

TEN



TEN LESSONS IN TEN YEARS

ACKNOWLEDGEMENTS

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In 2006, Sesame Street, the globally loved children's television show, was brought to India. The show was delivered using strategies and content selected by teams in New York City. Over the next 10 years, the show has evolved. Today, every episode is locally ideated, written, and produced. This is the groundbreaking ten year evolution of the lessons of Galli Galli Sim Sim.

Over a decade, Galli Galli Sim Sim has grown across all marks. Our curriculum is richer than it used to be and now allows us to talk to all children with a variety of needs. We have gone through a huge evolution in the production value. The capacity and talent of our muppeteers has grown with us – so much so that they are now training other muppeteers and their characters are used as examples of success in countries around the world. We have evolved hugely in the way that we tell stories. Our evolution has taken us from season one where essentially nobody living outside of the geographic borders of India saw the show to season 10 where we are now creating content that is viewed by children and families around the world. This evolution is the result of a decade of carefully executed experimentation in the production of our content and remaining cognizant of **WHY** we are telling the story, **HOW** the story is relevant, and **WHAT** the story looks like.

Intensive and evolving formative research and flourishing creativity has ensured that the process of creating our stories is informed by the most recent and strongest child development research. Each and every episode has carefully taken into account the universal developmental needs of children in India while recognizing the expansive needs of diverse children at the moment of production. By bringing together teams of experts in research, education, and production we have designed and worked with ten comprehensive educational frameworks

Since the first episode of
Galli Galli Sim Sim aired on
August 15th 2006,
we have reached
40 million children
across India

WELCOME

that address the needs of the hour for Indian children while supporting their ability to grow and develop. It is this conscious attention to the current needs of children in India that ensures that they are able to relate to each and every episode of Galli Galli Sim Sim and it is our constant reflection on current trends in entertainment that ensures that children are excited to keep learning with their friends on Galli Galli Sim Sim.

Sashwati Banerjee (Managing Director, Sesame Workshop India) explains that our messages reach beyond any one race, class, or gender based classification of children. The mission of Galli Galli Sim Sim is to reach the kids that need us most. Concepts such as healthy habits, resilience, managing toxic stress, conflict resolution, and bullying permeate households across the socially constructed barriers of race, class, and gender. It is our use of varied medias that allows us to extend our messages to the immense diversity in India.

Like the ripples of a stone dropping in water, the reach of Galli Galli Sim Sim has expanded. With the premier of our first season in 2006, Galli Galli Sim Sim reached 9.1 million children with its messages of growing smarter, stronger, and kinder. As the production has evolved, so too has the reach. By 2015, more than 17 million children¹ were connecting to a cast of characters committed to making a meaningful impact in their lives. Over the last decade, an inspired team of muppets, production crews, and education specialists have made a vast impact in the lives of children in India and will continue to make a lasting impact in the years to come.

THROUGH THE EYES OF A MUPPETEER: SANGYA (ELMO)

"I got a call from my bank, and there was a young female executive on the line. As soon as I mentioned that I am Elmo on Galli Galli Sim Sim, her voice became more childlike as she said that she grew up watching Galli Galli Sim Sim. She has always loved Elmo. She went on to tell me how she had to spend most of her childhood alone, as her mother and father struggled to make ends meet. It was during this time that she discovered Galli Galli Sim Sim. She said Elmo made her happy, and feel as if she had a friend. She didn't feel alone watching Galli Galli Sim Sim."

