

# Asha Zurich



## President's message

# Annual Report 2004

On behalf of Asha Zurich, I would like to welcome you to the fourth general body meeting of Asha Zurich. It is the time of the year for Asha Zurich, to bring the donors, public and active members together, to discuss issues, our performance, review our goals, and feel proud of our achievements.

Since its beginning in year 2002 as the second European chapter of Asha for Education, Asha Zurich has successfully completed one project and started three new initiatives in different parts of India. As this was the first Asha chapter in a German-speaking country, lots of support came from Switzerland as well as Germany. During this period of two years, Asha Zurich has raised more than 50'000 CHF and has already spent more than 25'000 CHF on projects. Even with such a small budget, we are proud to affect the life of more than 500 children in a positive manner. Beyond these statistics, Asha's message is well served every time a child affected by its project feels happier or every time an Asha donor or volunteer experiences the joy of collective success by monitoring individual projects.

Since its inception, Asha Zurich's enthusiasm and transparency has been warmly received by Indian and Swiss peoples. This has resulted in the steady transformation of Asha Zurich, into a mature Swiss organization. Asha Zurich is grateful to Indian Association Zurich, Indian Student organization Zurich, Rietberg Museum Zurich, Indian Association Baden, Bharatiya Association Berne and Indian Embassy for their constant encouragement and support. This support has helped Asha Zurich enormously in the pursuit of its goals. I would like to take this opportunity to thank those who have supported Asha Zurich along the way and welcome any feedback and participation that would help us advance in a steadfast fashion.

For future success, Asha Zurich has to consolidate its position in the next few years. To facilitate that, various administrative systems and processes such as, systematic documentation; creating and maintaining databases; improving donor relations; public outreach, etc. have to be firmly in place. Also, Asha Zurich has to make continued attempts to broadcast its goals and achievements to the wider community and make concerted efforts to engage more volunteers (especially from the non-Indian community).

Santosh Ansumali  
*President*

## 2004: A Retrospective

**Asha Europe Conference:** The Asha for Education, Europe Conference was held for the first time on the 24<sup>th</sup> and 25<sup>th</sup> of April, 2004 at the Irchel campus of University of Zurich. The main motivation for the conference was to bring together the newly emerging chapters of Asha for Education in Europe and to learn from each other's experiences of starting and running an Asha chapter in the various European countries. The conference had 22 participants including representation from Asha chapters at London, Oxford, Munich, and MIT/Boston. Siddamma from Bharati Trust, Tamil Nadu, India was the invited speaker. The minutes of the conference can be obtained by writing to [asha\\_zurich@yahoo.com](mailto:asha_zurich@yahoo.com).

**General Body Meeting:** The 3rd Asha Zurich General Body Meeting was held on the 12th of June, 2004 at the ETH Main Building. A new Executive Committee was elected for the period 2004-2005:

Santosh Ansumali - President  
Kavita Roongta - Treasurer  
Chidambaram Narayanan - General Secretary  
Vikas Mittal - Project Coordinator  
Vishweshwara Herle - Project Coordinator

The formation of an Advisory Board for Asha Zurich was approved by the GBM.

**Talk by Mr. K. Narender** - DHAN Foundation, Effective strategies for development of the poorest, October 21, 2004 at ETH Main Building, ETH Zentrum, Zurich.

**Ongoing projects:** At the start of 2004, Asha Zurich had two ongoing projects.

*Vivekananda Ashram:* This project involved the construction of a school building in the premises of the Vivekananda Ashram for the benefit of students in the village of Adisaptagram, West Bengal, India. The project was expected to be finished by the middle of 2004; however, the building was inaugurated for use by the students only on the 15<sup>th</sup> of August. Asha Zurich remains in touch with the project to make sure that the newly constructed building delivers the intended benefits to students.

*Akshardeep:* involves the running costs for several non-formal education centres in Pune, Maharashtra. Asha Zurich has received very good responses from various volunteers who have made site visits to this project and Asha Zurich continues to support this project.

**New projects:** After detailed review of several projects received by Asha Zurich (including HELP, Manavi, DREAM projects that were not taken up), two new projects were accepted for funding in the year 2004.

