

Zurich



# Annual Report - 2009



VMS, Dhule

Akshardeep by Swadhar, Pune

## Who are We?

**Asha for Education** is a non-profit organisation dedicated to socio-economic change in India. We believe that education is a critical element of socio-economic change. Asha received 4 star rating by independent charity evaluation agency, Charity Navigator.

**Asha Zurich**, like all our other chapters worldwide, **has no paid staff and no office rent**. Hence we are able to keep a very low overhead for administrative expense. This minimal overhead is typically covered through contributions from volunteers. **This is a key factor that distinguishes us from many other Organisations.**

### Executive Committe 2009 -2010

**President:** Baiju John

**General Secretary:** Akshata Buch

**Treasurer:** Kirtimalini Gadre Bhattacharya

**Coordinators:** Deepa Gokarn, Vishakha Rajput

**Editors:** Sujit Acharya, Ajinkya Adhikari, Akshata Kumta, Anil Reddy

**Photographs:** André Urech & Elia Marinucci

**Printing :** Sindhu

From «Bildung für Entwicklung», a photographic review of projects supported by Asha Zurich.

# From Our President

president of Asha in the past years. I wish the very best to the next committee and to Asha in all its future endeavours. I hope that Asha-Zurich will continue to support the under privileged children.

**Baiju John**

President, Asha Zurich

It is my pleasure to introduce the annual report of Asha Zurich for the calendar year 2009.

This year we continued to fund 2 projects - "Akshardeep" in Pune, Maharashtra and "Vishwamandal Sevashram" in Dhule, Maharashtra. Unfortunately, we had to discontinue "Ma and Jananee" project in West Bengal due to issues with Foreign Contribution Regulation Act (FCRA). However, the project was supported for six additional months without the support of Asha organisation- thanks to the generous contributions of some Asha members.

The past year (2009) was quite uneventful for Asha, with far fewer activities undertaken compared to the year 2008. We participated in a few Weltmart events at Oerlikon through the summer - thanks to the wonderful efforts of KirtiMalini, Akshata, Deepa Gokarn and their friends. There were several donations from the well wishers of Asha.

On behalf of Asha, I would like to congratulate Vishwa and Natalie - two of our most active volunteers for a very long time, on their marriage. We are grateful to them for donating all the proceeds from their gifts to Asha.

In the years to come, I would like to see new volunteers coming forward with fresh ideas and organising events on a bigger scale and helping us out in supporting more projects. Organising large events like the "Notes of Hopes", as in the past, would provide a good opportunity for the volunteers to work together and integrate further with Asha, besides raising additional funds.

The CAYH program - our most stable source of income needs new members. In the past year, we have had a few new volunteers joining us and supporting us in several of our activities. It is important for all our volunteers to attend the monthly meetings frequently so that they are abreast with all the planned events and give their valuable feedback and ideas.

Finally, I would like to take this opportunity to thank all the members for supporting to carry out my role as



# From Our Secretary

During the year 2009, most of the activities conducted by the Zurich chapter created a lot of awareness, new donors and collaborations through partner charity ...cause of education. The activities were almost scattered and varied - right from corporate integration to partnering with cultural organisations like 'Sparshan'.

Our year started with the commencement of the eighth General Body Meeting on the 25<sup>th</sup> of April, 2009. A number of volunteers and well-wishers of Asha Zurich attended the meeting. After the introductory talk by the president, Baiju John, financial summary by the Treasurer and project reports from various project coordinators, elections for the new executive committee were held.

This year has seen an inflow of many new and enthusiastic volunteers. We have got 6 new active volunteers, who have been actively taking on activities and are extremely enthusiastic about working with Asha, from various walks of life. A mix of such like-minded and creative people is what truly defines Asha.

## EVENTS IN 2009

### WESTSIDE CAFÉ INITIATIVE

Taking the advantage of the moving population of Zurich, it's important to tap into opportunities where we can get to meet new people and create awareness of Asha's work. It's not only a way of getting new donors but also trying to involve interested members to volunteer. Asha was part of such monthly meetings held at a local café to welcome new residents to the city & country. The people who visit such gatherings are from all over the world. This gave us the advantage to touch more and different number of people at a given time. Selling snacks, exchanging brochures and introducing Asha were the key efforts here.

