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February 17, 2011

Attendees: Namita, Rupam, Aditi, Partha, Srikanth, Mahima, Athena, Shivani

Minutes:

1. General:

(a) Chapter Election results:

Chapter Coord: Shivani

Treasurer: Rama

Project Coord: Rupam & Mallika

Outreach Coord: Sandy

Event Coord & Fundraising Coord: Srikanth & Namita

Sponsorship Coord: Athena

UCSF Coord: Shyamali & Sriparna

Webmaster: Still looking for volunteer

(b) Asha SF Banner - get it printed in time for Team Asha Kickoff (8 ft x 4ft)
-- confirm it meets Asha-wide guidelines (done)

(c) Asha SF on Twitter

-- follow ashasf -- we want to make this a good publicity tool for our events and outreach
-- also post regularly on twitter to increase popularity

(d) Discussions on:

-- Building a Asha-SF strategy for selecting projects for funding. Currently it is purely based on the order of the project that make it out through our review process.
-- Vocational Training projects for disabled children --> is this considered education?

2. Projects:

(a) **ETASHA (Aditi):**

-- Site visit report reviewed
-- Rupam has set up the online poll. If project gets approved through the poll, we still need to wait for FCRA before the funds can be released. FCRA expected in the next couple of weeks.

(b) **PNEUMA (Partha):**

-- Reviewed mid-year report. Everything looks good.
-- Due to the delay on our part, the 2nd installment is now 5 months late. Discussion on whether these funds should be applied retroactively. Decision was to apply it retroactively only if the project had to take loans to cover their costs for the past 5 months. Else we move forward.

(c) **CLT**

-- Ask Nirmal to hand over the project to Mahima and Athena.

(d) **QED**

-- We also submitted the ETASHA proposal for QED grant. ETASHA's proposal was to provide audio recordings of English lectures to the students to help them learn the

language more easily.

3. Sponsorship

Athena (our new Sponsorship coordinator) is taking the lead in driving our sponsorship drive to sign up sponsors for all our 3 events through a single drive instead of one per event. And maintain a long term relationship with our sponsors. Expand on the sponsorship dandiya package to create one sponsorship package that encompasses all our events and come up with sponsorship tiers. Namita and Mahima have expressed interest in helping out with this effort. We will review and brainstorm on the sponsorship tiers at the next meeting.

We have a initial list of sponsors that had expressed interest during the dandiya event but needed to be approached earlier in the year. Vineet has shared this list with Athena and Namita. In addition, we have another list of potential sponsors from the film festival shared by Sandy. Athena and team will work on creating one common list and expanding on this list as we build our sponsor base.

4. Events

(a) Film Festival: Athena and Mahima are taking the lead in organizing the film festival.

-- Name: Call it a fundraiser such as "Indian Film Festival -- Asha San Francisco Fundraiser"

-- Some weekend (Sat&Sun) in Aug: Exact weekend TBD but not too close to Independence Day.

-- Venue will be UCSF Genentech Hall

-- Work with UCSF Coords and Bela for signing up the hall. Also apply for UCSF grant which could cover all the costs of the film festival. Last year our expense was < \$500.

-- We are now looking for movie suggestions. General opinion was to have a good mix of education/social issue movies in India and fun movies like 99 (but not so mainstream as Slumdog Millionaire).

(b) Team Asha SF:

-- Kickoff Session April 9th. Facebook event created.

-- Discuss this in more detail next chapter meeting.

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March 17, 2011

Attendees: Athena, Aditi, Gurinder, Mahima, Mallika, Murali, Namita, Partha, Rupam, Sandy, Shivani, Soumya, Srikanth, Sriparna, Veena, Vineet.

Minutes:

I. Chapter Updates:

- Sandy stepping down as Outreach Coordinator. **Nominations for Outreach Coordinator position are now open.** Please email sf@ashanet.org if interested in nominating yourself for this position. Description and Responsibilities for the role are at: <https://sites.google.com/site/ashasfwiki/Home/coordinator-roles>
- Asha-SF banner done (one nit --- doesn't have the website address) -- Vineet will fix this with markers or something
- ARC (Namita - SF ARC Rep): General funds and Asha Fellowship program proposals. No new information. Please read information at: <https://sites.google.com/site/ashasfwiki/Home/arc-issues>

II. Sponsorship update (Athena - Sponsorship Coord):

- Reviewed the sponsorship package. Contains some great information. Thanks to Athena for putting it together. Request to everyone to read it and provide feedback -- it is sent on asha-sf-active.
 - **Team Asha SF Coords to answer some questions:**
 - Sponsor logo on runnernet pages and T-shirts - possible?
 - Sponsor publicity at Asha Tent at the Half Marathon
 - Confirm total number of Asha runners from SV
 - Shivani to assist with uploading the pdf to the main asha website and create the sponsorship page.
 - **Need volunteers to help on reaching out to Sponsors.**

