katha Relevant Education for All Round Development, that weaves history, geography, science, maths, language and other subjects with ICT. Learning by doing, rather than learning to do, is the mantra of Katha Lab School.

With the growing dependency on digital means of learning and working, it is essential to prepare our children to meet and overcome these challenges. The

Katha Tech-enabled School project aims to systemically reinvent and transform the existing school, in terms of teaching-learning practices, in order to prepare children for the Information Age.

The project involves the concept of Hybrid Pedagogy (Katha's Story Pedagogy + Techno-Pedagogy) to make learning more interesting, motivating, stimulating, and meaningful; involve the children's minds, spirit, and bodies in the learning process and equip them with basic life-skills. We, at Katha, strongly

believe that digital literacy and the working knowledge of ICT tools would empower students to study on their own and build their self-learning attitude to seek knowledge and information on their own. Besides that, technology would also reduce the burden of teacher to a great extent and allows them to engage in children activities to help develop their critical thinking among children.

HIGHLIGHTS

A FOCUS ON HOLISTIC EDUCATION WITH A SPECIAL EMPHASIS ON DIGITAL AND IT LEARNING COUPLED WITH REGULAR NATIONAL CURRICULUM



A COMPLETE AND PRACTICING MODEL OF NEP 2020, 900 AT-RISK CHILDREN ENROLLED (WITH 50% OF THEM BEING GIRLS)



KATHA PROVIDED SMARTPHONES AND TABLETS TO 60 UNDERPRIVILEGED GIRLS TO ENABLE HOME-BASED VIRTUAL LEARNING

**DRY RATION KITS
DISTRIBUTED TO
1000 FAMILIES
LIVING IN
GOVINDPURI SLUMS**



**85%
AVERAGE
ATTENDANCE**

**100%
RETENTION**



**100%
STUDENTS PASSED
THE NIOS BOARD
EXAMS FOR CLASS X**



**100%
STUDENTS PASSED
THE NIOS BOARD
EXAMS FOR CLASS XII**

**EARLY INTEGRATION OF IT,
ROBOTICS AND VOCATIONAL
TRAINING TO CHILDREN
THROUGH COMMUNITY-
BASED PROJECTS**





SCHOOL QUALITY ENHANCEMENT PROGRAMME (SQEP)

School Quality Enhancement programme (SQEP) is a complete school transformation programme to bring qualitative positive changes in teaching-learning practices.

Initiated by Education Alliance in partnership with South Delhi Municipal Corporation, SQEP is an initiative to transform schools into quality learning spaces. Under this programme Katha

has adopted 5 schools in South Delhi Municipal Corporation. In the past year that Katha has operated two of the 5 schools, they have seen quality improvement in infrastructure development, pedagogical interventions, learning outcomes, and in enrolment and retention of children. Moreover, the school in South Extension received the Best School in Central Zone Award.

IN THE TWO PARTNER SCHOOLS, KATHA BROUGHT IN THE FOLLOWING CHANGES

INFRASTRUCTURE

NEAT, CLEAN, SAFE AND SECURE SCHOOL PREMISES. THE SCHOOLS HAVE BECOME FUN-FILLED, NON-THREATENING AND HAPPY LEARNING SPACES FOR CHILDREN. A LIBRARY WITH PRINT-RICH MATERIAL AND WORLD-CLASS STORYBOOKS, A SCIENCE LAB, AN IT AND COMPUTER LAB AND A ROBOTICS LAB.



FACILITIES

PURIFIED DRINKING WATER, CLEAN PLAYGROUNDS, CCTVS, MUSIC ROOMS WITH INSTRUMENTS.

ENROLMENT

THE NET ENROLMENT OF STUDENTS HAS INCREASED BY 300% IN ALL INTERVENING SCHOOLS.



ATTENDANCE

THE AVERAGE ATTENDANCE OF STUDENTS HAS INCREASED FROM 50% TO 80%.



ACADEMIC IMPROVEMENT

THERE HAS BEEN A SIGNIFICANT IMPROVEMENT IN THE READING LEVELS AND LEARNING OUTCOMES OF CHILDREN IN ALL SUBJECTS. THE ENDLINE RESULTS SHOW 70% CHILDREN PERFORMING AT GRADE LEVELS COMPARED TO ONLY 3% AT GRADE LEVELS.



TEACHERS' TRANSFORMATION

THE AVERAGE ATTENDANCE HAS INCREASED TO 90% FOR TEACHERS. THE TEACHERS HAVE EMBRACED STORY PEDAGOGY AND ACTIVELY TAKE PART IN TRAINING SESSIONS. THE AVERAGE ATTENDANCE OF THE TEACHERS IN THE TRAINING SESSIONS IS 96%.

COMMUNITY-SCHOOL LINKAGE

PARENT TEACHER MEETINGS (PTMS) AND SCHOOL MANAGEMENT COMMITTEES (SMCS) ARE NOW MORE REGULARIZED. PARENTS' PARTICIPATION HAS INCREASED TO 300% IN PTMS. 12 COMMUNITIES HAVE BEEN REACHED SO FAR THROUGH THE PROGRAMME.