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1. LOVE OF LEARNING

WHY

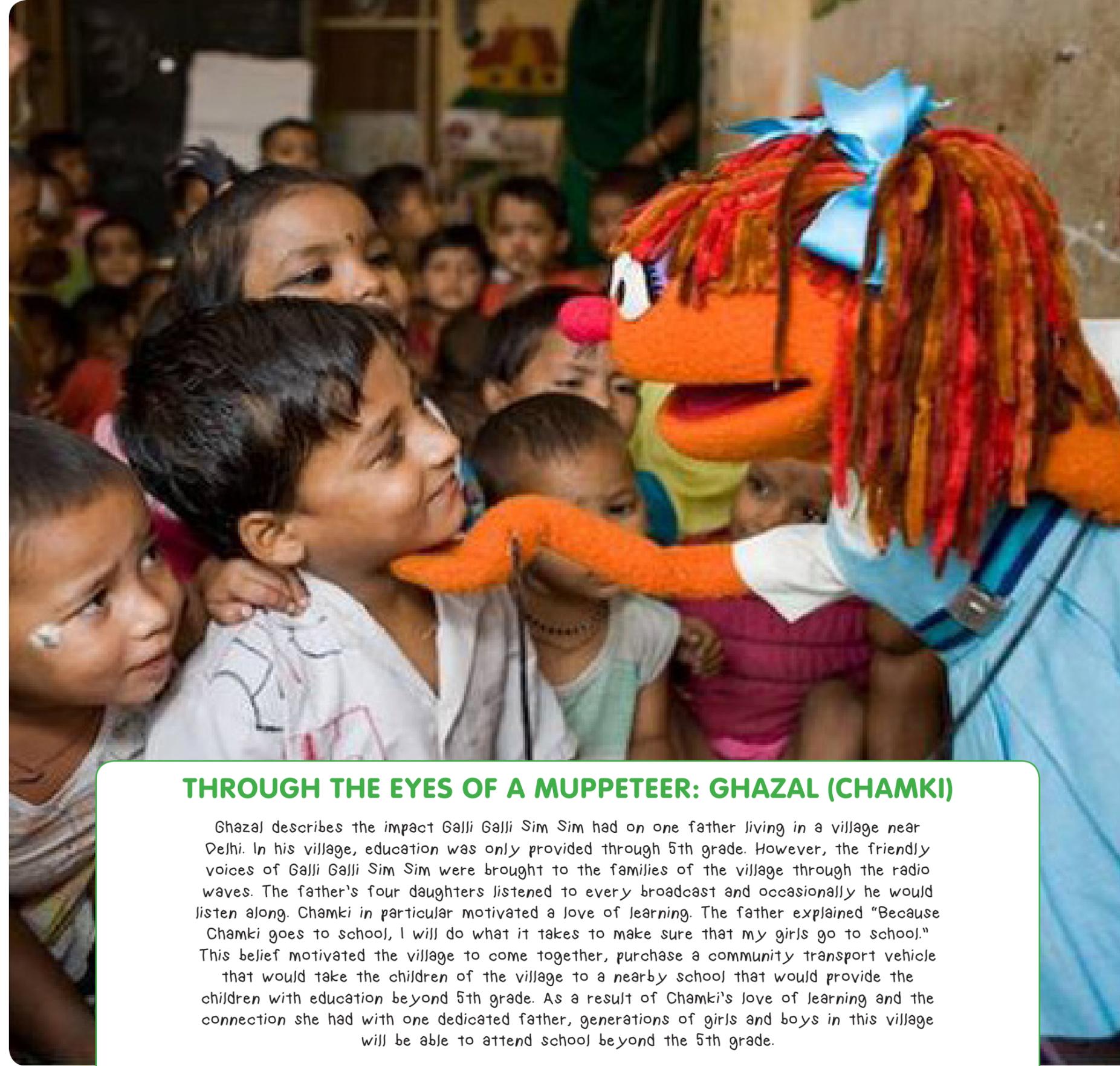
We have always believed that children are agents in their learning and that they must be inspired to learn from the world around them. Learn from their galls and their markets, their families and their friends, their schools and learn from themselves. However, many children in India, especially girls and children living in extreme poverty, lack access to high quality learning opportunities. When children are able to cultivate an innate love of learning, they will continue growing smarter, stronger and kinder for the rest of their lives and they will unlock an unlimited number of dreams and aspirations.

HOW

Since the beginning, children watching Galli Galli Sim Sim were learning to connect formal learning (learning shapes in a book) to informal learning opportunities (learning shapes by playing with tyres or a potter's wheel). These same children would spend the next decade developing a love for creative problem solving, skill development, and learning.