III. Events

1. **Asha-20 conference (Namita/Mallika):**
 - Sessions and speakers are mostly decided.
 - Waiting for Stanford to confirm venue
 - Currently no other activity on this front on the yahoogroups.
2. **Team Asha SF (Vineet/Partha - TASF Coords):**
 - [Request to all volunteers to fill out the waterstop spreadsheet](#) and volunteer for at least one Sunday from April thru July. Time commitment is 3-4hrs starting at 7:30am.
 - Kickoff Session on Apr 9th. **Help with spreading the word through flyers, biz cards etc.**
 - Aditi to help with creating the email flyer. Shivani to send constant contact information.
 - **Need Event Day volunteers for Apr 9th - 2pm-4pm. Please volunteer if you are able to make it.** The coords will need all the help they can get. If you would like to help with team asha in general and on the event day write to coords@sf.team-asha.org.
3. **Film Festival (Mahima: FF Coord)**
 - UCSF Hall booking hasn't opened yet but no reason why we shouldn't

receive it.

- Grant application in progress
- Movie selection in progress. [Mahima to share a google spreadsheet with asha-sf-active to source movie recommendations.](#)
- Veena and Madhavi are helping out.

IV. Outreach:

- Sandy has some good ideas around outreach. Hopefully the new coordinator can follow up on these:
 1. Partnerships with other organizations and get speak time at their events to promote Asha and spread awareness such Net-IP, SABA etc
 2. Low-effort social events such as mixers for Asha SF. For e.g. Kasa was ready to donate 10-15% of the proceeds if we held a event at their location.
 3. Vibha recently received 1M grant from Chase due to a voting competition on facebook. There are several such opportunities available. Perhaps we can work on something local like that.
 4. Spend some advertising dollars -- such as at KQED, Radiostation etc.
Apply for Google grant

V. Projects:

- **Aseema (Sriparna):** Reviewed site visit report. Looks great. We are ready to set up the poll for this project.
- **QED questionnaire for ETASHA:** Etasha filled this questionnaire out. The purpose of the questionnaire is to initiate discussion between the chapter and the project. Encourage everyone to read the questionnaire and if have any questions write to sf.projects@ashanet.org. The questionnaire was sent on asha-sf-active list.
- **SWIRD:** Funds are almost ready to be sent. Some clarifications were needed by Asha-wide.
- **PNEUMA:** Rupam is working on the checklist. Some clarifications needed from Rama on the financial stuff.

Re: QED discussion - Sun 2/27 (SFO & Timbaktu)

5 messages

Chandan Dasgupta <dasguptachandan@gmail.com>

Sun, Feb 27, 2011 at 9:50 AM

To: Anindita Pal <aninditapal6@gmail.com>, Ramakrishna <prkgoud@yahoo.com>, "Neil Gandhi (Asha)" <neilpgandhi@gmail.com>, Asha-SF Projects <sf.projects@ashanet.org>

Cc: Rajeev Annaluru <a_r_kumar@yahoo.com>, Praveen Gopalakrishnan <gopalakrishnan.praveen@gmail.com>

Hey guys,

Thanks so much for joining the call today and sharing ideas. It was a great discussion. I am sending the contact ids of folks from SFO (Namita, Rupam, Aditi - sf.projects@ashanet.org) and Timbaktu (Anindita, Rama, Neil) so that you guys can coordinate how to re-use/share your experiences and materials developed around Spoken English language learning.

Here are some of the points which came up in the discussion today -

SFO

- 1) Find out exactly what curriculum is being followed/planned for developing the audio content.
- 2) Coordinate with Timbaktu to see if SFO can re-use/modify the content developed by Timbaktu's English specialist.
- 3) Discuss how the project is planning to implement the audio content (along with the text? instead of text? other ideas?)
- 4) Explore the possibility of using videos along with audio
- 5) The budget indicates items which when developed in the 1st year of funding can be re-used in the second year, so SFO can submit a revised/different proposal next year after discussions with the project partner.

Timbaktu/London

- 1) Discuss with project partner how they intend to "select" students for field visit (focus on older kids/higher classes first, etc.)
- 2) Discuss ways to make the field visit effective by planning or setting up activities before the trip, during the trip and after the trip so that the trip is not just a "wow" thing for the students but also adds value to their classroom based education.
- 3) Find out what sort of industries/zoo/places will be visited
- 4) A possible way to measure - giving them a goal or a set of questions which they need to think about and answer using the things they are seeing while going around the zoo. So they are more focused in their observations and recording their experiences and this also helps in developing a rubric for assessment.