### BADEN FOOD FESTIVAL

The event was held on 5<sup>th</sup> April 2009 at Baden. Asha sold Bhel Puri, Sev Puri and Besan Ladoos at the venue. Thanks to the help of various volunteers in the stall, our spicy Indian chats sold like Hot cakes.

### WELTMARKT

This time Asha participated twice in the Weltmarkt event held at Oerlikon every summer. Pani Puri, Samosa Chaat, Vada Pav and Indische Tea being the highlights. During the event itself we met few interesting people who made generous contributions towards the projects. For a change, we didn't have to explain what panipuri's are to an enthusiastic American Professor who lived in India for many years teaching Indian History in one of India's reputed universities.

### ASHA STALL

There were stalls put up at two different occasions in the Credit Suisse Office in Zurich. Thanks to some of the employees who are our active volunteers through whom we were able to integrate Asha into corporate events. One of them was an Indian snack stall put up during a Cognizant Employees Cricket match. The other was a similar fund raising activity by selling snacks and exchanging information about Asha's work to internal Credit Suisse employees.

### SPARSHAN

A non-profit organisation, founded by a group of Bengali families dedicated to the people with a keen interest in the culture, music, arts and rich traditions of Bengal. They had their inaugural cultural evening on 27<sup>th</sup> June 2009 with Srikanto Acharya, where they presented 'Rituranga', a dance program, based on Tagore's work and a drama named 'Bheembaudh'. Sparshan contributed a generous CHF 1500 from the proceeds of their event.

### EVENT CONTRIBUTIONS

This year some of our active stalwart volunteers contributed very generously to Asha. Rohit Jain requested the guests of his daughter Mina Jain's first birthday party to donate funds towards Asha. Vishwa and Natalie, our very own members also made sure that they start their lives together by making a donation of all their wedding proceeds. These generous donations have really created better opportunities for the children who are denied of some very basic things in life, like education. This has been a truly inspiring initiative by our volunteers and we would like to thank them immensely for their generosity.

## VOLUNTARY DONATIONS

One of our previously supported projects were supported on personal capacity by some of our old and stalwart volunteers since they had to raise funds towards infrastructure and teachers salaries.

Step-by-step our chapter is making sure that it's being heard, read or seen. We are glad to have such wonderful partners & individuals who are working towards the same cause. Like William Arthur Ward so truly said - *"Feeling gratitude and not expressing it is like wrapping a present and not giving it."*

Thanking everyone in the Asha family for such a wonderful year.

**Akshata Buch**

General Secretary, Asha Zurich





## Project Update - Akshardeep

Akshardeep is a program initiated by Swadhar in 1998. Swadhar is a registered organisation, established in Pune, Maharashtra on 1<sup>st</sup> Jan 1995 for development of women and children through activities like counselling centres, Family life education and alternative education programmes.

Akshardeep is an alternative school program specially meant for children in the age group of 6-12. It comprises many NFE classes held in Pune Municipal Corporation (PMC) and Pimpri Chinchwad Municipal Corporation (PCMC) areas.

An urban project, Akshardeep, aims to help families of Migrant workers and sex workers who would otherwise have no access to education.

### OBJECTIVES

The main aim of this project is to provide education to the children of migrant labourers and prepare them for mainstream schools.

### FUNDING

Asha Zurich supports 16 classes in PCMC area and has been funding this project since 2003. Asha Zurich funds this project at approxly 8500 CHF annually. For the year 2009 our funding was 11540 CHF.

### FCRA DETAILS

In December 2008, Akshardeep was granted permission under FCRA to receive foreign aid through Swadhar, Pune.

### PROGRESS REPORT FROM SWADHAR

In 2009, we have received a progress report for the period June-August 2009.

The total number of children was 317 including 113 from 6 new classes. Due to the high rent in one of the areas, an existing NFE class was closed down on 25<sup>th</sup> April.



