



# TAMARACK INSTITUTE WEBINAR



## REIMAGINING SYSTEMS: THE ROLE OF SYSTEM ORCHESTRATORS

May 14, 2025 | 12:00 - 1:30 p.m. ET







## Land Acknowledgement

Turtle Island (North America) has been home since time immemorial to the ancestors of First Nations, Métis, and Inuit Peoples. We recognize that, in this territory, Indigenous rights holders have endured historical oppression and continue to endure inequities that have largely resulted from the widespread failure of non-Indigenous treaty people to hold up their responsibilities.

## Reconnaissance du territoire

L'île de la Tortue (Amérique du Nord) abrite depuis des temps immémoriaux les ancêtres des Premières Nations, des Métis et des Inuits. Nous reconnaissons que, sur ce territoire, les détenteurs de droits autochtones ont subi une oppression historique et continuent d'endurer des injustices qui résultent en grande partie de l'incapacité généralisée des non-autochtones signataires de traités à accepter leurs responsabilités.







## African Ancestral Acknowledgement

We acknowledge those who came here as settlers – as migrants either in this generation or in generations past – and those of us who came here involuntarily, particularly those brought to these lands as a result of the Trans-Atlantic Slave Trade and Slavery. We pay tribute to those ancestors of African origin and descent.

This acknowledgement is part of our commitment to contribute to dismantling systemic anti-Black racism which has resulted in inequity for Black communities across Canada related to financial security, a sense of belonging, education, criminal justice, policy, and more.

*-Used with permission from the Federation of Black  
Canadians*







# Technical Considerations

- **We've got you covered** – You will receive a full recording of the call, the slides as well as a collection of links & resources.
- **Join the conversation** – Use the Q&A panel on your Zoom client to submit and vote for questions you'd like us to discuss.
- **Technical Support** – You can use the chat panel to ask for technical support throughout the webinar.





# Creating Respectful Virtual Spaces

- Tamarack learners agree to center equity, inclusion, and a sense of connection across all people.
- Tamarack's priority and responsibility is to protect the safety and well-being of staff and members of our learning community.
- By participating in this event, you agree to participate with openness and respect for all.





# Introducing Today's Speakers



**Danya Pastuszek**  
Tamarack Institute



**Aruna Venkatachalam**  
Centre for  
Exponential  
Change



**Priya Ajmera**  
Centre for  
Exponential  
Change



**Andrea Nemtin**  
Social  
Innovation  
Canada



**Purvi Shah**  
StoryWeaver









A global network of support

that rekindles the imagination of and enables  
system orchestrators

who catalyse positive exponential change  
towards building a better society.