WHAT

Overwhelmingly, our formative research told us that India needed a mascot for the education of the girl child. When the first episode of Galli Galli Sim Sim debuted on 15 August 2006, the lovable muppet Chamki took center stage in her blue school uniform. Chamki, the key protagonist, is extremely passionate about learning and showing that learning can happen anywhere and can help us solve any problem that we may encounter. Chamki, alongside a cast of diverse characters, have used their love of learning to remain passionate about their own growth and development. Ghazal explains the ever present wonder in Chamki's eyes. She consciously works to take the view of an inquisitive 4 year old who navigates the world as if she is seeing everything for the first time.



THROUGH THE EYES OF A MUPPETEER: GHAZAL (CHAMKI)

Ghazal describes the impact Galli Galli Sim Sim had on one father living in a village near Delhi. In his village, education was only provided through 5th grade. However, the friendly voices of Galli Galli Sim Sim were brought to the families of the village through the radio waves. The father's four daughters listened to every broadcast and occasionally he would listen along. Chamki in particular motivated a love of learning. The father explained "Because Chamki goes to school, I will do what it takes to make sure that my girls go to school." This belief motivated the village to come together, purchase a community transport vehicle that would take the children of the village to a nearby school that would provide the children with education beyond 5th grade. As a result of Chamki's love of learning and the connection she had with one dedicated father, generations of girls and boys in this village will be able to attend school beyond the 5th grade.

2. LANGUAGE

WHY

Galli Galli Sim Sim is produced around the understanding of the power of language in the lives of Children. Literacy provides children with the opportunity to interpret their worlds and communication skills empower children to interact with the world around them.

HOW

In season one, we focused on using storytelling, wordplay, and a variety of literary forms to promote a strong passion for language in children in India. Over time, our curriculum expanded to include a focus on letters, sounds, the alphabet, and word construction. Finally, we are now focused on exposing children to the immense language diversity in India.

WHAT

Through our regular segments such as Word on the Street and Elmo Letter Carousel, we have introduced children to new words new letters in English and Hindi. This new found knowledge of words and letters not only allows children to engage with the power of language, but allows empowers them to use language to explore their emotions and empathy. The power of language stretches across domains and permeates each of our lessons on the galli. In a longitudinal study which spanned 2.5 years, watching Galli Galli Sim Sim improved Hindi literacy skills, including recognizing and identifying letters and words; naming pictures; visual discrimination skills – providing children with a head start in understanding and communicating in the world around them. ²

²Period: 2006-2015- TAM India;Period: 2016 onwards, BARC India

THROUGH THE EYES OF A WRITER

Angelene, who grew up with the fun lessons of Sesame Street, explains that as a writer, Galli Galli Sim Sim has taught her how to communicate complex messages through the simplest of stories in short format.

From the importance of washing hands and going to the toilet, to eating healthy, loving your friends, sharing, caring, and inclusion; there is so much that GGSS sends out into the world, without it being boring or message heavy, and without any negative modeling.

3. INQUIRY

WHY

When children use inquiry to engage their world, every experience becomes a learning opportunity. With Inquiry, children are able to identify and solve the problems that they may encounter and they are more able to act as independent agents in control of their own learning and development. Further, with inquiry and problem solving skills, children are able to make meaningful improvements within their communities and contribute to the development of India.

HOW

In our first season, we focused on encouraging children to express their observations of the world around them such as rain, thunder, and mountains. By season 7, we had evolved to showing children how to use their senses to observe the processes around them. By season 9, we focused on the innate kindness that exists in lessons about science, math and inquiry. Children saw the characters on the Galli learn about life cycles and how to care for plants. Further, they understood that the interconnected nature of the world means that their actions have an influence on other living things.

WHAT

Since season one, the loveable Bert and Ernie have worked together to use inquiry to solve problems. Together, they have explored the basic principles of numeracy. Galli ki Duniya helps children explore the basic principles of science, technology, engineering and math (STEM). Our approach to teaching Inquiry has done two things over the last ten years. First, it has directly introduced children to the processes in their environments. Second, it has explained that learning and problem solving is a process and that making mistakes is a fundamental part of this process. Bert and Ernie, alongside an entire cast of inquisitive characters, have dedicated a decade to helping children use inquiry to explore the world around them.