### INITIATIVES TAKEN

A Committee consisting of experienced educationists and social workers was formed to conduct an evaluation of Akshardeep's work of the last 10 years and to plan its future role, focus for the next 10 years. In the first meeting of this committee in May 2008, it was decided to focus the efforts to help the children join mainstream schools and make the transition easy for them. Taking this forward from last year a Teachers Training session was held called 'Shikshanacha Jagar' – A call of awakening to the importance of education. The teacher training dealt with the principles of teaching language, math and environment. The syllabus training included interactive learning through songs and games, which result in effective learning of the students. At the end of the session there was a clear indication of the teachers increased confidence. Post this activity, the teachers set out from House to House preaching the importance of education and surveying the no. of families around and the children that could be educated. This effort has been very fruitful as the results shown below:

	2009	2008	2007
# of children in program	317	238	315
# of children mainstreamed to formal schools	188	136	144
# of classes funded by Asha Zurich	16	10	10
FCRA available		Dec 2008	NA

6 new classes were started this year with a total of 113 children being taught. It should be noted that the boy-girl ratio was highly encouraging. There were 37 boys and 76 girls out of the total children of 113

The number of children who went onto join mainstream schools as of Aug. 2009 was 188.

### DIFFICULTIES

One class had to be closed due to difficulties faced by hike in rent and non availability of the teacher. Amongst the new classes two of them had to be closed due to migration of the families of the wards.

The spread of swine flu resulted in the suspension of classes from 11<sup>th</sup> August 2009 to 24<sup>th</sup> August 2009.

### STEPS TO IMPROVE EFFECTIVENESS

Setting up procedures of assessment, evaluation, accountability of the staff, the class and the children. Implementation of new syllabus, internal trainings and teaching aids given to teachers. Teachers made special efforts to retain children in classes by talking to their families.

"Shikshanacha Jagar" A call of awakening to impart the importance of education amongst families for which teachers went on foot from house to house to talk to parents and children.

To help with motivation and bonding of teachers on Jan 7<sup>th</sup>, 84 teachers will be going to Hyderabad on 4 day visit. This visit is partly funded from the teachers salaries and partly by Swadhar.

Support Classes have been successfully set up as a pilot in 5 places to help the retention of the mainstreamed children.

Forbes Marshal initiative called Prerna help identify and train teachers for the support classes.

Government sponsored PMTL were encouraged to help with transportation of 134 students in the Pune area

### SITE VISIT

Site visit was conducted on 10th April 2009 by Asha Pune volunteers Guru, Mousumi, Joseph and were joined by Smita Talwalkar & Mrs. Navale. The report of the site visit is mixed

The report card is mixed. Some of the classes are reported as well managed, while others are not. With increasing size, there has to be standardisation and

at the same time, there needs to be supervision and checks to ensure that there is no dilution in quality. This is still a learning phase for Akshardeep as it expands. Overall, there is still good work being done. The children are getting academic help and are successfully entering regular schools. Also these schools are training new teachers.

## FUTURE

The major challenge is balancing the expansion of classes by bringing in new systems and practices to improve quality and accountability and keeping the syllabus updated and relevant. Also necessary is the development of graded work sheets to help the teachers to teach at multi-level classes

Efforts are being made in collaboration with the Sarva Shiksha Abhiyan and the Pune education board to provide transportation for children who don't live in the vicinity of the schools.

Prepared by: **Deepa Gokarn**  
Project Coordinator, **Akshardeep Pune**





## Project Update - Vishwa Mandal Sevashram

Asha Zurich has been supporting the Shirpur Vishwamandal Sevashram project continuously for five years now. The project is located at Shirpur village, Dhule district of Maharashtra State.

The primary motivation behind Asha Zurich's continued commitment to this project since its inception has been the benefits that it would bring to tribal children, in a remote location of the country where the mainstream education system is absent, through education.

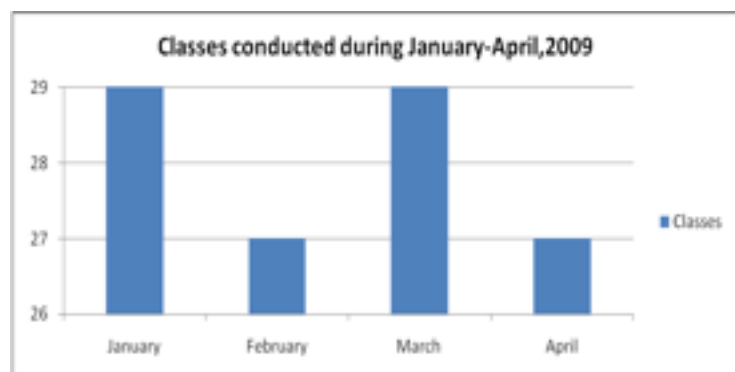
The unwavering diligence and sincerity demonstrated by Father Augustine and his team to improve the lives of the children despite facing tough challenges with regards to transportation, communication, coordination and living in general inspires us to do our small part by funding their annual expenses for staff salaries, transportation, special camps and administration.. Asha Zurich funded 10028 CHF towards project VMS for the year 2009