### Co-founders



NEWPROFIT



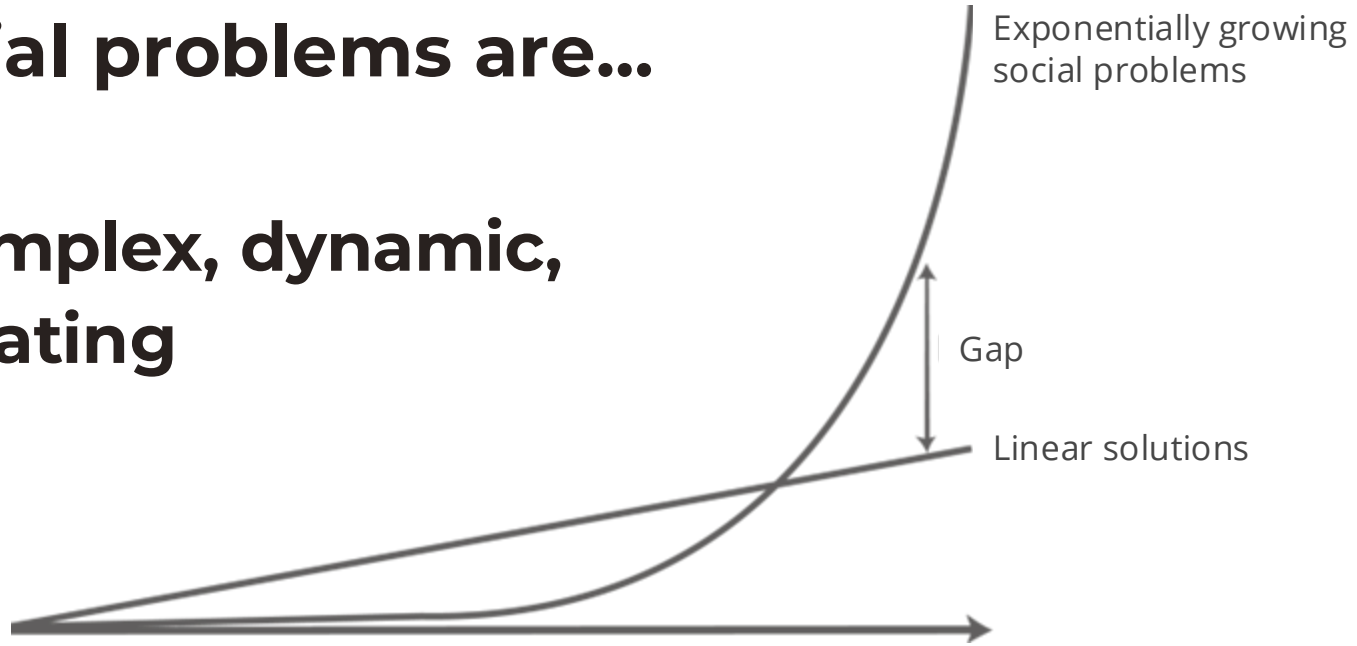
skoll  
FOUNDATION





# Social problems are...

## ...complex, dynamic, mutating



How can