



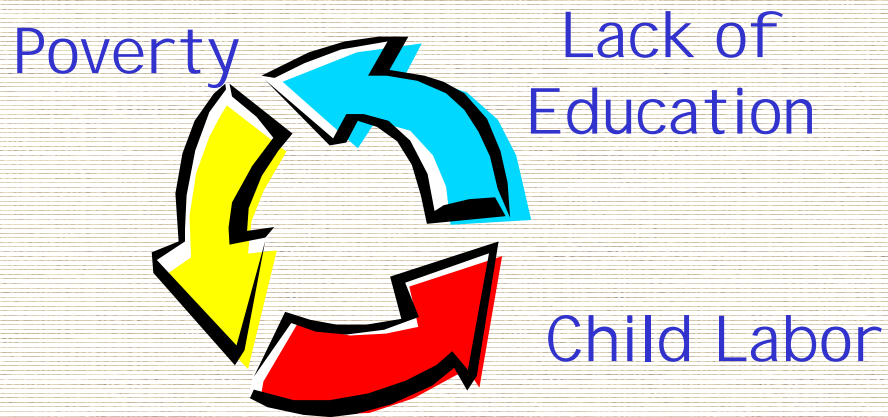
# ASHA

*an action group for basic education in India*

# The Vicious Cycle



- Lack of education directly or indirectly contributes to
  - **Exploitation**
  - **Child labor**
  - **Population**
  - **Poverty**
  - **Unemployment**
  - **Low health standards**
  - **Poor sanitation**



# Staggering Statistics

- Adults (1995)\*
  - **Illiteracy rate: Male - 34.5% Female - 62.3%**
- Children aged 6-10 years (1995)
  - **Total number of children: 106 million**
  - **Number not attending school: 28 million**
  - **Child laborers: 24-26 million**
  - **Drop-out rate: Boys - 32% Girls - 46%**

**Every second illiterate person in the world is in India!**

\* Source: United Nations Development Program



# Asha For Education



*“Asha” represents  
the hope that we  
aim to bring into  
the lives of  
underprivileged  
children in India.*

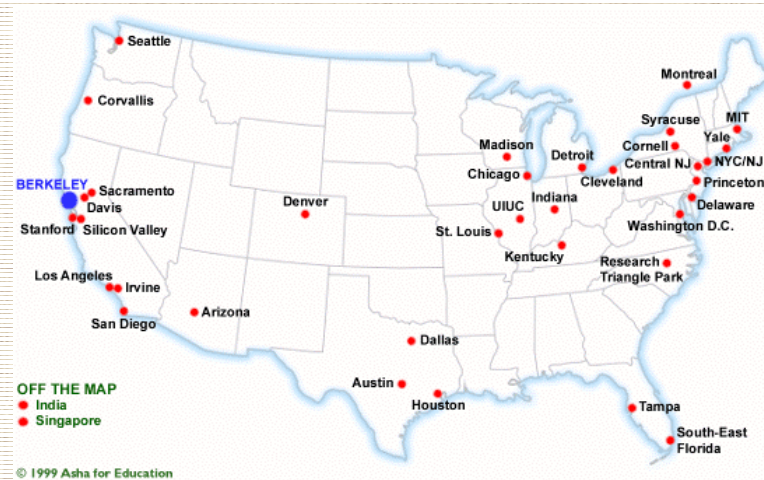
# What is Asha?

- Asha for Education is an action group dedicated to socio-economic change in India. In pursuit of this goal, Asha focuses on basic education in the belief that education is a **critical requisite and effective catalyst** for socio-economic change.
- Asha is a lens that focuses the efforts of people all over the world who believe in this cause.