HIGHLIGHTS

**TRANSFORMED 5
UNDERPERFORMING
GOVERNMENT SCHOOLS INTO
'BEST SCHOOLS'**

**SEVERAL STUDENTS
SELECTED IN
MEDHAVI PARIKSHA**

**CHILDREN WON AWARDS AT
SPORTS MEET, DANCE AND FANCY-
DRESS COSTUMES COMPETITIONS,
ROBOTICS AND ANNUAL ZONAL
SCIENCE MEET**

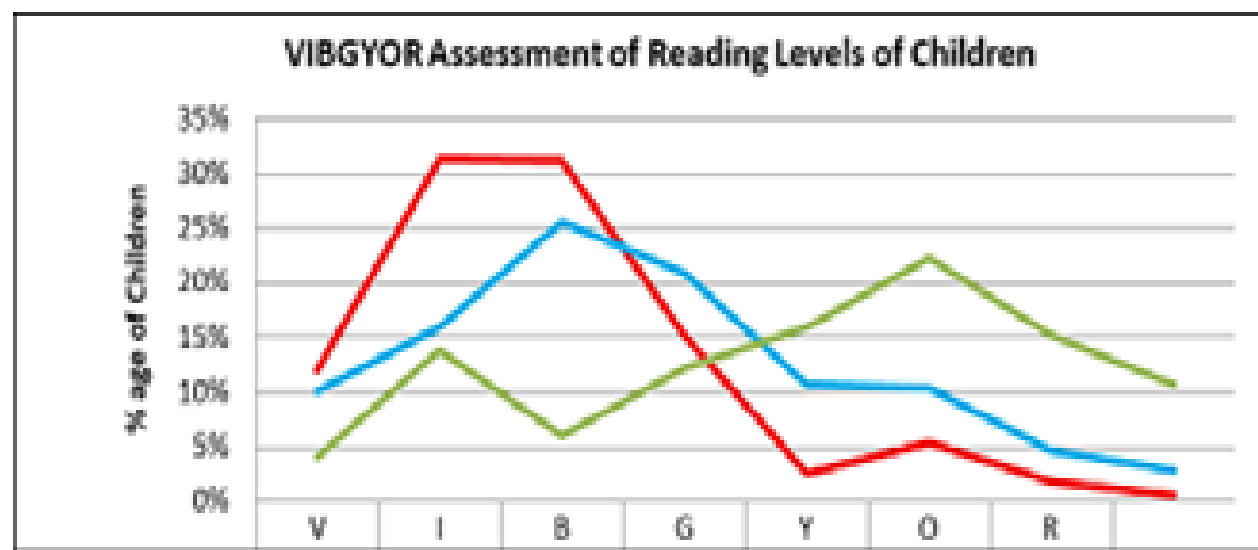
**ROBOTICS MODELS
PREPARED BY CHILDREN
ON COMMUNITY ISSUES**



I LOVE READING

I Love Reading! (ILR) was initiated as Katha's flagship program in 2008. The concept of providing an innovative reading and school transformation programme was first put forward to the Delhi Government, to improve the reading skills of the children, from 1st to 5th standard, in the Government primary schools. At each of the schools we work in, a class room is dedicated for ILR; the room is painted, in attractive colours, with the pictures from the story books we use. A small library is also set up so that children can browse through the books. We train the teachers there on ways to engage the students into learning. The

objective is to get the children not only to read but read at grade-level. ILR is a 'Bricks & Clicks' module-based intervention in primary schools, to enhance the reading capabilities of the children and help them stay in schools. Today, the programme is operational in four states namely Delhi, Uttar Pradesh, Haryana and Tamil Nadu reaching out to 70 government primary schools and is catalysing existing resources and energizing structures to generate large-scale improvement in children's ability to read fluently and confidently. The vital aspects of the programme are to use innovative, fun methods to





dynamic Story Rooms in government primary 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.

During pandemic, Katha's dedicated Reading Mentors worked tirelessly to keep the children engaged in the reading-learning process through online and offline community classes. Digitised content was shared with children to help get access to plethora of storybooks and other content. Community classes were conducted in small groups with all COVID protocols strictly adhered to and guidelines followed.

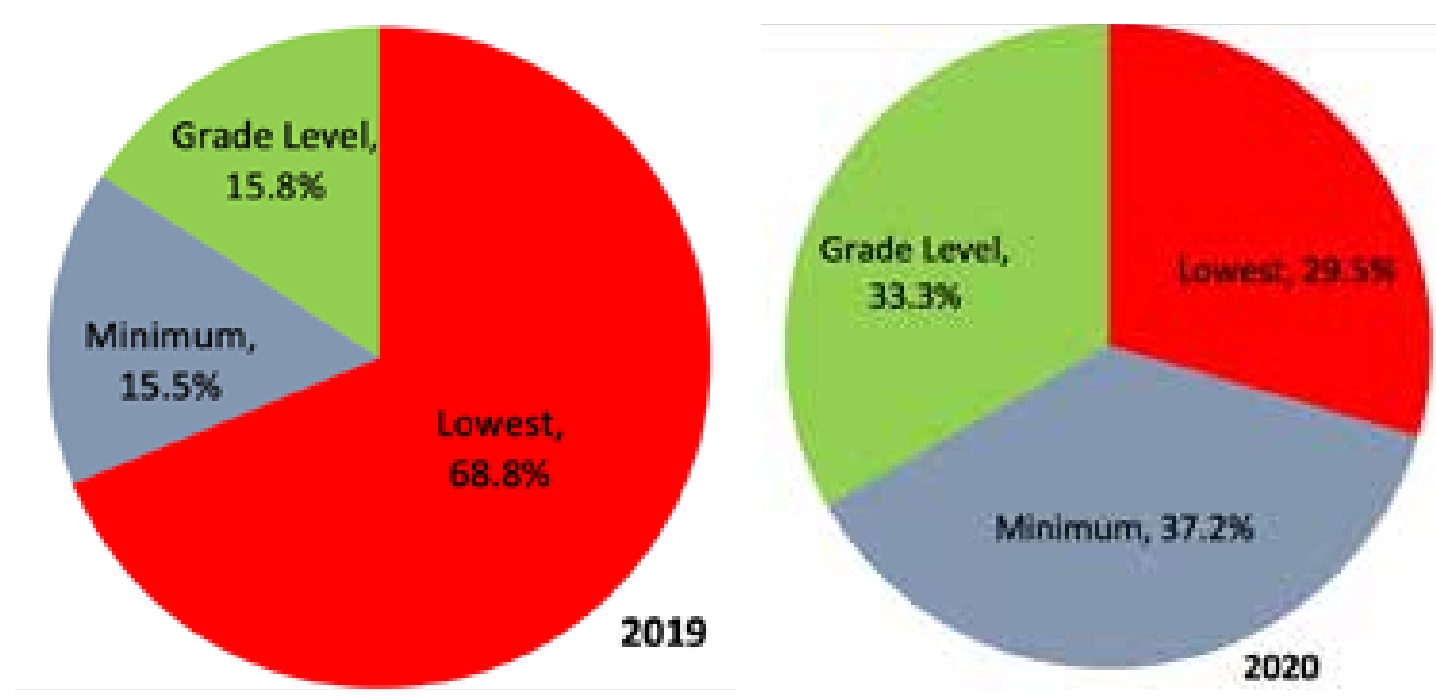
transform government primary schools to be effective and fun learning places for children, leading to high performance; train and support teachers to creatively engage students in learning by providing technology-smart teaching methods and a great learning experience to children by providing digitised e-learning material through the Katha Khazana Reading App and Katha's newly launched Portal (<https://learn.katha.org/>)