they be solved at **scale**, with **speed**, **sustainably**?



## EXPONENTIAL CHANGE IS....





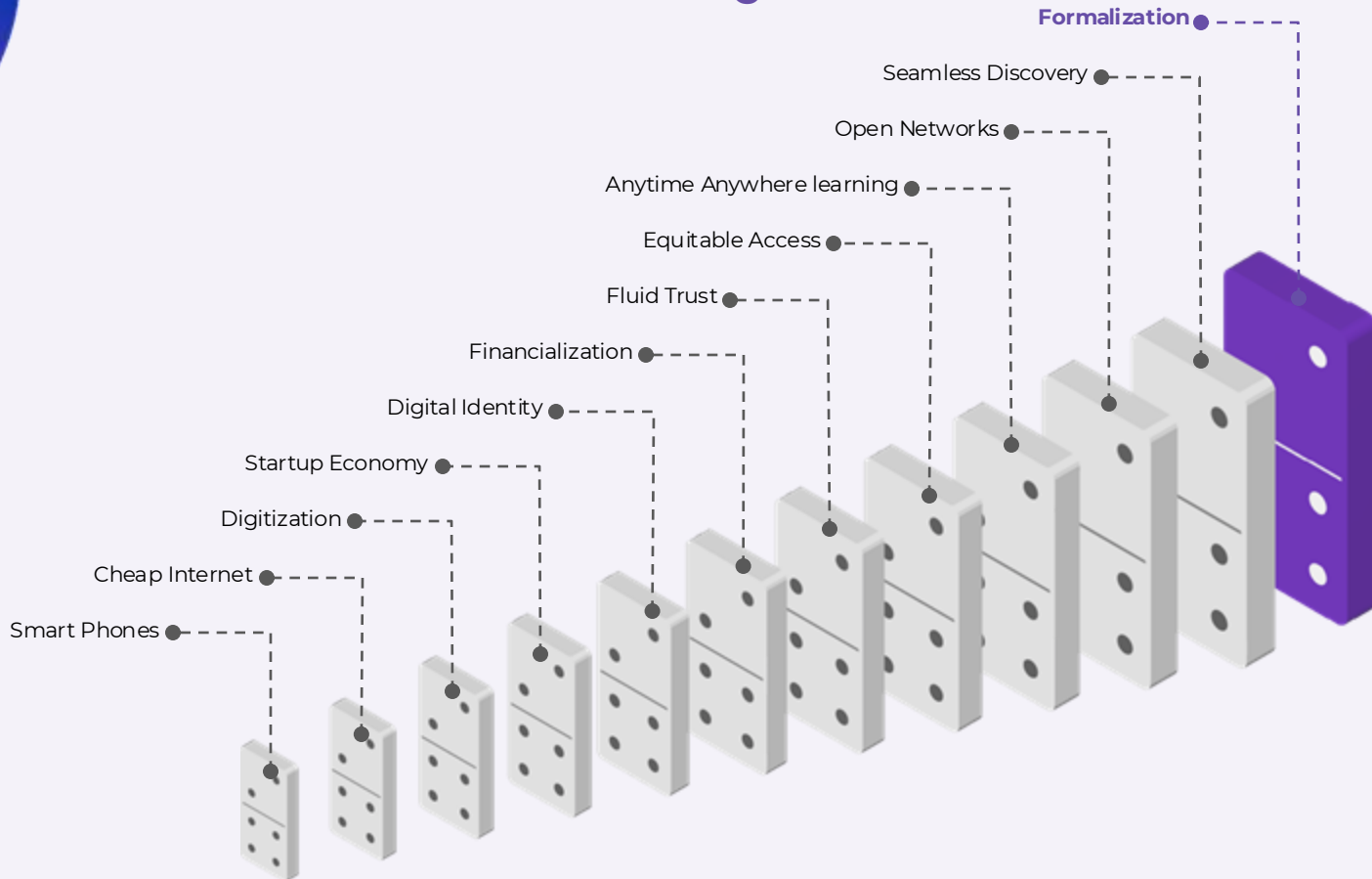
# EXPONENTIAL CHANGE...

