

Welcome
To
Asha For Education
Madison Chapter



An Action Group For
Basic Education in India

www.ashanet.org/madison

Illiteracy in India

(For age 15 and above, an UN estimate Feb, 2000)

Male = 31.6%

Female = 54.6%

Half of the world's illiterate population lives in India.

Can we make a difference ?

It takes only \$15 per year to provide education for one Indian child.

Consider this: If Non-Resident Indians contribute 0.5% of our salaries (an average American family gives 2%) to organizations like Asha, the total will be more than Government of India's budget allocation for elementary education.

Join **Asha For Education** and work together to help educate children of India.

Our hearts, their Minds, one hope

www.ashanet.org



Asha for Education Madison Chapter

Student Org. Office, 239 Red Gym, 716 Langdon St, Madison, WI 53716-1400.
Coordinator: Anita Balasubramanian (608) 218-1978; balasubr@cae.wisc.edu
<http://www.ashanet.org/madison>
ashamadison@yahoogroups.com

March 10, 2000

Dear New Member/Volunteer,

Welcome to the Madison chapter of Asha for Education. We are an informal group and it is always a great pleasure to welcome new folks to the chapter.

The goals of Asha for Education are:

- To support educational and literacy projects for underprivileged children in India.
- To raise awareness of social issues associated with illiteracy and poverty in India.
- To provide opportunity to individuals based in the U.S., who wish to participate in Asha activities in India.
- To encourage the formation of various local groups, both in India and U.S., to reach out to larger sections of the population. Support and cooperate with persons and groups already engaged in similar activities.
- To address, whenever possible, other issues affecting human life such as health care, environment, socio-economic aspects and women's issues.

If you have any questions, please contact the Asha-Madison coordinator, Anita Balasubramanian, via e-mail at balasubr@cae.wisc.edu or by phone at (608) 218-1978. For a list of our current volunteers, please see our Volunteer Directory at <http://www.sit.wisc.edu/~asha/volunteers.html>

We look forward to your participation in ASHA-Madison activities. We all want you to be part of our movement!

Sincerely,

Members of Asha-Madison

Asha's History

- Asha means "hope" in many Indian languages.
- Asha was formed at the University of California in Berkeley, by few students including V.J.P. Srivastavoy, Sandeep Pandey, and Deepak Gupta, who felt that they could play a role in providing basic education for the children of India.
- Asha believes that education is a critical requisite and an effective catalyst for social and economic change in India.
- Supporting the basic education became the agenda for the Asha.

Asha's Chapters

- As Asha nears a decade of existence, it has over 35 chapters in the US, India and other countries.
- Volunteers in each of these chapters take personal interest in identifying education-related projects in India, and support them through funds and other means.
- Asha chapters have a high degree of freedom in their activities including the identification, research, support and ownership of projects.
- There is also co-operation among chapters and volunteers across chapters such as,
 - joint ownership of projects across chapters
 - formation of focus groups across chapters
 - cross-chapter discussion on issues of interest

Work-An-Hour (WAH) is an annual Asha-wide event that brings people from all over the world together to help educate underprivileged children in India by donating one hour or more of their salary. All WAH donors symbolically work on August 15th (on *India's Independence day*) 9.00-10.00 AM for ASHA's cause. WAH 2000 event raised \$80,706 from 1378 donors which will benefit 6 projects in Tamil Nadu, Mumbai, and Rajasthan. For details, please visit: <http://www.ashanet.org/workanhour/>

Asha For Education Conference: Asha volunteers meet to come up with efficient decision making processes that will represent all and allow maximum involvement and decide upon a Road Map and Mile stones for Asha to reach. The third all chapter Asha conference will be held in Berkeley between 26-28 May 2001. For information, visit: <http://www.ashanet.org/Dbase/asha-10>.

- Asha has more than 300 active volunteers across 35 different chapters worldwide.
- For a list of Asha chapters in North America, visit <http://www.ashanet.org/chapters.html>

Asha's Vision

2050: Universal Primary Education in India

2010: At least one model project in every state

2001: Comprehensive report on Asha-supported projects

Asha-The Spirit of Volunteerism

- Asha volunteers realise that NOW is the time for action.
- Asha does not have any paid members.
- Asha has no hierarchy in the group.
- Every one is a volunteer.
- Asha does not deduct administrative expenses from donations.