The semi-annual progress report received from Father Augustine for the period January to May 2009 points to several notable positive developments, the key developments being the following:

- Initiative to recruit a larger number of women as teaching staff and an excellent feedback on the performance of the two lady teachers.
- Recruitment of two physically handicapped people as teachers and an excellent feedback on their performance.
- Organisation of two-day input sessions for the teachers by Mr. Sanjav Gonsalves ( Teaching skills specialist ) for the first time.
- Preparation of progress report cards for children containing their photographs and personal details which is maintained from the time they join the classes. The report cards provide a sense of importance and responsibility to the children and are also greatly beneficial in keeping track of dropped-out children.
- Continuation of the "In-house Deepawali Camp" and contribution of parents towards the education of their children ( Rs 7425 )



The number of classes conducted during the four months January-April are shown in the chart below:



During the month of May, no classes were conducted as the children migrated along with their parents. A migration survey is planned to be conducted to know the details of this phenomenon.

The second semi-annual report from VMS has not arrived yet but will be communicated to the members as soon as we receive it.'

In a nutshell, the VMS project has made impressive progress during the year 2009 and we are sure that the children will continue to benefit and achieve progress through our combined effort.

Prepared by: Bharath Sethuraman  
on behalf of  
**Vishaka Rajput**  
Project Coordinator, VMS, Dhule

# Financial Report

In 2009, Akshardeep and Vishwa Mandal Sevasharam projects were supported. The project Ma and Jananee was not supported due to non-availability of FCRA certificate. The closing balance as on 31st December 2009 stood at CHF 33069.10.

Balance sheet as on 31<sup>st</sup> December 2009 (in CHF)

Opening Balance UBS A/c 1	13053.65
Opening Balance UBS A/c 2	14592.83
Received	34950.34 *
Expenditure	29528.40 **
Closing Balance UBS A/c 1	13748.60
Closing Balance UBS A/c 2	19320.47
<b>Fund Balance</b>	<b>33069.10</b>

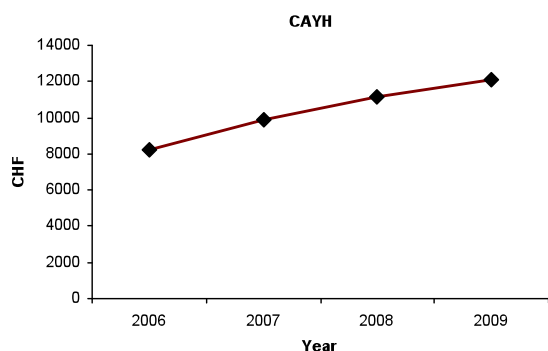
\*This received amount includes reversed credit of CHF 7175.63 from Akshardeep project.

\*\*\* This amount includes a repeat debit of CHF 7220.00 to Akshardeep project.

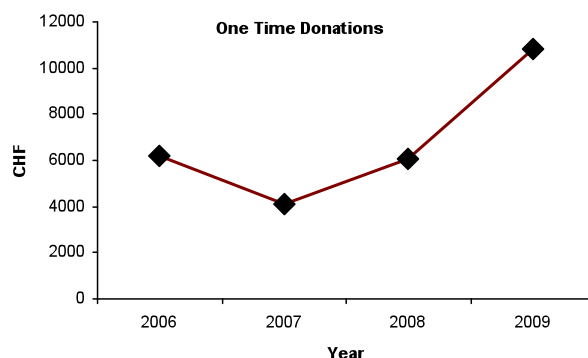
## INCOME

Charity As Your Hobby (CAYH) is a scheme started by Asha Zurich in 2002. In this program, donors contribute a fixed amount of funds on a periodic (usually monthly) basis. This ensures a constant inflow of money and allows Asha Zurich to plan for projects in advance. There has been a continuous increase in the CAYH donations over previous years because of the good level of publicity and the trust people have developed over the years with Asha Zurich.

!!CAYH donations for the year 2009 were at their highest (CHF 12064.00) since 2002!!