**...when every change  
induces more and rapid  
positive changes!**





# In India, how one thing led to another



In a way that ensures agency, dignity and choice for all



# Since 2017, Co-travelling with System orchestrators on audacious quests to answer...

How can we  
enable  
affordable  
credit to  
improve  
livelihoods of  
**100 million**  
households?



How can we  
amplify  
the capacity  
to provide  
quality healthcare  
for  
**2 bn people,**  
globally?



How can we  
catalyse  
urban  
transformation by  
embedding  
an open digital  
platform in  
**4,500+ ULBs?**



How can we  
transform  
healthcare  
outcomes of  
**50,000 primary**  
**healthcare**  
**centres**  
with DRE?

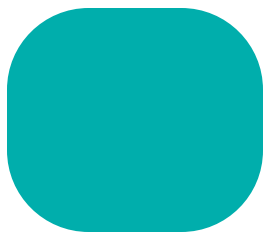


How can we  
bring together an  
open network  
to impact  
**25 million**  
**lives,**  
(50% women)  
by 2030?



and 500+ such quests across 20+ geographies .....





# Our big learning

These quests are possible

if we identify the **5mm domino**

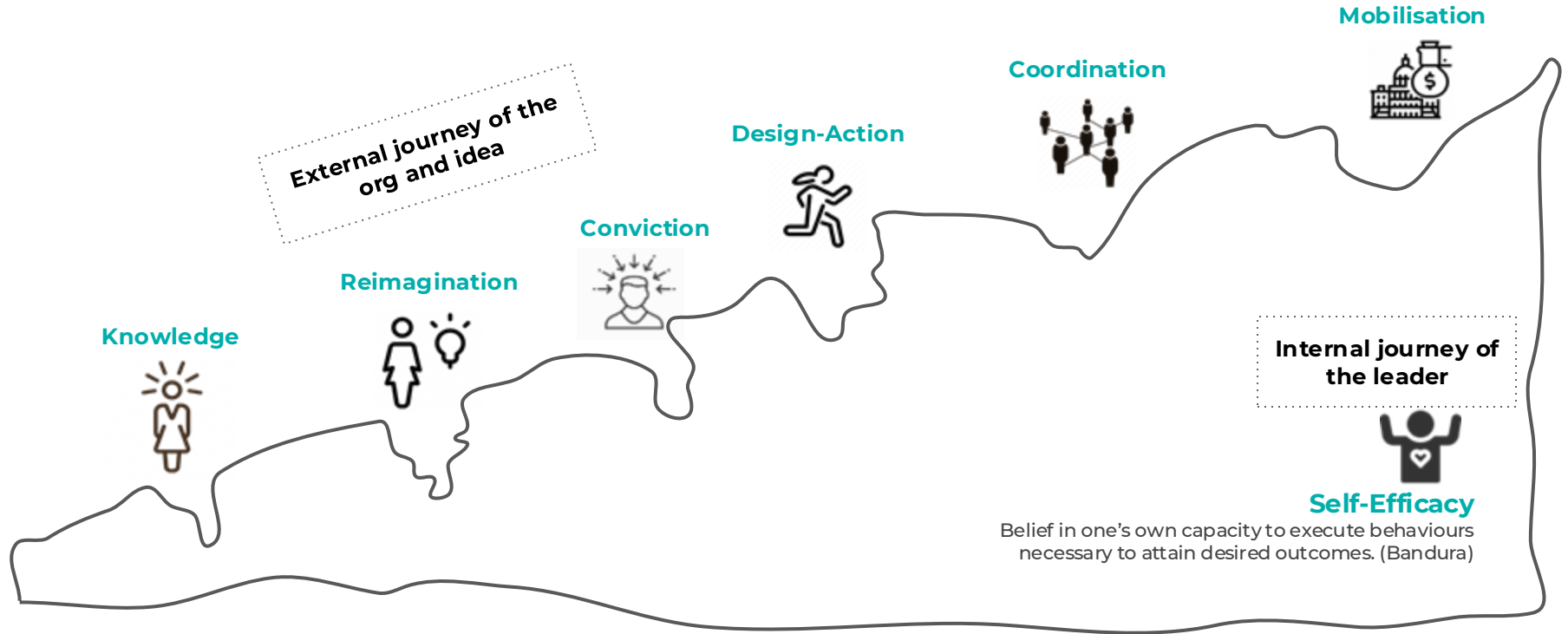
and carefully plan for the

**next 1.5 times** bigger domino

and the **next** and the **next....**



# But, System orchestrators face many chasms





# The Centre offers



**Open Experiential Knowledge** ideas, experiences, methods, practices, and tools that answer the why, what, and how of exponential change

**Deep Design and Prototyping** offered by the **exChange partners** of the C4EC network

**Paradigm Grants** of upto \$500K (unrestricted) to reimagine and prototype new ideas and approaches; follow on funding network of **Momentum partners**

**Amplify Leaders' Self-Efficacy** through safe spaces for System Orchestrators to nurture their self-efficacy

**Hands-on Mentors' Network** of global practitioners and experts who will co-travel on the exponential change journey as **Mentors and Collaborators**