## Asha's Mission Statement

**To catalyze socio-economic change in India  
by focusing on basic education of  
underprivileged children  
in India.**

# Asha For Education

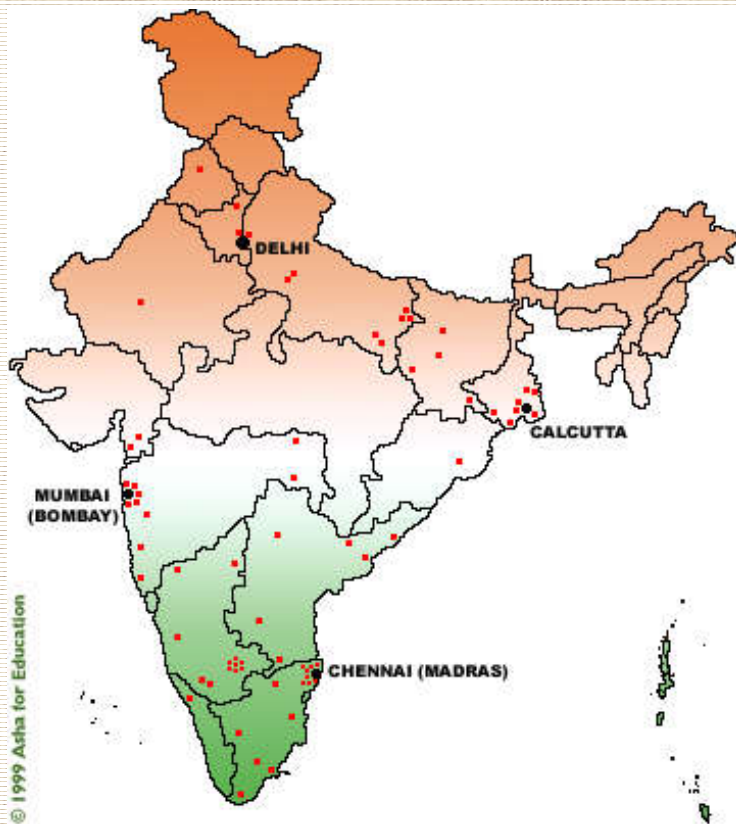


- History
  - Formed in 1991 at the Univ. of CA at Berkeley by 4 students
- Today:
  - More than 35 chapters worldwide, over 300 active volunteers
- Future: Asha's Vision
  - 2050: Universal Primary Education in India
  - 2010: At least one model project in every state
  - 2001: Comprehensive report on Asha-supported projects

## What does Asha do?

- Support educational projects run by NGOs or individuals
- Strive to balance personal involvement in projects with financial support.
- Foster the spirit of volunteerism. Asha has no paid members; everyone is a volunteer.
- All administrative expenses are borne by volunteers. 100% of donations go directly towards projects. Asha maintains open financial accounts.
- Work in collaboration with organizations in the US and India, learn from each other and build a strong network.

# Asha's Projects



- Since inception, Asha has supported 81 different projects in India with a total of \$470,000.
- In 1998 alone, Asha's chapters disbursed approximately \$132,000 to about 60 different projects all over India.

# Asha-Princeton

- Started in August 1998
- Approximately 20 volunteers
  - **students from Princeton University and professionals in nearby areas in New Jersey, Pennsylvania, New York and Delaware.**
- Aim is to mobilize the local Indian community to collectively support and provide financial assistance to grassroots level educational movements in India.
- Financial Summary
  - **Total estimated funds collected in calendar year 1999 = \$15,250**
  - **Total funds committed/disbursed to projects for academic year 1999-2000 = \$13,400**

# Asha Princeton Activities and Events

- Project identification, evaluation, site-visits, review and monitoring.
- Creating awareness through activities
  - **Guest lectures and discussions**
    - *Dr. H. Sudharshan of VGKK, Karnataka*
    - *Dr. B.V. Parameswara Rao of Bagavathula Charitable Trust*
    - *Prof. E. Annamalai of Central Institute of Language Studies*
    - *Mrs. Vijaya Ramachandran of Jagriti*
  - **Poster/exhibit presentations at local events**
  - **Newsletter**
- Fundraising
  - **Calendar, T-shirts, mugs sale**
  - **Organizing events**