Simultaneously, the Katha team helps to build awareness among community

women about India's Right to Education Act and the importance of education for overall development of children as well as the community through regularizing PTMs and SMCs. The Team also engages with all stakeholders—children, teachers, principals, community members, government—to ensure effectiveness and sustainability.

In our endeavour to make learning fun for children on their paths to becoming independent readers, in the year 2021-22, Katha set up vibrant, conducive and





HIGHLIGHTS

OPERATIONAL IN
70
 GOVERNMENT PRIMARY
 SCHOOLS OF DELHI, UTTAR
 PRADESH, HARYANA AND
 TAMIL NADU

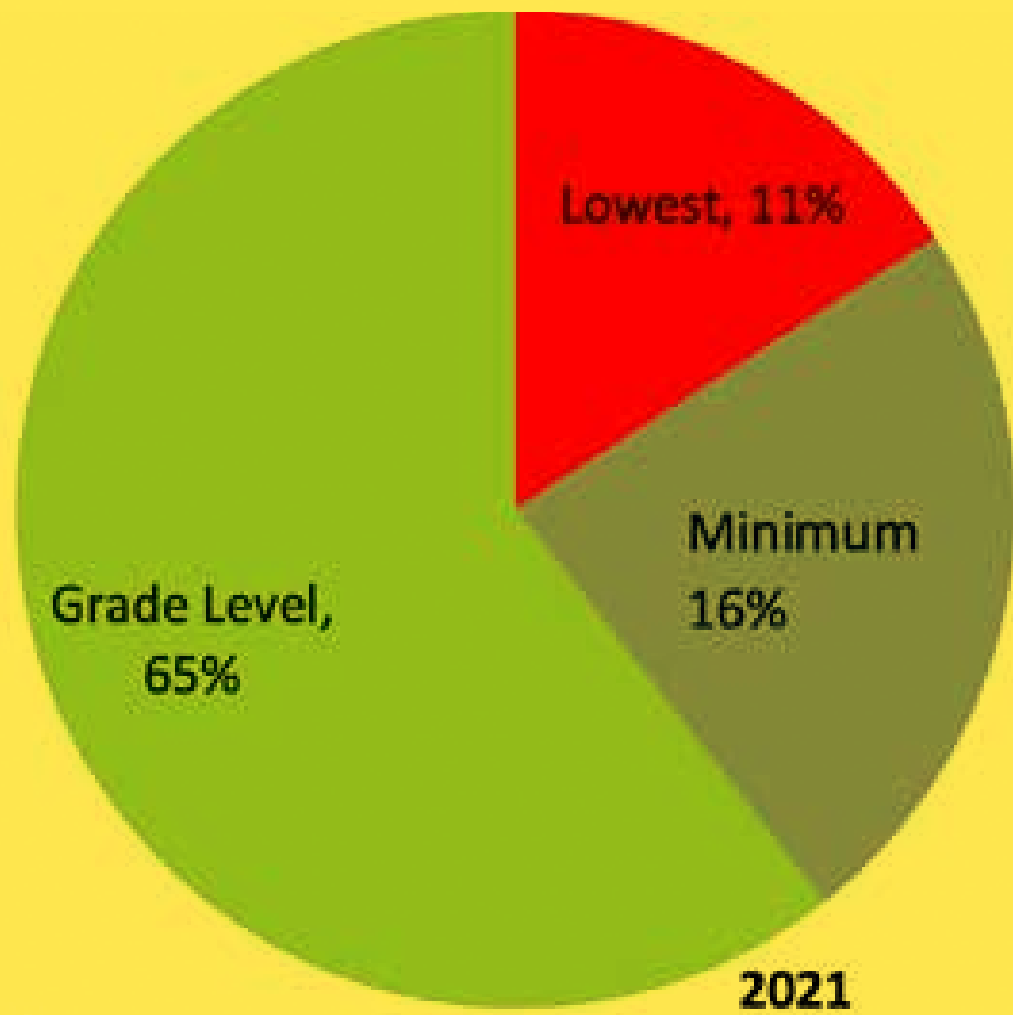
THE FOCUS IS ON BUILDING
 GRADE-LEVEL READING
 COMPREHENSION AND
 NUMERACY SKILLS IN
 CHILDREN

INTERVENTION IN BOTH
 HINDI AND ENGLISH

POWERED WITH DIGITISED
 CONTENT WITH ONLINE
 TEACHING DURING COVID
 INDUCED SCHOOL CLOSURE

> 16,500
 PARTICIPATING CHILDREN AND
345 GOVERNMENT SCHOOL TEACHERS TRAINED
 THROUGH ONLINE TEACHING-LEARNING

DAILY COMMUNITY
 CLASSES FOR CHILDREN
 WHO DON'T HAVE
 SMARTPHONE AT HOME



DISTRIBUTION OF PHYSICAL READING KITS THAT INCLUDE BOOKS, WORKSHEETS AND STATIONARY MATERIAL TO ENABLE HOME-BASED LEARNING

65% OF THE TOTAL NUMBER OF CHILDREN IMPACTED BY ILR ATTAINED GRADE-LEVEL READING IN THE YEAR 2021-22

AVERAGE ATTENDANCE IN SCHOOLS IMPROVED FROM 50% TO 65%

100% OF THE ILR PASSED-OUT CHILDREN ARE IN UPPER PRIMARY SCHOOLS; ENABLING CONTINUUM OF EDUCATION.