These are questions/comments which each chapter needs to think about and discuss at its own level. You **do not** need to get back to the QED group with the answers :)

I hope you guys will be able to join us in the future QED learning sessions...

Thanks,
Chandan

On Sun, Feb 27, 2011 at 8:07 AM, Chandan Dasgupta <dasguptachandan@gmail.com> wrote:

Anindita -

Here the details for the call today.

Feb 27 Sunday: 9:30 AM **CST** (We'll start with **SFO's** proposal followed by **Timbaktu's**)
You can read SFO's proposals here - <http://wiki.ashanet.org/display/projects/QED+Grant+Proposals>

(I would recommend joining in at 9:30 am CST if you can so that we can get your inputs on the SFO proposal as well...)

Conference Dial-in Number: [\(218\) 339-2500](tel:(218)339-2500)

Participant Access Code: 981156#

***For those calling from India* (Feb 27th - 9 PM IST)**

If you can call one of the numbers given below as a local call, please dial in and use the conference id and pass code given below. If you cannot, then please let me know so I can arrange to call your phone from US.

conference id: 1591242

pin: 8637

1. Mumbai: [\(+91\) 22 39804444](tel:(+91)2239804444)
2. Bangalore: [\(+91\) 80 67224444](tel:(+91)8067224444)
3. Delhi: [\(+91\) 11 66194444](tel:(+91)1166194444)
4. Mumbai: [\(+91\) 22 66284444](tel:(+91)2266284444)
5. Chennai: [\(+91\) 44 66894444](tel:(+91)4466894444)
6. Hyderabad: [\(+91\) 40 66244444](tel:(+91)4066244444)
7. Kolkata: [\(+91\) 33 66324444](tel:(+91)3366324444)

Let me know if you face any issues.

Thanks,
Chandan
[240-515-6594](tel:240-515-6594)

On Sun, Feb 27, 2011 at 5:37 AM, Anindita Pal <aninditapal6@gmail.com> wrote:

Hi Chandan,

We are happy with 9.30am CST today, Could you please provide the dial in details?

Thanks,

Anindita

On 24 February 2011 04:28, Chandan Dasgupta <dasguptachandan@gmail.com> wrote:

Hi Anindita,

Please let me know asap your availability for the QED call this Sunday (2/27) discussing Timbaktu's QED proposal. Others from the chapter can also join. Generally the calls start at **9:30 am CST** and continues for about an hour.

Thanks,
Chandan

On Wed, Feb 23, 2011 at 9:40 PM, Praveen Gopalakrishnan <gopalakrishnan.praveen@gmail.com> wrote:

----- Forwarded message -----

From: **Anindita Pal** <aninditapal6@gmail.com>

Date: Wed, Feb 23, 2011 at 12:10 PM

Subject: Timbaktu QED Proposal

To: Praveen Gopalakrishnan <gopalakrishnan.praveen@gmail.com>

Cc: Ramakrishna <prkgoud@yahoo.com>, "Neil Gandhi (Asha)" <neilpgandhi@gmail.com>, Arvind Kannan <arvkan@yahoo.com>

Hi Praveen,

Please see attached the QED proposal for Timbaktu Collective from Asha London.

Please let us know if you have any concerns/questions.

Thanks,

Anindita

Chapter Coordinator, Asha London

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Education is not the filling of a vessel but the kindling of a flame
-Socrates

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Asha-SF Projects <sf.projects@ashanet.org>

Sun, Feb 27, 2011 at 11:31 PM

To: Namita Gujral <namitagujral@gmail.com>, aditi bhalla <aditi.bhalla@gmail.com>, Asha San Francisco <sf@ashanet.org>

Thanks, Namita and Aditi for being a part of the QED conference call this morning! Chandan sent out some notes on the call (see below). Aditi, you can ask the questions to Etasha directly, or we can discuss further at our next chapter meeting. Have you received a filled Questionnaire from Etasha? We should discuss that at the next meeting we can as well.

Hope all is well!

[Quoted text hidden]

—

Mallika Kumar
Rupam Singla

Projects Coordinators
Asha-San Francisco

aditi bhalla <aditi.bhalla@gmail.com>

Tue, Mar 1, 2011 at 9:32 AM

To: Asha-SF Projects <sf.projects@ashanet.org>

Cc: Namita Gujral <namitagujral@gmail.com>, Asha San Francisco <sf@ashanet.org>

Hi Rupam,

I followed with Etasha on the follow-up questions from the call (below) - here are the answers to the questions. Ref: Etasha's questionnaire: as I mentioned earlier on Sunday, we received the questionnaire from Etasha as well (find attached) on Saturday. Sadly, I still haven't had much time to review it (busy weekend and week so far!) - we can shoot for reviewing this at the chapter meeting, however, am sure if I will have time this week to summarize the questionnaire into slides etc.

