



ASHA SANDESH*

The quarterly newsletter of Asha-Atlanta
EMPOWERING THROUGH EDUCATION

<http://www.ashanet.org/atlanta>

Vol. 4, No. 1, Jan - Mar 2006

A note to our donors

We apologize if you have not heard back from us since the time you have donated money to our chapter. Please be assured that your valuable money is well spent on educating underprivileged children in India. We are re-organizing ourselves with new volunteers joining in. We will soon be actively in touch with our donors and keep you updated on our activities. We also welcome you to visit our website to get the latest happenings including new projects we have decided to support.

Thanks ,

ASHA-Atlanta

Future Projects

Support A Child (SAC) : Asha's Support A Child program makes it possible for an individual to sponsor the cost of education or total living expense for one underprivileged child in India. Asha's role is to find a suitable education project run by a non-profit organization in India which targets children who are unable to pursue education (both formal and non formal) due to lack of funds. Then Asha endeavors to find sponsors for the children in this project and facilitates matching sponsors with individual children. Asha follows through by disbursing and monitoring the sponsors' funds and works with both sponsors and the projects in India to obtain regular progress reports of the children and build strong sponsor-child communication. The sponsor has the opportunity to become a mentor and friend to their sponsored child by writing letters. The sponsor can also arrange a visit with their sponsored child through Asha and the project coordinators in India. Asha-Atlanta is planning on starting a SAC program this year.

Past Fundraisers

Heritage India 2005 : For the second time, Asha-Atlanta participated in the Heritage India festival 2005 held at the Cobb Galleria Center on the 16th and 17th of April, 2005. Asha volunteers helped the organizing company, Rushi Entertainment Inc., advertise the event in and around Atlanta area. In return Asha was offered three stall space in the festival, in which different games and fun activities were organized. The stalls hosted a wide array of activities like origami, mini golf, face painting, *mehendi*, and candle making -- filling up a jar with an assortment of colored and scented wax powders to design one's own candle. The three booths were buzzing with activity on both days. Asha also held a raffle and organized an *antakshari* show on central stage to raise more funds. The most popular event out of the ones hosted by Asha was the candle making and was enjoyed very much by the children. A total of \$1700 was raised in funds from this event.

* `Asha Sandesh' is a phrase in the Hindi language that translates to `Message from Asha'. The word `Asha' means hope, while `Sandesh' means message. This newsletter brings you the message about the on-going activities of Asha-Atlanta.

Festival of India 2005

Asha set up a booth at the Festival of India held at the Gwinnet Civic Center. Asha leveraged this opportunity to have an early start to advertising the Amjad Ali Khan concert that was planned for October 9th. With several businesses attending the festival, sponsorship for the concert was also actively sought for. The candle making event was held at the booth and was a big-hit with the children attending the festival

Texas Hold'em Poker Night

In order to increase awareness of Asha's objectives among Georgia Tech students, the Asha-Tech section of Asha Atlanta spearheaded a charity poker night at the Atlanta Brewing Company (ABC) on the 9th of April, 2005. The entrance fee for the event was \$15 and included complimentary drinks and snacks. Twelve Asha Tech and Asha Atlanta volunteers (Mamta, Pritty, Rahul, Ravi, Swathi, Ramesh, Sathyan, Dev, Loveen, Sriram, Shivane, and Srinidhi) helped make the night a success. This event helped raise a total of \$750 which will be used to fund education projects in India.



The format for this event was no limit Texas hold'em with the blinds raised every 20 minutes. This fundraiser attracted 65 participants with each table seating 6-8 players. The entire event lasted approximately four hours with tables slowly being consolidated to the final table. The top three finishers received prizes with the winner receiving a \$100 gift

certificate. Due to the success of this inaugural event, Asha-Tech is planning to make this an annual event.

Notes of Hope

Asha-Atlanta conducted the biggest fund-raising event since its inception in 2003 on October 9th, 2005 at the Glenn Memorial Auditorium at Emory University. Amjad Ali Khan along with his two sons Amaan and Ayaan Ali Bangash and tabla player Sandeep Das entertained an audience of more than 450 people to an evening of enchanting classical Indian music played on the Sarod. The principal sponsors of the event were Icoachmath and DCT systems. The event was a big success and was a culmination of the hard work of the chapter volunteers. Planning for this event started as early as February 2005. Coordinating with six other Asha chapters, this event was conducted under the Notes of Hope concert series. The Atlanta concert was the last one in a series of seven concerts, the other six being held at San Jose, Houston, Phoenix, Cleveland, Washington DC and Stamford. October 9th also happened to be Khan sahib's 60th birthday and he was felicitated with a dinner at Drs. Shiv and Purna Sharma's house the night before. The food was provided by Bhojanic and was also attended by Asha volunteers. The concert started with a solo rendering by Amjad Ali Khan followed by a short break. During the break, dinner was made available and sale of CDs were arranged. Following this, the chief guest Mark Taylor, the Lt. Governor of Georgia was introduced and he made a short speech. Subsequently, a short movie was shown about Asha for Education. Then the concert resumed with Amaan and Ayaan Ali Bangash on the stage. The concert concluded by all three playing the Sarod. The artists were given a standing ovation. Mr. Khan was given a rendition of Happy Birthday by the audience when Subhalakshmi Khan announced that it was Mr. Khan's 60th



birthday. This was followed by CD signing by Mr. Khan and then a dinner sponsored by Madras Saravana Bhavan for the artists and the Asha volunteers.

Asha 5K Run/Walk

The second annual Asha 5K Run/Walk was held on the 27th August, 2005 in the Georgia Tech campus. This event attracted about 170 participants. This was more than a twofold increase in participation compared to last year's Asha 5k Run/Walk event. Enthusiastic campaigning by Asha volunteers from Georgia

Tech was responsible for this increase in turnout and for Asha's growth and recognition within the Georgia Tech community.

There were more than 20 Asha volunteers involved on the day of the race. Participants received energy drink, bananas, granola bars and bagels as refreshment. The race was adjudged in two categories—men and women. The first prize winners for the two categories won free roundtrip tickets to anywhere inside the United States. This prize was sponsored by AirTran Airways. All participants also received T-shirts as souvenir. Asha Atlanta looks forward to attract more runners for the event to be organized in 2006.

Asha 5K Run/Walk helped raise more than \$2000 for the Asha Atlanta chapter. The funds raised through this event will help fund projects to fulfill educational needs of children in India.

WOULD YOU LIKE TO VOLUNTEER? AWESOME!
CONTACT atlanta@ashanet.org
FOR MORE DETAILS!



ASHA
ATLANTA

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Check to join our email list

Volunteer Profile

Rahul Sathe, born and brought up in Sidney OH, came to Atlanta in the fall of 2004 to pursue graduate studies in mechanical engineering. He intends to graduate in May 2006, to work for a medical device company in southern California. Aside from research work, Rahul enjoys soccer, working out, cooking and eating.



Rahul has been with Asha Atlanta since the January of 2005. Apart from being actively involved in Asha's fundraising events, he also assisted Srin Nagaraja in coordinating the Asha 2005 Run/Walk, which was a great success. His multimedia presentation focusing on Asha's mission shown at the 'Notes of Hope' concert performed by Ustad Amjad Ali Khan was very well received by the audience.

Rahul's experience with Asha in his own words- "I ... have very much enjoyed my experiences with working on various project fundraisers (for Asha). I love working with the group of people that we have; everyone is passionate about their beliefs in improving education for the underprivileged children in India. ... I am proud to say that I'd do pretty much anything for Asha with this group of people."

ASHA-ATLANTA

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