4. CREATIVITY

WHY

While inquiry is focused on exposing children to the depth of a particular circumstance, creativity is the means by which a child's exposure to their worlds is expanded. When a child is inquisitive about the worlds around them, they are able to dive deep and cultivate a learning experience out of an experience. With creativity, children are able to infinitely expand the number of experiences they have access to and use innovative strategies

HOW

Season one focused on using creativity to enjoy 'unusual' circumstances in their worlds such as playing in the rain or finding earthworms. As production evolved, we expanded our creative content to include the diverse mediums of art in India. Our episodes exposed children across to new vocabularies, movements, and rhythms which children can creatively manipulate. Today, we are committed to helping children appreciate diversity in creativity by exposing them to the diversity in creations across India. Further, the episodes of Galli Galli Sim Sim are committed to supporting children utilize creativity in solving problems.

WHAT

Galli Galli Sim Sim travels across India with Live Action Film segments to portray the immense diversity in creativity in India. Children in their living rooms 'traveled' around India to learn about diversity in artforms. They learned to make bangles in Hyderabad. They danced with children in Nagaland. They painted alongside peers in Nainital. They crafted toys in Kolkata. In addition to expanding exposure to diversity in creativity, children are also exposed to creative problem solving alongside Grover while he comes across many difficult problems that require innovative problem solving to identify a solution.

THROUGH THE EYES OF A MUPPETEER: MANISH (BOOMBAH)

Sesame Workshop opened the door for Manish to get into a screen based medium of expression. He perfected his technique negotiating an 8-foot-tall pink lion on set. The more characters he played, the more opportunities he had to creatively explore puppetry, and later he would learn that each of these characters provided the opportunity to explore a different aspect of himself. He learned to explore the art through videos of the world's greats: Jim Henson and Frank Oz. "Because of their form of puppetry, I started getting into film, photography, and making puppets for plays." He explains that his creative life is at a peak and he is pushed and challenged every single day to become more creative in the hopes of inspiring creativity in the lives of children across India. "Through my art and creativity, I am part of the Sesame dream of making lives better for India."



SMARTER

In working to help children in India grow Smarter, Galli Galli Sim Sim has seen impacts. When children engaged with the Muppets of Galli Galli Sim Sim on their television and in their communities in 2010 in Mumbai, they were twice as likely to meet the benchmark of 80% correct on their School Readiness Instrument. Further, exposure to Galli Galli Sim Sim over time has been linked to improved hindi literacy skills. 4-year old children with even limited exposure to Galli Galli Sim Sim showed an increase in hindi literacy knowledge twice that of the children that did not watch Galli Galli Sim Sim.³ The multimedia presence of Galli Galli Sim Sim is helping children learn skills that they are not acquiring in their primary education. Most importantly, Galli Galli Sim Sim is inspiring children to take learning into their own hands. A child's connection to television is strong. With creativity, inquiry, literacy, communication and an intrinsically motivated love of learning, the children of India are empowered to become agents of change in creating a better future that radiates out from the child and through each of their communities.

³ Lee, J. (2016). The Sesame Effect



5. HEALTH & HYGIENE

WHY

In India, children face much adversity in growing to be healthy, hygienic and strong. 48% of children in India experience stunting as a result of poor nutrition.⁴ This stunting in India has been linked to short adult stature, reduced lean body mass, less schooling, diminished intellectual functioning, reduced earnings, and lower birthweight of infants born to stunted women⁵. Therefore Galli Galli Sim Sim takes health, hygiene and nutrition very seriously.

HOW

Galli Galli Sim Sim is part of a global commitment to the promotion of children's health and development. Sesame Street muppets in more than 40 countries are committed to helping children eat healthy, wash regularly, and exercise often. In India, our mission started in season one with a dedication to helping children learn the value of good health as it allows them to participate in activities and play with their friends. Over time, our focus expanded to include lessons of disease recognition and prevention. Today, we remain committed to educating children of the importance of health and hygiene, but we have focused on empowering children to take control of their health.