100% OF THE PRINCIPALS OF THE SCHOOLS WHERE ILR IS RUNNING, ACKNOWLEDGE THE POSITIVE IMPACT OF THE PROGRAMME DURING COVID PANDEMIC

IMPACT STUDY REVEALED THAT CHILDREN OF ILR HAVE PERFORMED EXCEEDINGLY WELL AS COMPARED TO THE OTHER GOVERNMENT SCHOOLS BY 5 MEAN POINTS.

WASH ELEMENT ADDED IN **25 SCHOOLS.** RETROFITTING OF THE SCHOOL'S WASH FACILITIES AND WASH BEHAVIOUR CHANGE COMMUNICATION (BCC) ACTIVITIES WITH CHILDREN





KATHA SCHOOL OF ENTREPRENEURSHIP (KSE)

Katha School of Entrepreneurship (KSE) is an accredited centre by National Indian Open Schooling—NIOS run by Katha in the slums of Delhi and Noida. The aim of KSE is to provide the youth from the underprivileged communities with vocational and entrepreneurship skills.

Since Delhi/NCR has many factories and companies, there are numerous opportunities for the skilled workforce to find suitable employment. Trainees, on completion of the training programme, get dual certifications by Katha and NIOS which helps them in applying for

jobs and government tenders. The project provides trade specific training coupled with soft skills, life skills and exposure visits which, in turn, increase their employment opportunities.

A number of skill enhancement activities and industry visits were arranged for the

trainees at the KSE workshops—both online and offline—to empower learning, develop skills and support opportunities for all.



HIGHLIGHTS

350

YOUTH AND WOMEN TRAINED IN COURSES LIKE BAKERY & CONFECTIONARY, CUTTING TAILORING & DRESS DESIGNING, AC & REFRIGERATION MAINTENANCE.

GENDER INCLUSIVE PROGRAM WHERE MORE THAN

50%

BENEFICIARIES ARE WOMEN

CONTRIBUTE TO NATION'S SKILLED WORKFORCE AND ECONOMIC GROWTH

COLLABORATION WITH SHANGRI LA, DIAKINS, RADISSON BLUE, SAGAR RATNA, CINNABON, ANGEL MY KITCHEN, CAFÉ COFFEE DAY, SAMSUNG, NIFT ETC.

AVERAGE HOUSEHOLD INCOME IS DOUBLED OR TRIPLED POST PLACEMENT. THE SALARY RANGES FROM

15K TO 90K

STANDARD OF LIVING IMPROVED WITH THE EXPENDITURE ON HEALTH, NUTRITION AND EDUCATION INCREASING.

KSE GRADUATES HAVE STARTED THEIR OWN ENTERPRISES IN INDIA AS WELL AS ABROAD—SOUTH AFRICA, CANADA, DUBAI, ETC.



KATHA INFORMATION TECHNOLOGY AND E-COMMERCE SCHOOL (KITES)

The Katha Info-Tech & Entrepreneurship School (KITES) has been training the students from the slums of Delhi/NCR in IT related courses with a view of enhance their opportunities for getting gainful employment. KITES is an accredited by National Institute of Electronics &

Information Technology (NIELIT).

KITES also provide professional sources of shorter duration to students of senior secondary classes. The entrepreneurship and vocational training programmes, together with the IT training at the Katha Information Technology

and e-Commerce School (KITES), prepare students and the youth from the communities, to find their footing in the job market. Here again, conversational English sessions are held to equip students with work-place communication skills. All the courses at KITES are

certified by both the Ministry of Human Resource Development as well as the National Institute of Open Schooling. Katha has been successful in getting 80% of the passed-out students find jobs with reputed organizations.