For now, answers to the questions from the email below -please let me know if you think it is appropriate to inform Etasha they will be receiving this \$2400 grant as well (over 2 year contingent on submitting a new proposal for yr2 and performance, of course).

1) Exactly what curriculum is being followed/planned for developing the audio content and what would be expected timeline for development?

The curriculum covers the following topics:

- **Introduction in formal and informal settings**
- **Simple sentence structures**
- **Articles, singular-plural, pronouns**
- **Prepositions**
- **Verbs - present, past, future, present continuous. past continuous and future continuous tenses**
- **Adjectives,**
- **Complex sentence structures**
- **Modals**
- **Have, am, need, want etc**

- Adverbs
- Telephone Etiquette
- Comparative and Superlative forms
- Concept of time
- Direct, Indirect speech
- Time clauses
- Query and response
- Agreeing and disagreeing
- Phrasal verbs
- Giving and receiving directions
- Dialogue in a restaurant
- Dialogue in a retail store
- Dialogue in a Call Center
- Translation from English to Hindi and Hindi to English
- Pronunciation of specific problem sounds

As for the time line, we have budgetted 22 working days for script writing and recording. We hope to get this completed in 2-3 months

2) How will be the audio content be integrated into the curriculum i.e. will the audio material be used along with the text or instead of text. I guessed you will be supplementing the current curriculum / lessons / homework assignments?

You are right! The audio material will be designed to reinforce and supplement the learning in the class room

3) Have you considered or would you consider maybe using video/ internet video etc as a medium in addition to audio - maybe in the 2nd year of the grant?

We had actually thought we would get more cassette players and cassettes to cover more students simultaneously. The first year's budget allows only 20 sets, which when turned around 4 times in year cover only 80 students. From next week, we will have over 300 students in classrooms simultaneously.

4) The budget indicates items which when developed in the 1st year of funding can be re-used in the second year (such as recorded lessons maybe etc?) - since Etasha will be eligible for another \$1200 next year as well (as part of this grant), we will need another proposal which could be an extension of the same idea or another idea that helps improve the quality of education. This is just a heads-up for you - no ask / request for this right now.

If the above mentioned itea of getting more equipment and materials to cover more students is not acceptable for the second year,.we will certainly look at the video idea...and look elsewhere for funding more sets!

5) Finally, wanted to let you know that some of the Asha chapters on the call, heard your idea and really liked it - we were wondering if there could be a way in which the material developed by Etasha can be shared / distributed / leveraged by other Asha projects (of course - the logistics will have to be worked out carefully!). Just wanted to bounce off you to see if you would be interested in exploring such partnership with other Asha sponsored projects (potentially outside Delhi)?

We would love to work with Asha's partners, in or outside Delhi, and cover as many kids as possible

6) The status the FCRA clearance. Any progress on that front?

Inspection of ETASHA offices, Document scrutiny as well as Police Verification of all ETASHA Founder members has been completed. As far we know, there are no other steps in the process. We are told that the letter will be issued any day now. We are only keeping our fingers crossed!

We do understand that disbursement can only happen after FCRA approval is available.

[Quoted text hidden]

—

"Life is like a snowball. The important thing is finding wet snow and a really long hill" - Warren Buffet

Cell - [650.353.8228](tel:650.353.8228)
<http://www.linkedin.com/in/aditibhalla>

2 attachments



QED Questionnaire.doc

87K



Apointment Letter - dummy.doc

31K

aditi bhalla <aditi.bhalla@gmail.com>

Tue, Mar 1, 2011 at 9:41 AM

To: Asha-SF Projects <sf.projects@ashanet.org>

Cc: Namita Gujral <namitagujral@gmail.com>, Asha San Francisco <sf@ashanet.org>

oh - I mean to say below " I am NOT sure whether I will have enough time to summarize the questionnaire for the group" ..I can give it a shot but can' commit right now.

[Quoted text hidden]

Asha-SF Projects <sf.projects@ashanet.org>

Tue, Mar 1, 2011 at 10:52 PM

To: aditi bhalla <aditi.bhalla@gmail.com>

Cc: Namita Gujral <namitagujral@gmail.com>, Asha San Francisco <sf@ashanet.org>

Thanks, Aditi! Looks great! I'll read through the Questionnaire and other answers from Etasha before our meeting on Thursday and hopefully we can get some more discussion going in the chapter about it.

I hope your week is going well and that you're staying warm!

Rupam Singla

[Quoted text hidden]