WHAT

With our characters, settings and stories, we are committed to helping children learn to live healthy lives. Raya, an international muppet, regularly visits the Galli to talk about staying healthy. She teaches children and their muppet friends strategies for staying even cleaner and healthier. Children learn how to wash their hands, how to choose a healthy meal, how to clean their space, and crucially they learn proper toilet habits. In classrooms, homes, markets, and gallis the characters of Galli Galli Sim Sim help children find value in staying healthy and model strategies to promote their best holistic health

THROUGH THE EYES OF A MUPPET: CHAMKI

Chamki notices a little thread on the ankle of a young boy. Chamki asks why he is wearing it. He explains that he wears it to protect him from the "evil eye". Chamki learned that at a very young age, the child's sister was killed by diarrhea and related health issues. Chamki thinks quickly. "If you start washing your hands every day and eating covered food, you won't have to wear that thread." The boy responds to Chamki "Really? So you think if my sister had done that she would be as big as me?" In those moments it is two kids talking in trust and confidence. With this trust and confidence, important life changing messages resonate.

⁴ https://www.unicef.org/infobycountry/india_statistics.html

⁵ Dewey & Begum (2011). Long-term consequences of stunting in early life.

6. PLAY

WHY

For children, play provides a safe medium to practice their skills, explore, take measured risks, make decisions, express their feelings and enact experiences that they see in their everyday life. Play is the way that children learn and develop within their worlds and the way that they express and explore their learnings.

HOW

From season one, we have focused on helping children find value in play. It is important that children understand that play is not just fun and games: play also helps them grow smarter, stronger, and kinder. As we have evolved over the last ten years, we have helped children understand diversity in playmates and in different styles of play.

WHAT

We have used a decades worth of content to expose children to diversity in play. Primarily, we introduce children to different types of play. When children watch Chamki and Boombah pretend to be in a spaceship, they are introduced to an imaginary world filled with aspirations and dreams and they are introduced to stories that challenge gender norms. When children watch Googly build a new toy to play with, their eyes are opened to problem solving skills. When children see the characters design creative games together, they better understand the role of friends and partners in play. Additionally, we have used our episodes to show children that anyone can be a play partner. Play can overcome any ability, religion, class, or even language difference.

STRONGER

Children in India continue to face immense barriers to growing stronger. Their access to clean environments to play in, eat in, and grow in are restricted. Further, the lack of access to proper education about nutrition and staying hygienic is an epidemic. When children are not healthy, they are much less likely to feel safe enough to learn. When the environments of children do not support their play, they have fewer opportunities to healthy and normative development. In a nation with more than 165 million children⁶, it is important that any intervention have a large reach. The relatable nature of our characters and our unique utility of mass media to deliver our content ensures that Galli Galli Sim Sim is well positioned to address one of the biggest barriers between children and their education: their health.

⁶Census of India, 2011



7. EMOTIONS

WHY

Galli Galli Sim Sim episodes are structured around an understanding of the value of emotions. When children understand themselves, they are better able to understand their worlds. Children with the capacity to understand emotions are better able to reflect and succeed in their development of cognitive capacity.

HOW

In the beginning of Galli Galli Sim Sim, our episodes were focused on exposing children to understanding and relating to a variety of emotions. Fast forward a decade and we have now focused our emotions content to empowering children to recognize emotions in themselves and others, find value in themselves, and show empathy and sympathy towards those that are suffering.

WHAT

In the internationally loved segment “I Heart Elmo”, the lovable 3 1/2-year-old red monster is confronted with many difficult emotions. In one story, Elmo has to deal with separation anxiety as his mother leaves for work. In another story,

Elmo struggles with being bullied by his older cousin. When children watch their friend Elmo navigate a variety of difficult emotions, they too feel empowered to navigate emotions. Further, they feel that emotions are a normative part of childhood and that they should not be a source of shame, anxiety or fear. Our content is committed to understanding and coping with emotions which empowers them to support child protection.