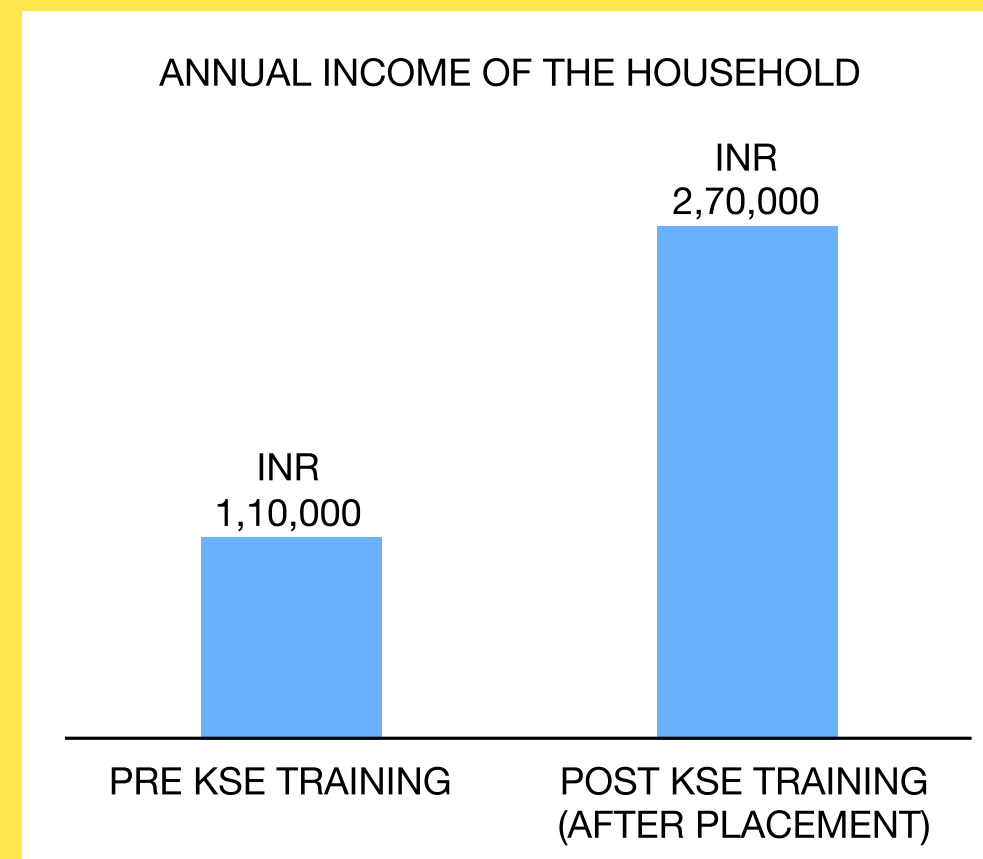
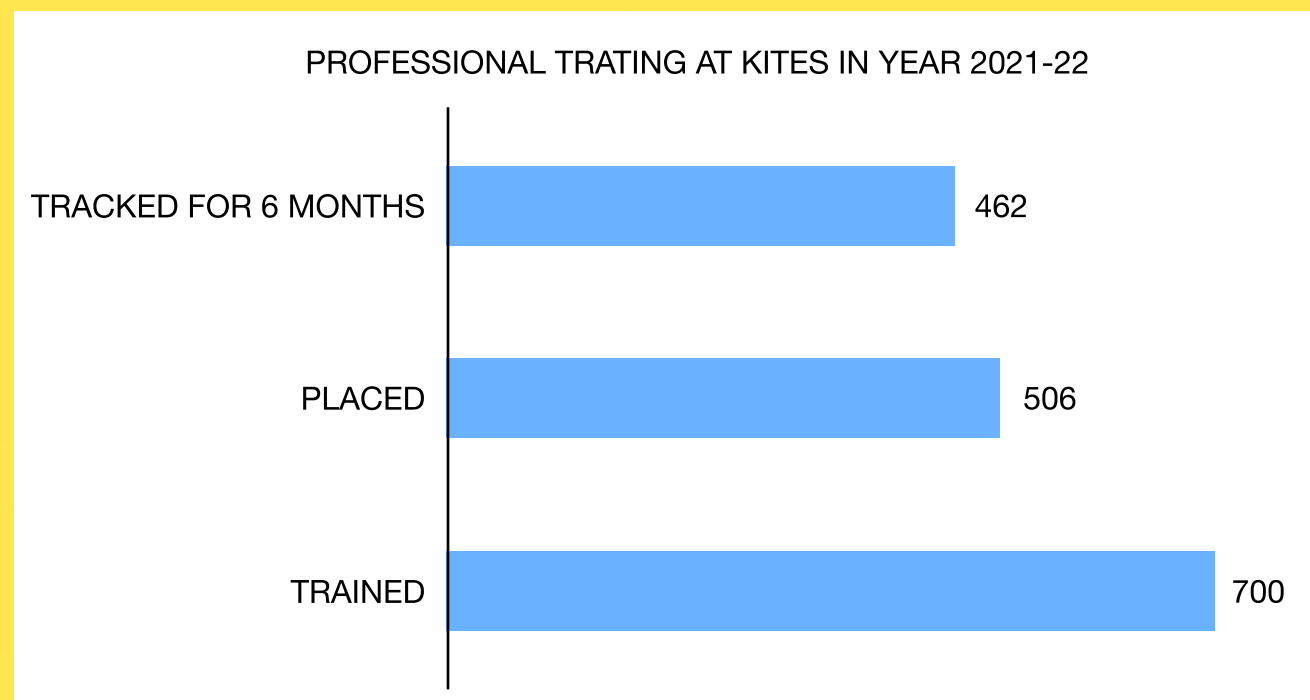


HIGHLIGHTS

Operational in Delhi and Noida

720 PROFESSIONALS TRAINED

70% TRAINEES PLACED IN JOBS



WORKING IN CAFÉ COFFEE DAY, AIRCON, AIRTEL, AMAZON, APOLLO HOSPITAL, ASIAN HOSPITAL, BAJA CAPITAL FINANCE LIMITED, DISH TV, VISHAL MEGA MAT, MAX HOSPITAL, PNB METLIFE INSURANCE, FASHION BIG BAZAR, DLF, IGI AIRPORT

AVERAGE SALARY OF 18K WITH HIGHEST UP TO 94K PER MONTH AFTER GRADUATING FROM KITES



KALPANA VILASAM



TEACHERS' TRAINING

Katha's guiding principle of 'educating the educators' has fostered a culture of transforming a teacher into a 'reflective practitioner' who is herself a thinker, learner and, above all, a knowledge originator. Katha's teacher-training has helped teachers bring sustainable enjoyment to all children. We train teachers to creatively engage children

into learning and bring the classrooms to life. We introduce them to fun ways of teaching using our very own Story Pedagogy and Active Story Based Learning methods. Throughout the year, Kalpana Vilasam, the Katha Centre of Creativity in Education, empowers educators by upgrading their skill sets, knowledge and attitude through intensive

training programmes, along with peer-to-peer training.

We also offer teacher-training programmes to low-cost schools across the country on the methodology and framework of Katha's StoryPedagogy. Teachers are equipped to teach the NCERT/State syllabus while following and applying the Katha framework to

transform reading into a fun, engaging, enjoyable and enriching experience for the students and the teachers. Under this programme, Katha also works with all school teachers and principals, for creative teaching and works collectively with them to come up with solutions to overcome the challenges faced within the institution.

HIGHLIGHTS

TEACHERS TRAINED FROM DELHI, HARYANA, UTTAR PRADESH AND TAMIL NADU

1059

SCHOOLS REACHED
SINCE 2019

8776

TEACHERS TRAINED,
BENEFITTING 3.4 LAKH
STUDENTS

56 HOURS

OF TRAINING TO EACH
OF THE TEACHERS

98%

OF TEACHERS FOUND THE
TRAINING HELPFUL IN
BRINGING SUSTAINABLE
CHANGES IN THE
CLASSROOM





TEACHER TRAINING AT BHADOHI

Katha went to Bhadohi, a district in Uttar Pradesh, to train a group of 80 teachers on Katha's Story Pedagogy under its programme, KREATE (Katha Reading Excellence & Teacher Education). The short-term project was aimed at teachers and endeavoured to help them

make the classroom teaching-learning engaging and effective through non-threatening methodologies in Katha's unique StoryPedagogy®, leading to high performance by spreading the joy of reading among children.