Project Funding Guidelines

- Asha works with only non-sectarian groups having no religious and political affiliations and which do not discriminate on the basis of caste, creed, religion or sex.
- The project must improve the general welfare of the community emphasizing the education related aspects.
- The benefits of the project must be fairly distributed and should reach a maximum number of children.
- The group should convince Asha that it can sustain the project beyond the funding period.

Post-Funding Followup

- Asha requests and receives complete financial and narrative reports (and photographs, if possible) on the progress of projects.
- Asha volunteers visit project sites and report back about the progress.

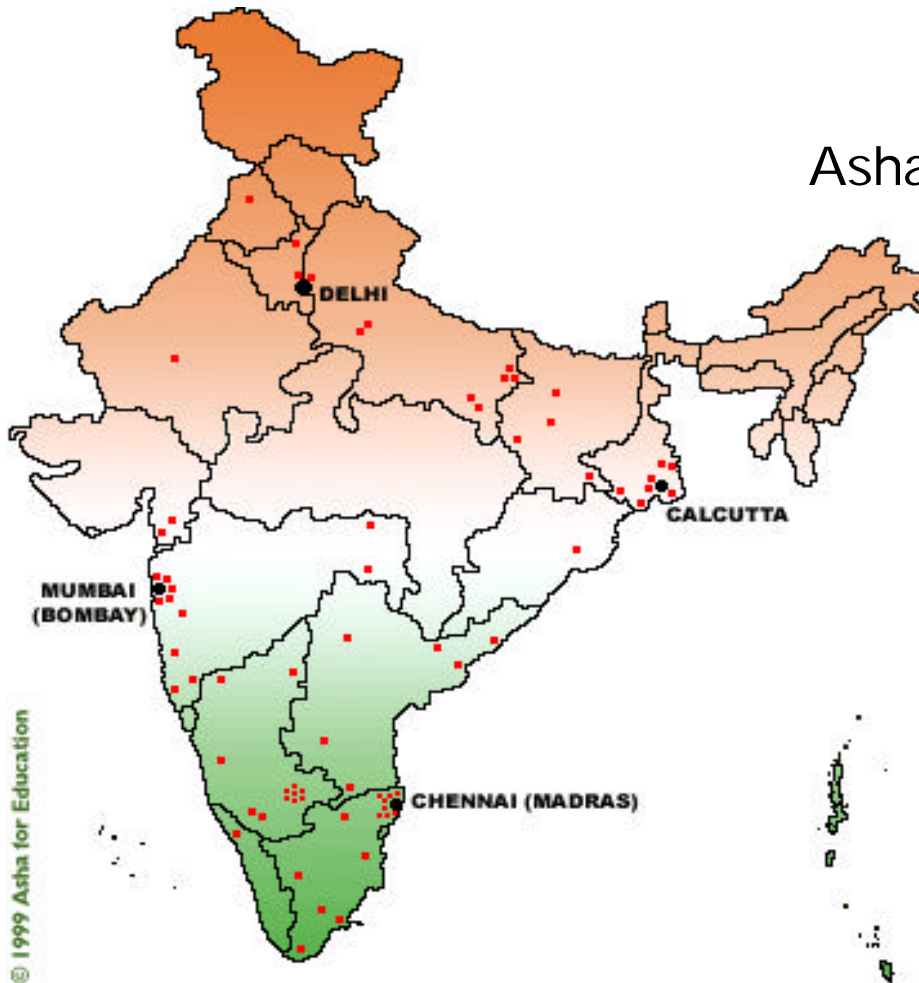
Asha's Achievements

- Since its inception, Asha has supported 100 different projects in many states of India (see the map below). Close to \$1,000,000 were disbursed to these projects.
- In 1999, Asha chapters raised \$700,000 and disbursed close to \$510,000 to over 100 projects.
- In 1998 alone, Asha's chapters disbursed about \$132,000 to 60 different projects all over India.
- Volunteers take personal leadership in carrying Asha's activities.
- Involvement with Asha has produced an awareness about developmental issues in India and has inspired volunteers to get involved in other social causes.