*Parivaar:* The Parivaar Residential School and Resource Centre for underprivileged children aims at the empowerment of underprivileged children from segments such as orphans, children of commercial sex workers, and street children. Initiated by students and professors at the Indian Institute of Management Calcutta, the project provides a stable basis for the lives of these children, thus enabling them to reap the benefits of a long-term formal education and ease their integration into the social mainstream. Asha Zurich is funding 10 children for the year 2004-05.

*Funding Sanctioned By Asha Zurich:* CHF 4,000.00 *Amount Transferred To Date:* CHF 1,900.00

*Vishwamandal Sevashram:* The objective of this project is the education of the children of the Bhil tribe in Dhule district, Maharashtra. Due to the isolation of the region, there are no functional government schools for the children to attend, thus the need for the 25 schools run under this project. In addition, the Vishwamandal Sevashram undertakes various other development projects such as watershed development, organic farming and medical training among others, and has a long history of developmental work in the area. Asha Zurich will provide partial funding for the project for a minimum of one year. *Funding Sanctioned by Asha Zurich:* Rs. 3,00,000.00 (ca. CHF 8,000.00) *Amount Transferred To Date:* CHF 4,200.00


**Publications:** New issues of Asha Zurich's newsletter Zuriodyay were published. The Annual report for the year 2003 was published and distributed to members after the General Body meeting. Work on preparing a set of guidelines summarizing the processes in place in Asha Zurich was also started.

**India week:** Along with the Indian Students Association (InSAZ) and Kulturstelle ETH Zurich, Asha Zurich organized the Indian week at ETH Zurich from the 15<sup>th</sup> to the 20<sup>th</sup> of November. This event included various cultural events, lectures and discussions, and an Indian disco aimed at exposing students at ETH to India.

**Tsunami:** The end of the year also saw the devastation wrecked by the Tsunami in the Indian Ocean. Asha Zurich contributed its bit in providing a reliable avenue for people in Zurich to donate to help the victims. Most importantly Asha Zurich was able to establish direct contact with aid agencies providing immediate relief (to Andaman and Nicobar Islands) and was able to reach supplies to the affected. The remaining collection was transferred to Give India ([www.giveindia.org](http://www.giveindia.org)) for use for rehabilitation efforts.

Asha Zurich through its unique organisational abilities continues to work towards its chosen goal of lending a helping hand in bringing education to children in India.


Chidambaram Narayanan  
General Secretary



boond boond pani de sagar banta hai!  
(drops of water  
make a mighty ocean!)

a franc a day will help  
build schools for hundreds of  
children in India!

participate in  
CAYH  
charity as your hobby



[www.asha-zurich.ch/cayh](http://www.asha-zurich.ch/cayh)

CAYH - pledge a monthly contribution to help underprivileged children in India get basic education

# Financial Report

The financial year 2004 was a period of consolidation for Asha Zurich. After witnessing a year of rapid financial growth in 2003, where the income compounded almost three times, year 2004 was an effort to stay at the same level. The infrastructure of Asha Zurich (in terms of the manpower and book-keeping) needs changes to effectively keep up with its growth. In this report the main features of financial year 2004 are presented and some suggestions for financial book-keeping are offered that will make function of Asha Zurich function more efficient.

## Balance sheet

Assets	31 December 2002	31 December 2003	31 December 2004
	CHF	CHF	CHF
<b>Cash in bank</b>			
UBS 1	0.0	3,850.18	12570.28
UBS 2	0.0	16,308.31	8626.66
Post	10,788.77	8,998.62	12112.97
Cash in hand	0.00	60.0	60.0
<b>Total</b>	<b>10,788.77</b>	<b>29,217.11</b>	<b>33369.91</b>
Liabilities	0.00	0.0	0.0
Fund balance	10,788.77	29,217.11	33369.51
<b>Total</b>	<b>10,788.77</b>	<b>29,217.11</b>	<b>33369.51</b>

## Income

The following table summarizes the break-up of the income for the year 2004.