# Project Life Cycle

- Project Identification
  - **Sending preliminary questionnaire**
  - **Iterations between project coordinator and NGO**
- Project Evaluation
  - **Analysis of project goals, proposal, mission, overall credibility, account statements at chapter meeting**
  - **Iterations between chapter and NGO**
- Project Site-Visit
  - **Visit by Asha member or liaison**
- Project Re-evaluation
  - **Review of project based on details obtained at site-visit**
  - **Final decision on project**
- Project Monitoring
  - **Reports including accounts and progress, follow-up visits, photos etc.**

# Current Projects at Asha-Princeton

- **PACHE - School for Illiterate and Drop-out children**
  - **Madurai dist., Tamil Nadu**
- **Nalamdana: Educational Program for Urban Slums**
  - **Chennai, Tamil Nadu**
- **FODRA: Remedial and Nonformal Education**
  - **East Delhi**
- **Vasundhara - Science on Wheels**
  - **Sindhudurg District, Maharashtra**
- **Projects Under Consideration**
  - **Khajurdaha (West Bengal)**

# PACHE



**Madurai, Tamil Nadu**

- People's Association for Community Health Education
  - works on health education
  - 10 villages Madurai dist.
  - high incidence of child labor and school dropout
  - low literacy among adults
- Night School for Illiterate and Dropout Children

# PACHE



- Objectives
  - Attain 100% literacy among children between 6-14 in a phased manner
  - Propagate importance of education for and through children
- Night school in 10 villages
  - 25 children in each center
  - Campaigns in villages to enroll drop-out students
  - Vocational training in electricity, basket weaving, plumbing

# Nalamdana



**Chennai, Tamil Nadu**

- Started as group of artists working to spread message of health and hygiene via street theatre.
- Educational Program targets students who demonstrate
  - **academic ability**
  - **leadership**
  - **motivation**
  - **commitment to social change**
- Children supported through tuition scholarship

# Nalamdana



- **Mission**
  - **To create a cohesive group of brightest and most socially committed students from the low income group and empower them through education.**
- **Activities**
  - **Workshops**
    - *discussion on social issues*
    - *building a cohesive group*
  - **Career counseling**
  - **Summer English classes**
  - **Academic development**



# FODRA



**Children reached = 100-120**

- Remedial Education
  - improve education standard
  - minimize drop-out rates
- Non Formal Education
  - students not attending school
  - prepare children for formal education
  - special attention to girl children
- Increase appreciation for education among parents of non-school-going children

# Vasundhara “Science on Wheels”



**Sindhudurg Dist. Maharashtra**

- Two science educators travel to remote villages
  - conduct science experiments before students
  - demonstrate scientific basis for day-to-day phenomena
  - generate awareness in personal health & hygiene, environment & ecology
- Objectives:
  - develop scientific & logical thinking
  - learner-centered teaching process

# Vasundhara “Science on Wheels”



**Children reached = 12000**

- Perpetual Science Workshop.
  - Posters contain activity material in science
- Science Exhibition
  - Contains pictures & information on scientific topics such as
    - *space exploration*
    - *earthquakes & volcanoes*
    - *health, nutrition & sanitation*
    - *recent advances in science & technology*