1 Katha imparted creative and structured teacher-training sessions to selected teachers with the focus on components of story pedagogy and quality in promoting minimum level of reading and learning by adopting its Active Story Based Learning methods (ASBL).

2 The project equipped school teachers with Easy Learning Curriculum (for grades I-V) that includes reading kits, sets of activity modules based on UP state curriculum, lesson plans, flashcards, storybooks and assessment for teachers.

3 It also extended within the formal curricula teaching-learning modules that touch upon 'big ideas' within basic life-skills, values, and learning competencies, with assessment and evaluation techniques.

4 It provided practical training on assessment tools for teachers to evaluate children's reading abilities at school.

5 The trainers trained 80 teachers at Bhadodhi and all the teachers found the training extremely useful.



KATHA SLUM RESURGENCE INITIATIVE (KATHA-SRI)

The Katha Slum Resurgence Initiative, undertaken by Katha with the assistance from Deloitte WorldClass since 2019, continued during the year across Delhi-NCR. The imparts skill-based training to women on financial skills, advocacy skills, leadership skills and community-engagement skills. Workshops that espouse the benefits of education,

literacy, gender empowerment, sanitation, health and financial literacy are also conducted in an engaging and enjoyable way. Katha also organizes the Mothers' Associations (Ma Mandal), whereby women are empowered to take on advocacy roles for their respective communities.

The communities dealt with the

COVID crisis with caution alongside the guidance provided by the Katha team. They assisted the communities in proper mask protocol and helped the infected members with quarantine and distancing protocol. During this time the youth groups trained by Katha became active

members in playing the role of COVID warriors and enforcing physical-distancing protocols in their areas. The youth groups were responsible for helping adults and children get vaccinated and providing assistance with government entitlement programmes.



HIGHLIGHTS

77754

WOMEN TRAINED WITHIN TO BENEFITS

526616

COMMUNITY MEMBERS FROM

986 SLUMS

500+
MAA MANDALS
TRAINED

TO TAKE UP ADVOCACY AND
COMMUNITY INITIATIVES

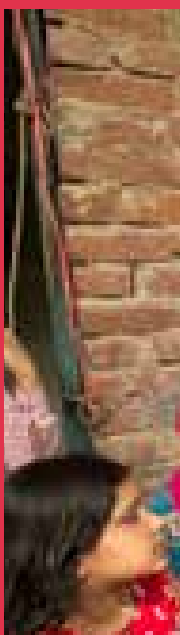
COMMUNITY OWNED AND OPERATED
LIBRARIES (COOLS) SET UP AS
COMMUNITY RESOURCE HUB RUN BY
COMMUNITY WOMEN AND HELP THEM
EARN THEIR LIVELIHOOD AS WELL AS
SERVES AS A NODAL POINT FOR THE
TRAINING AND EMPOWERMENT OF
FELLOW COMMUNITY WOMEN



**TRAINING ON WASH, SHE2,
FUNCTIONAL LITERACY AND
FINANCIAL LITERACY, DIGITAL
LITERACY**

10 COOLS
(DIGITALLY POWERED COMMUNITY
OWNED AND OPERATED LEARNING
SPACES) RUN BY COMMUNITY
WOMEN AND HELP THEM EARN THEIR
LIVELIHOOD AS WELL AS SERVES AS
A NODAL POINT FOR THE TRAINING
AND EMPOWERMENT OF FELLOW
COMMUNITY WOMEN

THROUGH THIS PROJECT, **100** YOUNG MEN AND WOMEN
WERE IDENTIFIED AND TRAINED IN SKILLS TO ACT AS FIRST
RESPONDERS IN TIMES OF EMERGENCIES. WITH THESE
TRAINED SET OF VOLUNTEERS, KATHA REACHED OUT TO
20 SLUMS AND BENEFITTED **2,200**
FAMILIES
11,500 INDIVIDUALS, INCLUDING CHILDREN, WOMEN AND
OTHER MEMBERS OF THE HOUSEHOLD. THESE VOLUNTEERS
WERE GIVEN RECOGNITION WITH TWIN CERTIFICATES OF
SKILL BASED TRAINING AND PARTICIPATION IN COVID-19
RELIEF WORK.





KATHA ADIVASI AND DALIT LEARNING LAB (KADL)

For over seventy years, our children from the Adivasi and Dalit communities have waited for equitable quality education that is fun and relevant. Katha has a game-changing plan to teach children the way they want to learn—the KaDL way of teaching children from nonliterate families. The programme works with the objective of equipping children with twenty-first century skills alongside their traditional knowledge that will help them continue to live with nature—to combat climate change even as they learn how to come out of entrenched poverty, with quality, sustained education.

THE KADL PRESS

A Katha imprint that offers fabulous books for children who have been left behind. Our children are India's invisible majority. They can be India's strength ... not as many see them now, as a deficit.



BHIM!UNBUK WAY OF TEACHING

Our eager children with huge dreams!
They want to learn. In-situ learning
activities in schools with predominantly
children from Adivasi & Dalit communities
in Tamil Nadu.

KATHA MAGIC LABS

Discovery spaces designed for children
from Adivasi & Dalit Communities.

TEACHERS' WORKSHOPS

An in-service 160-hour annual workshop
for teachers in government schools.

KINS

The Katha Indigenous Network of
Storytellers.