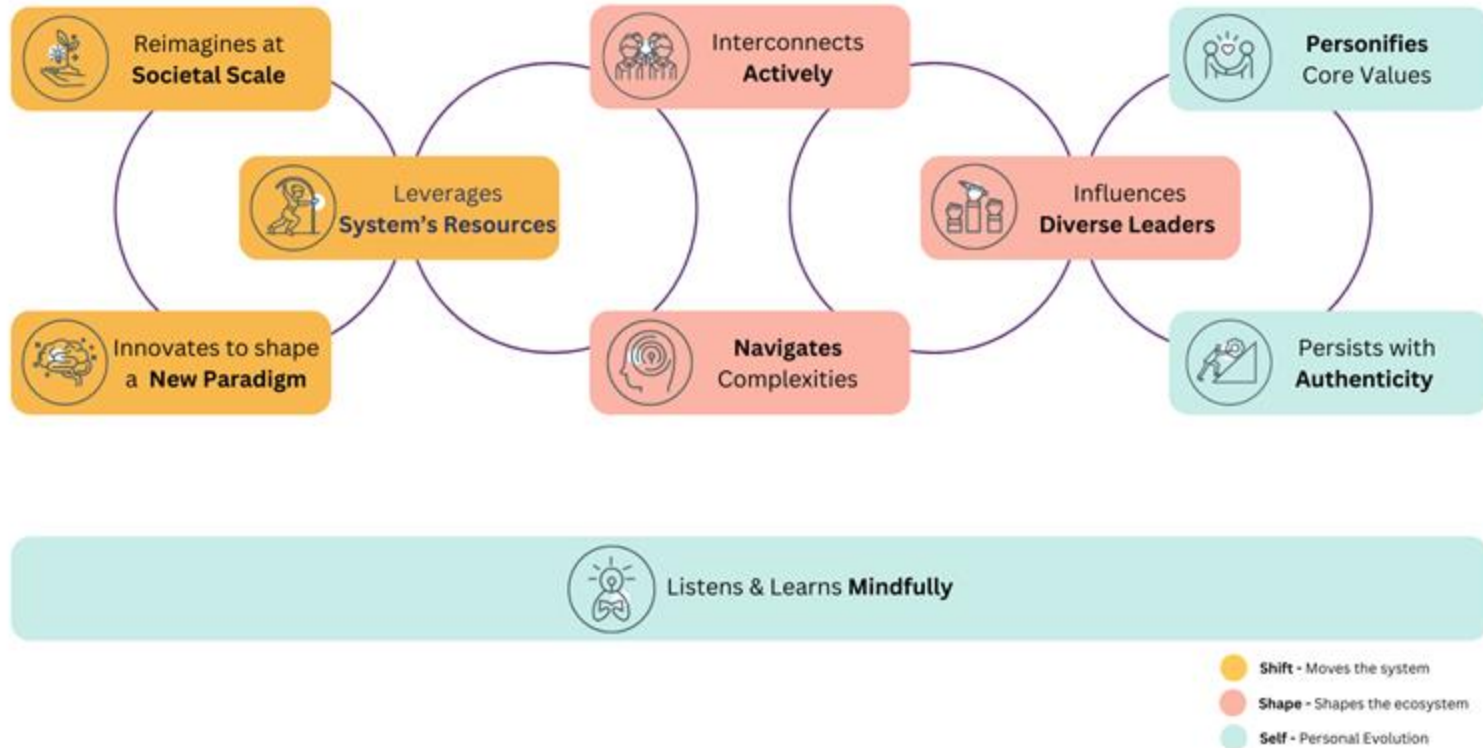


# System Orchestrators

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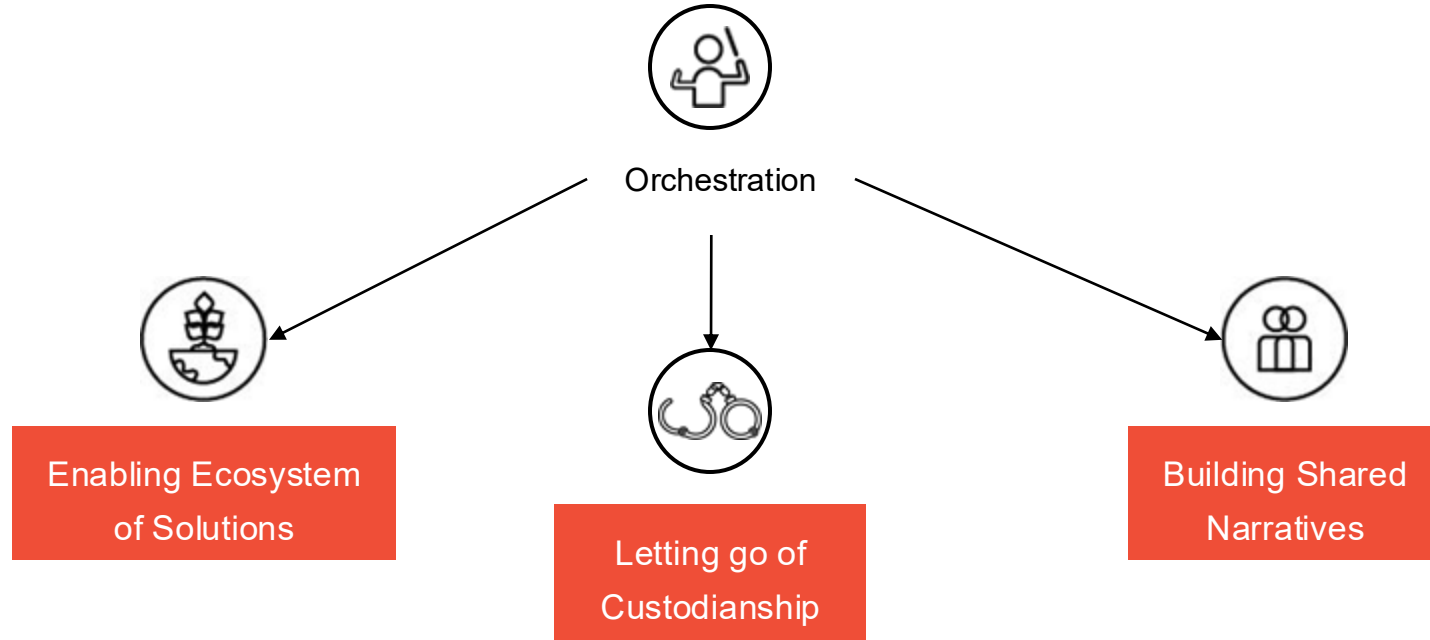