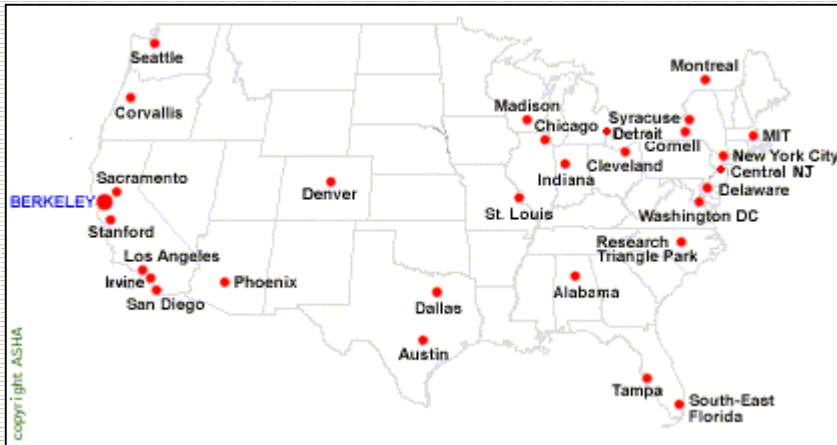
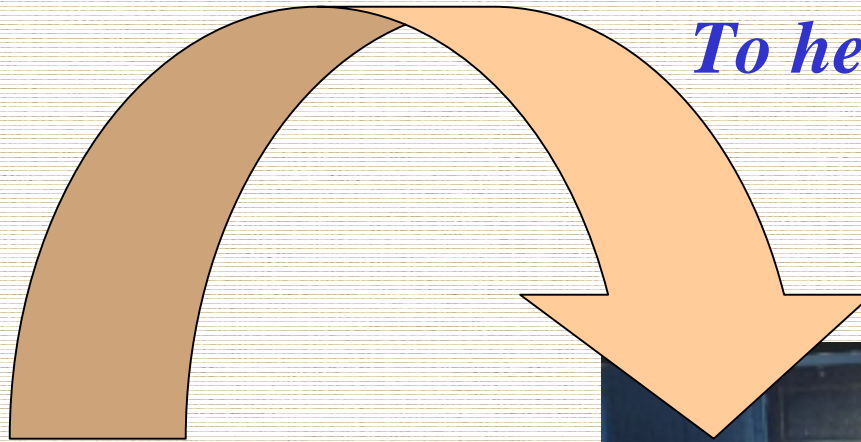
# Khajurdaha

- Primary education to underprivileged children in Khajurdaha, West Bengal
  - **30 villages in Hoogly district.**
  - **Primary source of income agriculture, artisans, fishing, day-laborers**
- LTTO (Learn Together Teach Other) Program
  - **Basic education for illiterate children and school drop-outs in age-group 5-14**
  - **School has progressed till class 4 now**
  - **Want to construct tube-well and latrines for children**
  - **Expand to nearby villages**
- Project under evaluation at Asha-Princeton

# How YOU Can Help

*From here*

*To here*



## Get Involved...

- Become a volunteer
- Become a donor
  - *Donations to Asha are tax deductible under IRS code 501© 3.*
  - *Stocks, shares, bonds*
- Use your skills to make direct contributions
  - *software development, language skills, awareness generation*
- Initiate company matching contribution programs.
- Recommend good projects that you know of.
- Refer other like minded individuals and corporations.
- Buy Asha merchandize and souvenirs.

## More Ways To Get Involved...

- Take active involvement in projects as an Asha-Star sponsor:
  - **Vasundhara**            **\$6000/year**
  - **PACHE**                **\$2000/year**
  - **FODRA**                **\$2000/year**
  - **Nalamdana**            **\$2800/year (can benefit from more funds)**
  - **Khajurdaha**            **\$3200/year (Project under review)**
- Participate, sponsor or help organise Asha fundraising and awareness-generating events.
  - **Bharatnatyam/Kuchipudi dance recital by Siri Rama, an accomplished artist based in Hong Kong in Nov./Dec. 1999**



## The Asha Stars Program

- Asha stars are individuals who, in addition to providing long-term financial support, become directly involved with a project.
  - Key operatives are commitment, involvement and ownership.
  - Helps project establish itself and grow towards self-sustenance
  - Asha-stars bring in commitment from others.
- Princeton Chapter Asha stars are
  - project coordinators for their project
  - work with an active volunteer and participate in chapter meetings dealing with evaluations and review of the project
  - work towards generating awareness about the project
  - coordinate site-visits and monitoring of the project

# Hope for the Future

**More of This**



**Than This**



*“A hundred years from now, it will not matter what my bank account was,  
the sort of house I lived in, or the kind of car I drove.*

*But the world may be different because I was important in the life of a  
**CHILD**” - Kathy Davis*

***YOU and I can make a difference.***

*Join us in bringing a smile on every child's face...*



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***All donations to Asha for Education are tax deductible under IRS code 501© 3.***