KATHA VILASAM
THE STORY RESEARCH AND RESOURCE CENTRE

KATHAKAAR

READING IS A BASIC KEYSTONE SKILL FOR CHILDREN IN THE 21ST CENTURY. WHEN CHILDREN CAN READ AND COMPREHEND, THE CHANCES ARE THAT THEY WILL BE ABLE TO ACQUIRE THE ASSOCIATED SKILLS—ACADEMIC, VOCATIONAL AND PROFESSIONAL. KEY 21ST CENTURY SKILLS ARE LINKED TO READING, COMPREHENSION AND HIGHER-ORDER SKILLS, INCLUDING STORYTELLING.

Katha's basket of books of many hues, colours and textures, strengthen reading for fun and for meaning with books that focus on Girls, Earth, Equity, Kindness and empower children to forge ahead on their way to reading and learning whilst mastering the challenges of today and shape the world of tomorrow. These books with their high-quality content, and design and layout that match the learning needs of these children, and brings the best of India's 2000 years of literary heritage, from the classical to the contemporary for shared and guided reading, attempt to reach the unreached child at an affordable price—a Katha way to democratize reading and education!

WHAT MAKES KATHA BOOKS FOR CHILDREN UNIQUE?

THE CHILD AT THE CENTRE

CULTURALLY RELEVANT STORIES

ENGAGING ILLUSTRATIONS

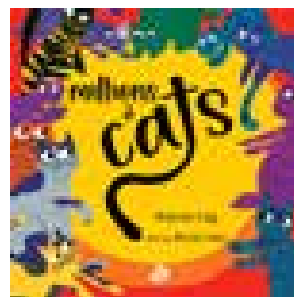
ENJOYABLE EXERCISES THAT ENCOURAGE CHILDREN TO THINK, ASK, DISCUSS, ACT AND ACHIEVE

INTEGRATED LEARNING

THE MAGIC OF BOOKS

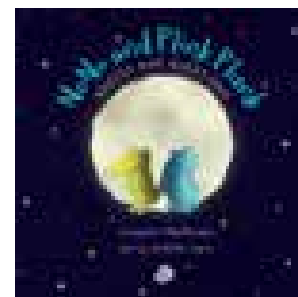
Katha, in the year 2021-22, published books that open windows to diverse cultures and mirror the experiences of all children.

16 BOOKS IN ENGLISH AND HINDI



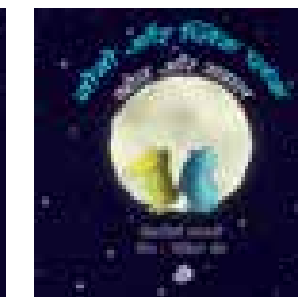
MILLIONS OF CATS

By Wanda Gàg; art by Boski Jain



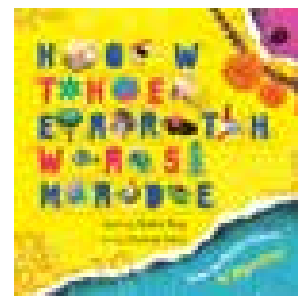
NONO AND PLINK PLUNK

By Vinalini Mathrani; art by Nikita Jain



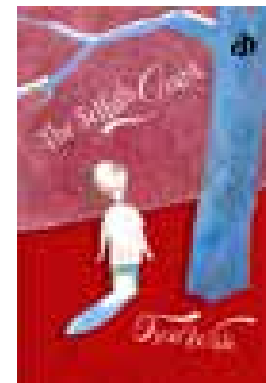
PLAYING

By Sunaina Ali; art by Debasmita Dasgupta



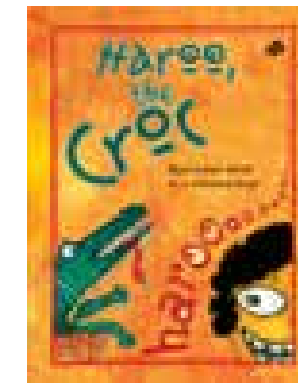
HOW THE EARTH WAS MADE

By Shalini Reys; art by Charbak Dipta



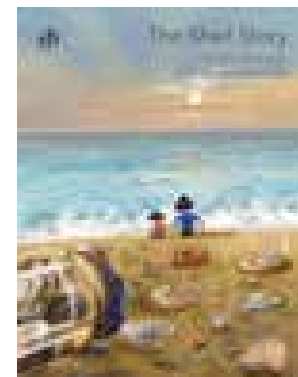
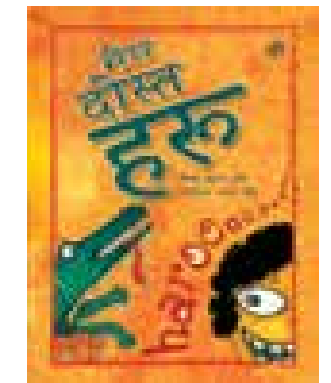
THE SELFISH GIANT

By Oscar Wilde; art from the Public Domain



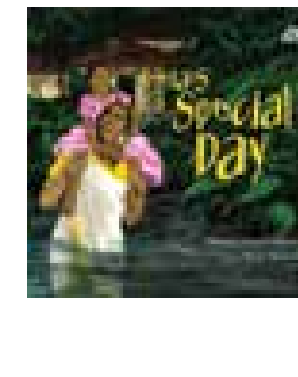
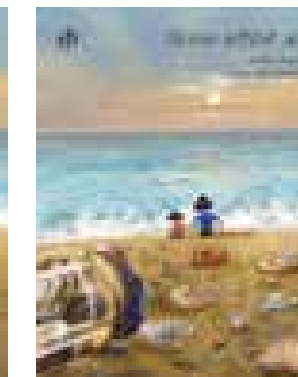
HAROO THE CROC