Another source of income was the one-time donations received from well-wishers of Asha Zurich. These donations also include contributions raised by individuals, clubs, schools etc., at their personal or social gatherings. In 2009, there was a rise in the one-time donations as compared to previous years. A sum of CHF 10811.56 was received as one-time donations, as compared to CHF 6089.00 in 2008.



We are sincerely grateful to our donors for increased trust in us and value their donations. Among others, Zug International Women's Club and Sparshan have been the most generous one-time donors this year. Many small events conducted throughout the year have improved Asha Zurich's fund-raising initiatives. The receipts from these events have amounted to CHF 4827.45. Although, there were no large-scale fundraising activities undertaken in 2009, but a number of small-scale programs were organized. Unfortunately, as compared to 2008, the collection from events has gone down from CHF 6354.70 to CHF 4827.45 in 2009. These events include- 2 Weltmarkt food stalls, food festival baden, and cooking for TEZET festival.

A summary of Receipts are shown below:

### Receipts for the year 2008 (in CHF)

CAYH	12064.00
One-time donations	10811.56
Events	4827.45
Interest Earned	72.30
Reverse credit from Akshardeep Project	7175.63
<b>Total Receipts (2009)</b>	<b>34950.34</b>

## EXPENDITURE

In 2009, Asha Zurich disbursed a total of CHF 21718.00 towards its projects. We supported the two regular projects, Akshardeep(Pune) and Vishwa Mandal Sevashram (Dhule). Apart from the project funding, administrative expenditures such as printing, posting and bank charges came to CHF 590.40.

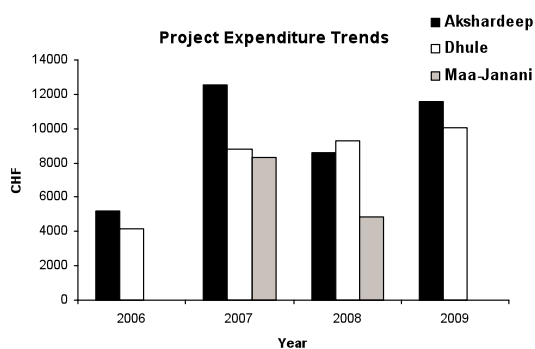
While the donations are completely utilized for project funding, the administrative expenditures were, as always, covered by contributions from some of the Asha Zurich volunteers.

### Projects Disbursements (in CHF)

Akshardeep	11540.00
Vishwa Mandal Sevashram	10028.00
Donation to Hospital Project in Rajasthan	150.00
<b>Total</b>	<b>21718.00</b>

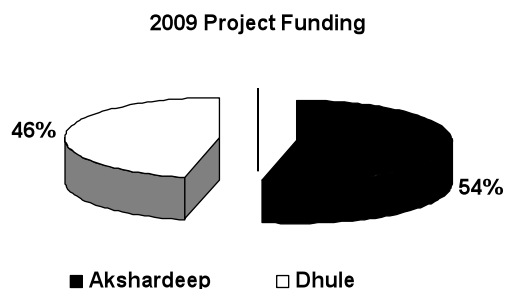
### Expenditure Details (in CHF)

Project Disbursement	21718.00
Administrative charges	590.40
Repeat Payment to Akshardeep project	7220.00
<b>Total</b>	<b>29528.40</b>



The above trends show the disbursements towards the projects over the past 4 years.

### Division of Funds disbursed to the Projects



Gadre

Prepared By: **Kirtimalini**  
Treasurer



I would like to:

Become a member of Asha Zurich

☐ Volunteer time for Asha Zurich

☐ Visit Asha projects in India

☐ Donate to Asha

☐ Be informed about events organised by Asha Zurich

Name: \_\_\_\_\_ Phone: \_\_\_\_\_

Address: \_\_\_\_\_

E-Mail: \_\_\_\_\_

### Donate to Asha Zurich

**Bank:** UBS AG, Zurich  
**Organisation:** Asha Zurich  
**Address:** Asha Zurich  
 C/O Kirtimalini Gadre  
 Badenerstrasse 753  
 8048 Zurich  
**Account Number:** 206-259021.40Q  
**Clearance Number:** 206  
**BIC/SWIFT :** UBSWCHZH80A



ASHA For Education

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# Vol nteer

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