# A System Orchestrator....





# System Orchestration requires







Nothing is so powerful as an  
exponential whose time has  
come. ~ Donella Meadows







# Letting Go, To Come Together



# My First Book





English	English	Telugu	తెలుగు
Hindi	हिन्दी	Tamil	தமிழ்
Marathi	मराठी	Bengali	বাংলা
Urdu	اُردُو	Punjabi	ਪੰਜਾਬੀ
Gujarati	ગુજરાતી	Oriya	ଓଡ଼ିଆ
Kannada	ಕನ್ನಡ	Assamese	অসমীয়া

22 Constitutional Languages  
152 Local Languages



# Pratham Books

- Pratham Books (set up in 2004) is a children's book publisher that produces low cost, high quality storybooks in multiple Indian languages to support reading acquisition among children
- Created a new paradigm in children's publishing to democratize access to books
- Mission driven organization with a goal to see 'a book in every child's hand'
- 7000 books \* 32 languages \* Distributed 50M books

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How could we catalyze the creation of reading materials for 240 M children in an efficient manner without compromising on quality?





# #1

Focused on the **problem** of lack of equitable access to stories, not the **solution** of being a leading source of quality children's storybooks



# From Publisher to Platform







[www.storyweaver.org.in](http://www.storyweaver.org.in)





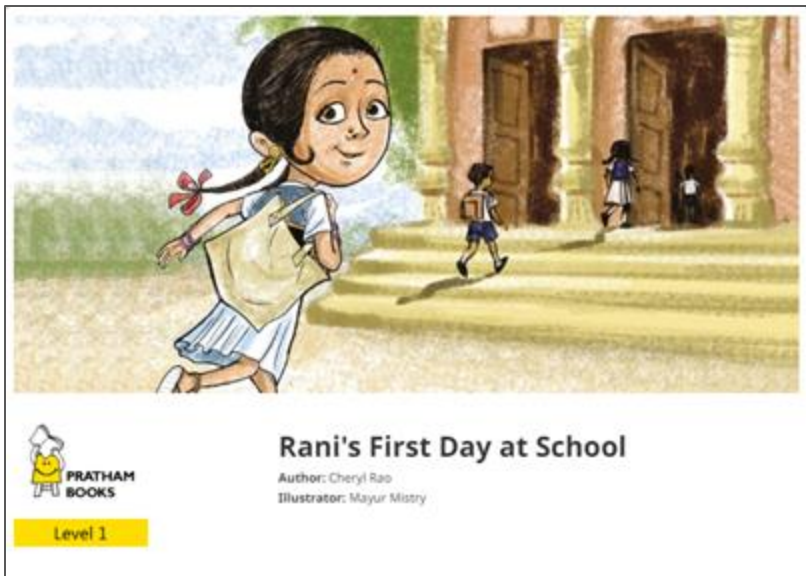
# #2

What happens when we go

From building **alone** to being an **enabler**  
(Letting go of custodianship)



# Readership grows exponentially



Co-Creation



Open content



138  
Languages  
303  
Versions



446,600  
Reads



52  
Countries



# The ecosystem begins to solve



From NO storybooks in Lumasaaba, Kumam, Ateso, Runyoro, Acholi and Rufumbira to 350+ books - leveraging offline translate