Asha Chapters



Asha Projects



- Visit www.ashanet.org/projects.html and www.ashanet.org/library/reports/1999-projects.html for complete list of projects funded and the amounts sent per year by individual Asha chapters. 1999 annual report is available @ www.ashanet.org/reports.html
- Asha Kiran - a news letter that describes Asha wide activities in the past two months is available @ www.ashanet.org/newsletters.html

You can help Asha for Education in the following ways:

- Participate in Asha events.
- Become an ASHA-Star: Group of 5 Persons support a project of their choice For 5-10 years.
- Make a Tax-deductible Contribution: Find if your company matches your donation.
- Work-An-Hour: World Wide Annual ASHA Event. Contribute 1 Hour's Pay.
- Support a Child: Through Each-one-Teach-one (at ASHA-Seattle).
- Buy ASHA Merchandise : Stationery, Calendars, Greeting Cards, T-Shirts, Mugs, Diwali Cards, DI YA-Candles.
- Shop & Raise Funds: Amazon, NextCard, iGive.com, Banyan Tree, Drugstore.com, India Gift Shop.
- Visit Our Projects in India.
- Volunteer in India
- Donate old Books, PC and Cars.
- Provide Book Subscription
- Suggest a Project
- Tutor
- Give Publicity: Distribute Asha flyers and news letters, Link Asha banners and buttons to your web site, show Asha video.

For details, please visit,

www.ashanet.org/involve.html

Asha-Madison

Our History

- Asha-Madison is the Madison, Wisconsin chapter of Asha for Education.
- Asha-Madison is also a registered student organization of the University of Wisconsin, Madison.
- Like the parent Asha organization, Asha-Madison does NOT have any political or religious affiliations.
- Asha-Madison was formed by the merger of Tarang, a local voluntary organization at Madison, with Asha in 1994.
- So far, Asha-Madison supported 10 education projects for underprivileged children in India and has disbursed nearly \$15,000 (\$2,750 in 2000 to 1 project; \$5,000 in 1999 to 2 projects; \$1,500 in 1998 to 1 project).

Our Newsletter

- We have a bi-annual newsletter called Asha Deep which summarizes our activities over a 6 month period. Our present (Summer '00) and past editions of newsletters are available on-line at <http://www.sit.wisc.edu/~asha/records.html#newsletter>

Our Public Records

- Available on-line at: <http://www.sit.wisc.edu/~asha/records.html>
 - Yearly budgets.
 - Minutes of our monthly meetings.
 - Archives of Asha-Madison's general mailing list.
 - Archives of Asha-info: informational Emails sent to Asha-Madison volunteers.
- Please distribute our flyer and raise awareness - available on-line at <http://www.sit.wisc.edu/~asha/docs/misc/asha.flyer.pdf>.

Our Volunteers

Chapter Co-ordinator	: Anita Balasubramaniam (balasubr@cae.wisc.edu)
Treasurer	: Paramjit Oberoi (param@cs.wisc.edu)
Projects Co-ordinator	: Kamalkumar Gursahani (gursahan@cae.wisc.edu)
Publicity Co-ordinator	: Manoj Plakal (plakal@cs.wisc.edu)
Asha-Stars contact	: Neeraj Arora (narora@bus.wisc.edu)

- For a detailed list of our current volunteers, please visit our Volunteer Directory at: <http://www.sit.wisc.edu/~asha/volunteers.html>

Asha-Madison Funded Projects

Asha-Madison projects group follows parent Asha's guidelines in reviewing project proposals (www.ashanet.org/guidelines.html). Projects that we have funded so far are listed here. For the list of projects under consideration, visit **Ashamadison-projects@yahoo.com**

2001

- Shiksha Niketan, Dhatari Tola, Ballia, U.P. Shiksha Niketan runs an education center for girls in a village in Uttar Pradesh. The school was founded sixteen years ago as a part of JP's Sarvodaya movement. The school has over 450 students now, and its alumni has gone on to become teachers, IAS officers and one is pursuing a PhD. They have received funding from Asha-Berkeley in the past for a science laboratory. Asha-Madison sent them \$2000 to fund the construction of a library and a reading room.
- Muskaan, Bhopal, M.P. Muskaan is working for the education of children of the 'gond' tribes living in the slum "Ganganagar" in Bhopal for the last two years. Muskaan raises the skill-levels of children who have never attended school and gets them admitted to conventional schools. At present 80 children informally study at Muskaan. Asha-Madison sent \$1500 to Muskaan through Asha Stars Program to expand the enrollment of children to 200 and towards teacher's salaries, educational materials, and medical expenses.