THROUGH THE EYES OF A MUPPETEER: MANISH (KHADOOSA)

Understanding the complexities of emotions is one of the ways that Galli Galli Sim Sim supports emotional development. On the surface Khadoosa is simply a grouch without much kindness or empathy. But the development of his character is riddled with layers. Because each and every script is written with children in mind, they are able to see the heart at the core of Khadoosa. At a shoot with a group of children, one girl (standing next to Khadoosa) felt comfortable to interact with the grouchy Khadoosa. She laughed, called him kind, and poked him. In that moment, she knew that his heart was big and his soul was kind. Galli Galli Sim Sim had taught her that the emotions we see on the surface may not reflect the emotions on the inside so she was comfortable to connect.





THROUGH THE EYES OF A MUPPETEER: MANISH (BOOMBAH)

Manish, the muppeteer behind Boombah explains that respect matters to everyone in the world. If there is no kindness then there is no love - only hatred. With kindness you become more generous, more patient and more open minded. For Manish, sometimes kindness is sitting with an open heart and listening to someone who has something to say. This belief is what he embodies every time he steps into the role of Boombah, the kind hearted lion. "We need our future generations to be thoughtful and good to one another."

8. RESPECT

WHY

All people of all ages need help at some point in their lives. We believe that it is important for every child to be able to not only ask for help themselves, but also to recognize when people need help and offer them assistance. Helping the world grow smarter, stronger, and kinder requires respecting the people in our lives that are struggling.

HOW

It is difficult not to see the diversity of India represented in the episodes of Galli Galli Sim Sim. From season one, we identified respect as the key ingredient to working together. In the beginning, we focused on identifying people who are especially in need of respect and kindness. As the episodes evolved, we focused more on understanding and respecting context and diverse points of views.

WHAT

Our episodes use relationships between characters to demonstrate the power of respect. Boombah, the golden hearted lion, is like an elder brother to Chamki and Googly. In every season, Boombah takes the chance to be a role model and demonstrate the power of respect. When children see respect modeled with an extremely diverse cast of characters, they are able to relate, empathize and sympathize with the problems

THROUGH THE EYES OF A MUPPETEER: GHAZAL (CHAMKI)

For Ghazal, trust and belief are very important to the Sesame Process. She explains a scene where Chamki is talking to a young boy sitting on the back of a park bench. The school bell rings and the scene is supposed to end. The boy was afraid of getting off of the park bench because it was so high. He looks Chamki in the eyes (who is now off of the screen) and looks down and back at Chamki. Chamki smiled, look back and said "let's go". The boy looked to Chamki for a moment of trust and he jumped down off of the bench. For this boy, Chamki gave the young boy enough trust and faith to be resilient in the face of fear.

9. RESILIENCE

WHY

Children in India face barriers to their education. They are growing up without proper access to sanitation. Their lack of supportive nutrition is leading to stunting which is causing significant impacts later in their lives, and their world is all but void of opportunities to authentically explore emotions. Indian children, more than most children in the world, need resilience to work towards normative and extraordinary development.

HOW

We have intentionally spent the last 10 years working to build the auxiliary skills in children that will support their ability to become resilient. Children who have watched Galli Galli Sim Sim for the past decade have developed problem solving skills, health and hygiene skills, emotion regulation skills, problem solving strategies, and most importantly have become agents of change in their own lives.

WHAT

To demonstrate growth strategies in executive functioning, Googly and Chamki struggle with delayed gratification. They employ a strategy famously measured by the marshmallow test in which a child creates a strategy to separate themselves from the temptation. In the case of the famous psychology experiment, the strategy was drawing an imaginary box around the item.⁷ In the season eight episode, Googly and Chamki learn that singing and counting can distract them to a point where they are no longer thinking about the temptation. By the end of the episode, Googly and Chamki learn that the "fruit of patience tastes sweet". They practiced many strategies to take their mind off of their desire and finally came up with a strategy that would help the overcome their immediate urge. Children watching Chamki and Googly demonstrate resilience, they are able to face the immense adversity that is common in the lives of Indian children.

⁷ Census of India, 2011

10. DIVERSITY



THROUGH THE EYES OF A MUPPETEER: GHAZAL (CHAMKI)

The impact of *Galli Galli Sim Sim* is understood around the world. Ghazal discusses an opportunity she had to travel to the United Arab Emirates and train muppeteers from Afghanistan and UAE. "We were doing a workshop with muppeteers from Afghanistan, UAE, and India and Everybody was Muslim. Three different forms and understandings of Islam were present in the workshop. The three of us sat down and we started talking about Islam and puppetry. Each of us quickly realized that we were breaking down gender and religion based expectations through muppets. It was so beautiful to see this group of Muslim men and women all coming together to use puppetry to make the world a better place through *Sesame* in the face of Islamaphobia."