**UGANDA**

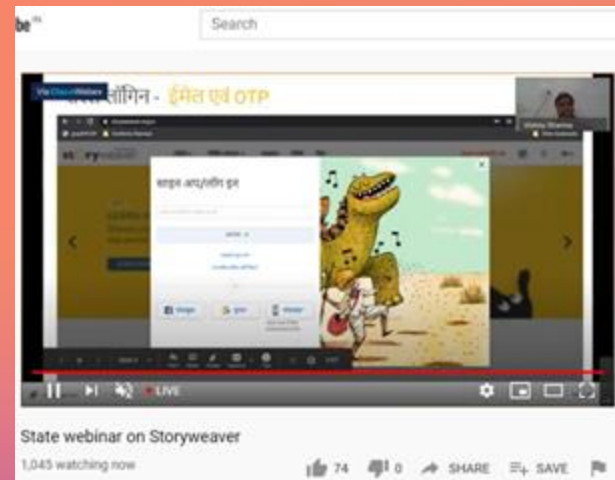
University Collaboration



From pasting strips on printed books to creating a child's very first book digitally in an Indigenous language (Tarahumara)

**MEXICO**

Literacy organizations & Language revitalization groups



YT live training session held for teachers in Chhattisgarh with SSA. Teachers translated stories in Chhattisgarhi and Surgujia, leveraging mobile translate

**INDIA**

5000 teachers translated 900 stories in 45 days



# #3

What happens when we go

From 'our mission' to

**ecosystem** thinking and a **shared vision**



## Teachers start a reading **movement** on their own



- 37K Urdu book copies printed for 880 schools reaching 1.8 Lakh children
- 160K Urdu reads over the last two years

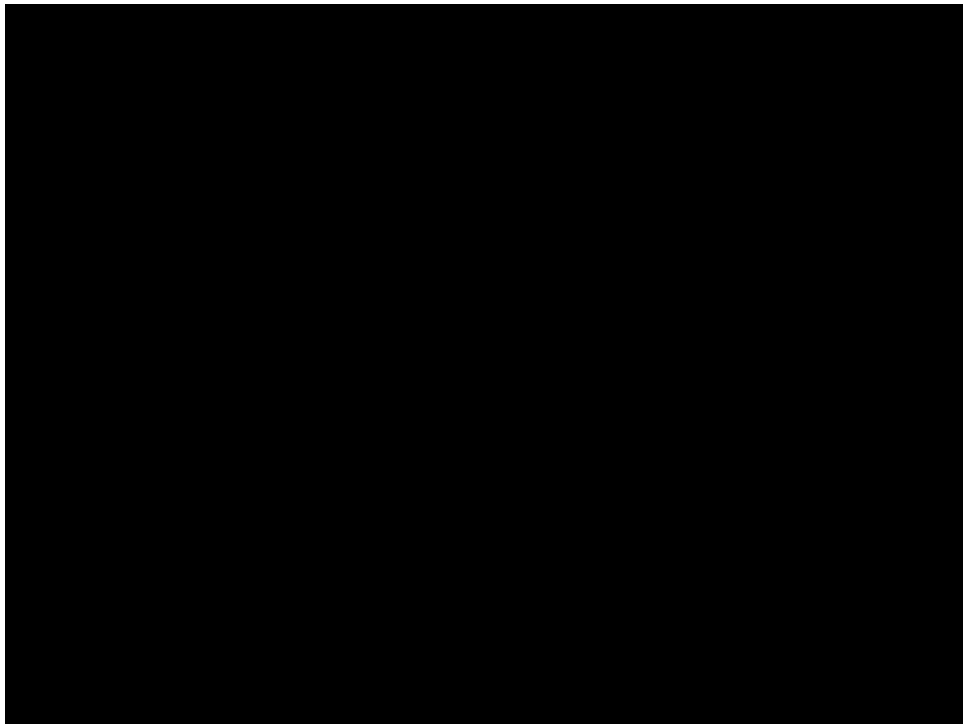


We reach **6.2M children** by unlocking MoE Funding





Children take **ownership** of unlocking the joy of reading





# StoryWeaver : Impact

**Sept 2015**

800 Books  
24 Languages



**May 2025**

66,000 Books  
378 Languages



**250+ M**  
Readership



**15 M**  
Users



**3.0 M**  
Downloads



**150**  
Countries



From Publisher to Platform  
Not a **fixed identity** but  
an amoeba that **flows**  
into many shapes







# THANK YOU

[www.prathambooks.org](http://www.prathambooks.org)

[www.storyweaver.org.in](http://www.storyweaver.org.in)

[www.donateabook.org.in](http://www.donateabook.org.in)





# Thank you

**Community is a verb.**

Empowering action. Inspiring change.