2000

- Vivekananda Foundation (VF), Karnataka. VF is committed to improvement of education in rural Karnataka. The VF has proposed that a dedicated social worker be posted in each school who tries to curb corruption by cooks and the warden, provides loving care and personal attention to the children, interacts with teachers, parents and children, introduces innovative teaching methods, conducts workshops, develops libraries, and so on. The potential impact of this project is tremendous. Asha-Madison has sent \$2,400 to fund four such volunteers.
- Gandhian Institute of Rural Development (GIRD), Moruk Ingkhol, Manipur. GIRD runs 3 schools (Balwadis), each with about 25-30 children. They also maintain a dairy farm, a nursery, and a library. The focus is on teaching indigenous trades like weaving, nursery, honey making, and horticulture. Their weaving unit is currently making a profit by selling the products in nearby towns. Asha-Madison has sent \$2,750 to GIRD for teachers' salaries and for supporting various income generation schemes (kitchen garden, nursery, honey making, weaving).

1999-98

1. Little Stars School, Varanasi, (U.P), India. The Little Stars school, Varanasi was started as a tutoring facility for underprivileged children. The children attending the school beg, pick rags and work in stores and restaurants. They come to the school in the morning and leave after the mid-day meal to their respective occupations. For these children, the school provides a place where they can still hold on to their childhood, their hopes and dreams. In 1999, Asha-Madison has sent \$1,000 for the running expenses of the school. We have also sent a generous \$5,000 donation from InfoSpace Corp. in Seattle to Little Stars.

2. Swanirvar Project, West Bengal, India. The project runs three schools near Andharmanik village in West Bengal and reaches out to a population of about 6000 people. Every school is attended by around 100 students in classes I-III. Swanirvar also addresses other problems faced by the villagers such as healthcare, sanitation and agriculture. Asha-Madison has sent \$4,000 in 1999 and \$1,500 in 1998 to this project.

Past Projects

The TEA Project, Reddipalayam, Tamil Nadu. The Rajasthan Project, Jodhpur. The Samanvaya Ashram Project, Bihar. Smt Gangamma Hombe Gowda Girls High School, Bangalore. Udavum Karangal, Madras. Swami Brahmananda Trust, Maharashtra.

ASHA-Madison Fund Raising Events

- Individual donations.
- Corporate donations.
- Sale of merchandise:
 - T-shirts, calendars, mugs, greeting cards, Diwali Diyas.
- Sale of Indian snack food at the multi-cultural get-togethers.
- Indian classical music and dance concerts. In the process, we also promote Indian culture here in Madison(Our past events: a violin concert by T. N. Krishnan and Indian classical dance by Shoba Natarajan).

Asha-Madison Awareness Events

Asha-Madison also work towards raising awareness about various issues affecting the people of India by:

- Organizing invited talks (our past speakers include Ms. Medha Patkar, Dr. Tirthankar Mukherjee, Dr. Madhukar Deshpande, Ms. Nafisa Barot, and Dr. Balaji Sampath, Dr. B. V. Parameswara Rao).
- Organizing discussions (Eye-on-India discussion series is our recent past event).
- Open House: Let the local Indian community know more about Asha-Madison and get feed back on Asha-Madison activities.
- Discussing social, economic and developmental issues in Asha-Madison Study Group.
- Asha also acts as a network for various grass-roots workers and volunteers and non-governmental organizations (IGSA, Chingari, SAI VA etc).
- Screening Films (Our past event was Shyam Benegal's The Making of Mahatma).
- Put up Asha stalls at UW-Madison campus events and distribute Asha flyer's.

Other Activities

- Fund raising for the natural disaster effected people in India.
- Asha-Madison volunteers help new Indian students joining UW-Madison campus each year.
- Trail maintenance

Can you help Asha-Madison?

- Become Asha-Madison Chapter Co-ordinator.
- Become Asha-Madison Projects Co-ordinator
Help us in project selection and their subsequent monitoring.
- Become Asha-Madison volunteer
Attend meetings and contribute your time and ideas for organizing ASHA events.
- Become an Asha-Star and support a project.
- Attend ASHA-Madison fund-raising and awareness events.
- Contribute money to ASHA-Madison.

Tasks that are recently discussed in the Asha-Madison meetings.

Please take ownership of one of these tasks either fully or partly and raise funds for Asha-Madison:

1. Organize concert by Pandit Hari Prasad Chaurasia in Fall this year.
2. Organize Indian restaurant week (Spice Week) - once each semester.
3. Organize fund-raising dinner for Asha volunteers and patrons.
4. Setup Asha stall once a month in a Indian restaurant. Distribute Asha publicity material and sell Asha Merchandise.
5. Man the Asha stall in Madison area local events.
6. Prepare and send press releases about Asha events to Madison area news papers.