WHY

Gary Knell (former President & CEO at Sesame Workshop): They say India is comprised of many 'Indias' with its great diversity. That is why *Galli Galli Sim Sim* brings much more than basic education to the children of India. It brings images of diversity and reflects the culture and way of life to help increase understanding among populations. By showcasing the differences and similarities within its borders and beyond, *Galli Galli Sim Sim* is building bridges toward a brighter future for Indian children.

HOW

For *Galli Galli Sim Sim*, our commitment to diversity started before our first episode ever aired. Our very first team of muppeteers, designers, and content creators was intentionally very diverse. It was this diverse team of people that set out to demonstrate the strength of diversity. In season one, this team of people helped children see and appreciate differences. Over time, children began to see the muppets of *Galli Galli Sim Sim* making new friends who look, speak, and act differently than their other friends.

WHAT

Religious, class, and ethnic diversity are at the core of *Galli Galli Sim Sim*. In fact, diversity permeates the ideation, creation, and production of every episode. On television screens across India, children find ways to connect with the characters. They learn their names, their antics, and their favorite songs or words. These muppets that the children are developing friendships with are intentionally void of religion and race. This means that for 10 years, children of all backgrounds have been able to relate with the stories of the four core muppets and the supporting cast. It is on this foundation of trust and fundamental friendship that the characters of *Galli Galli Sim Sim* and the children of India can explore diversity side by side.



KINDER

India is vast and diverse. Reaching a massive population with messages of kindness is difficult. However, in India today, there is no more important message than kindness in diversity. As a child, Gaurav represented the child most in need of the lessons of Galli Galli Sim Sim. He grew up in a small rural town without access to internet and limited access to television. Today, Gaurav is the muppeteer behind the outspoken Grover and the introverted Googly and he embodies our commitment to diversity and kindness. Galli Galli Sim Sim was a stage on which he could act and support a mission dedicated to improving the lives of kids that are experiencing similar kinds of poverty and disconnect today to the type of poverty that he experienced as a child. Gaurav is one example of the attention to detail in bringing new cast members and new muppetteers to Galli Galli Sim Sim. For 10 years, we have consciously selected muppetteers and characters to represent the diversity in India and embody our commitment to helping children learn the lessons of kindness.



ELEVENTH LESSON



In the past decade, Galli Galli Sim Sim has helped an entire generation use better sanitation, develop social and emotional skills, and learn word and language literacy. Children have found crucial role models in Chamki, Googly, Aanchoo, Boombah and Elmo. Girls like to go to school like Chamki. Googly continues to encourage children to develop a scientific temperament. Aanchoo has inspired a love of storytelling and creativity among children and parents. Boombah supports messages on nutrition and friendship.

10 years ago, children had zero opportunities to learn valuable lessons from education television content. Today, children have the opportunity to learn in their homes every week with Galli Galli Sim Sim. Over the coming seasons, the presence will only grow across India and throughout generations of children. It will connect education and entertainment in a way that's not been done before.

Sometimes the task seems almost insurmountable. In India we have a large number of children, with very large needs, a rapidly changing environment and limited resources. As we go forward, we will do it together.

We will continue to love learning together, we will continue to eat healthy meals together, and we will continue to promote kindness together. As our capacity to utilize diverse medias and our ability to engage children in meaningful stories evolves, our reach will expand. We will continue to include more people in our mission. We will reach to every corner and every village of India. We will reach children of varying ability levels. We will permeate generations as we support the relationships of parents and children. The ripples of impact will continue to spread. Each empowered child will spark a movement in their families, their village, and their communities and that movement will be passed on to generations to come. Children truly are the agents of change we need to cultivate a smarter, stronger, and kinder future for India and together we can continue using the power of television to ensure that even more children are empowered to do so.

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TEN LESSONS IN TEN YEARS

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