By Bijan Kumar Ghosh; art by Vandana Singh



THE SHELL STORY

By Mallika Ravikumar; art by Zainab Tambawallah



LEELA'S SPECIAL DAY

By Shweta Ganesh Kumar
Art by Shruti Soharia



katha utsav

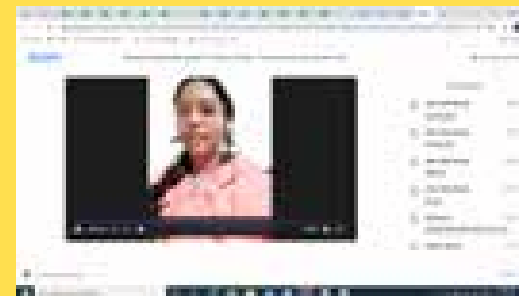
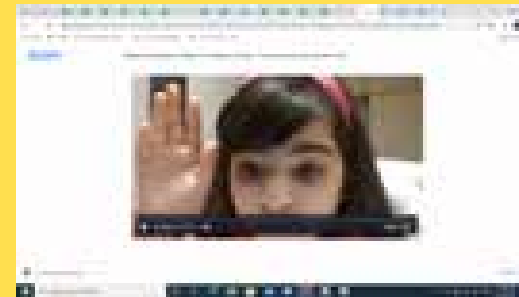
KATHA UTSAV 2021

Stories are at the heart of our work at Katha—stories that transgress the barriers of geography, language and age, stories that educate, entertain and enrich and, in a divided world, bring people together! Katha surmounted all the problems posed by the Pandemic environment and went ahead with its annual Katha Utsav – Search for Excellence – event in 2020-21. As the second wave of the pandemic subsided, the experience gained last year, gave us the strength and insight to plan the Utsav, as an online event, this year also.

Being aware of the fact that with closure of schools the children are already exposed to long hours of screen time,

Katha took the extra effort, by way of an exhaustive survey of students/parents and teachers, to ascertain the screen time the children and parents would be comfortable with, for taking part in the Utsav, before planning and charting out the detailed Program.

During the Pandemic, children got exposed to the concept of death since many had lost their loved ones. There was a need to understand the trauma and listen to their experiences and find a way for the children to express the same and vent their feelings—be it in the form of an art, dance, music or story telling—with this in mind Katha introduced a workshop on ‘Emancipating Expressions’.



Understanding the technological demands for conducting the Utsav online and anticipating the expectations of the target audience, was another challenge but the Katha Utsav Team fared well by setting up a dedicated website, www.kathautsav.org, that could cater to 5000 students at a time. This year we invited students to participate in different programmes of Katha and its partners with an intention to provide opportunities and learning to everyone. Katha led this initiative in collaboration with CIANS Analytics by co-sponsoring 88 students all through the journey.

Our heartfelt gratitude to Bharti Foundation and Vidya-India who helped bring in students from the underserved communities.

The sudden and unexpected announcement of Board Exams forced us to hold the Utsav in two phases. A Challenge Round was conducted at the end of each Utsav where the students were given a theme, characters, plot and setting and they were asked to weave a story around each aspect. Our internal jury validated each piece keeping in mind that creativity is the soul of the story. For the Finale, we selected approximately 150 student stories as prize-winning stories.

HIGHLIGHTS

- A. PARTICIPATING SCHOOLS: 83
- B. PARTICIPATING STUDENTS: 487 STUDENTS
- C. ENTHUSIASTIC PARTICIPATION FROM DELHI, BANGALORE, CHENNAI, GWALIOR, HYDERABAD, AMRITSAR, BARODA, GURUGRAM

GOVERNING COUNCIL MEMBERS

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PRESIDENT

R BALASUBRAMANIAN

VICE PRESIDENT

PARVINDER KAUR

EXECUTIVE DIRECTOR

ANSHU VAISH

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K DHARMARAJAN

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R GOVINDA

SASHWATI BANERJEE

SHANTHA SINHA

SUDHIR SINGH DUNGARPUR

SUNIL PURAYILPUTHIYA

AS ALWAYS, A BIG THANK YOU!

We are grateful to our robust community of supporters and volunteers for their unwavering dedication during our journey. With your trust and support, we are rising to the challenges in front of us and turning every crisis into an opportunity.

THANK YOU FOR YOUR COMMITMENT, AND FOR BEING PART OF KATHA!



amazon

AMAZON



Bata
CHILDREN'S PROGRAM

BATA INDIA LTD.



BT

BT INDIA



CIANS

CIANS ANALYTICS



COMMONWEALTH
GIRLS EDUCATION
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COMMONWEALTH GIRLS
EDUCATION FOUNDATION
(CGEF)



Deloitte.

DELOITTE



DEPARTMENT OF
EDUCATION, HARYANA



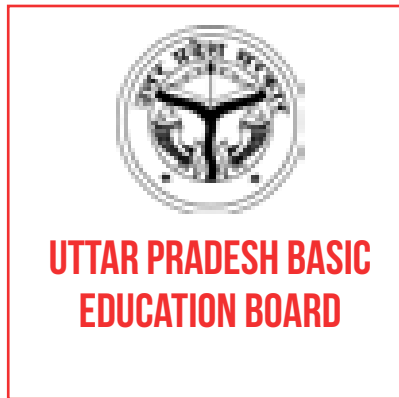
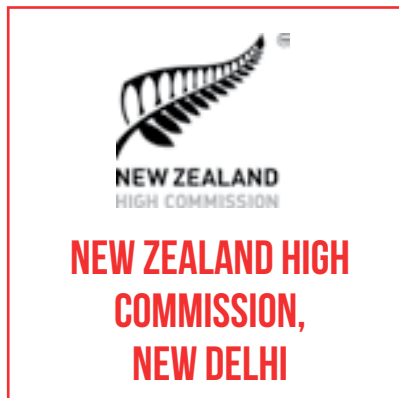
HCL
HCL FOUNDATION

HCL FOUNDATION



HSBC

HSBC BANK



WE WOULD LIKE TO EXTEND A SPECIAL ‘THANK YOU!’ TO THE DHARMARAJAN IYER FAMILY FUND (SREYAS TRUST).

- | | | |
|--------------------|---------------------------|--|
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| Moni Bhaskaran | Savi Sarin | |
| Murali Narshimha | Sumiti.arora | |



**A
BIG
THANK
YOU!**



Φ KATHA

Katha is a non-profit organization that has seamlessly connected grassroots work in education, teacher-training and publishing for nearly 33 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.

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