1	Income	2003		2004	
		CHF	(%)	CHF	(%)
1.1	Charity As Your Hobby	9,447.60	(20.425)	9,037.00	(46.149)
1.2	Donations for project	7,941.65	(17.169)	5,483.95	(28.005)
1.3	Donation for Tsunami relief	0.0	(00.000)	2,850.00	(14.554)
1.4	WAH	130.00	(00.281)	**606.00	(03.095)
1.5	Aaja Nach Le	1,125.00	(02.432)	0.00	(00.000)
1.6	Notes of Hope 2003	27,280.00	(58.978)	800.00	(04.085)
1.7	Notes of Hope 2005	0.00	(00.000)	500.00	(02.553)
1.8	Rappen Keller	330.30	(00.714)	160.00	(00.817)
1.9	Bank Interest	0.00	(00.000)	75.15	(00.384)
1.10	Merchandise sell	0.00	(00.000)	70.00	(00.357)
	<b>Total</b>	<b>46,254.55</b>		<b>19,582.10</b>	

\*\* WAH donation of \$505 (approx 606 CHF) was made in ASHA worldwide account directly.

Charity As Your Hobby (CAYH) is a scheme that Asha Zurich started in 2002. In this scheme, donors are encouraged to contribute a regular monthly sum to Asha Zurich. This ensures Asha Zurich a constant flow of income, thus helping to plan projects in advance. These transfers are facilitated by monthly transfer schemes offered by most banks in Switzerland. The absolute income from CAYH remained roughly the same as in year 2003. Donations are usually one-time contributions. As compared to year 2003, one time donations were decreased by 31%. This decrease in donation was compensated by a substantial amount of donation for Tsunami relief. Asha Zurich has contributed for Tsunami relief in year 2005 and this expenditure will show up in the account of year 2005. Total

Income in year 2004 is only 42% of the income generated in year 2003. The main reason for that was the fact that 56% of the income in year 2003 came from Notes of hope. In year 2004, Asha Zurich organized only a small fund-raiser "India week". The income from this event came in year 2005 and will show up in the account of year 2005. The detailed accounts of these events are given later.

Since 2003, Asha Zurich is participating in Work An Hour (WAH) fund raiser, which is an annual fund raiser organized jointly by all Asha chapters. In this event, Asha encourages people to contribute their salary equivalent of one working hour to Asha. The funds collected in this fashion all over the world is dispensed to a few chosen projects, which are announced before hand. This year contribution from Asha Zurich increased by almost 460% as compared to year 2003.

### **Expenditure**

Net expenditure in year 2004 was CHF 14823.30. The table of expenditure is given in the table below:

2	Expenditure	2003	2004
		CHF	CHF
2.1	Administration	549.41	174.92
2.2	Notes of Hope 2005	0.00	3,000.00
2.3	Notes of Hope 2003	12,962.15	1,227.88
2.3	Disbursements (Vivekananda Ashram)	10,000.00	4,700.00
2.4	Disbursements (Akshardeep)	4,242.00	3,820.50
2.5	Disbursements (Parivaar)	0.0	1,900.00
	<b>Total</b>	<b>27,753.56</b>	<b>14,823.30</b>

*Project disbursement:* In the year 2004, Asha Zurich funded three projects, Vivekananda Ashram and Parivaar in the state of West Bengal, and Akshardeep in the state of Maharashtra. A total sum of CHF 10,420.5 was disbursed for the projects. The disbursement for Vivekananda Ashram was done in two installments, while those for Akshardeep and Parivaar were done in one.

Project site visits were performed for both our ongoing projects and for projects under review. Volunteers who visited India from Asha Zurich contributed the costs for these site visits. The total expenses for these visits were less than CHF 100. These expenses have not been included in the accounts as they were contributed directly by the volunteers.

*Administrative expenses:* Administrative expenses include bank charges (CHF 137.07), taxes (CHF 21.45) and postage (CHF 16.40). In the year 2002, Asha Zurich received a contribution of CHF 1,000 exclusively for managing administrative expenses. In addition, certain volunteers of Asha Zurich, who participate in CAYH, have given Asha Zurich the possibility to use their contributions for administrative expenses. Hence Asha Zurich has once again ensured that no part of the donations is used for administrative purposes. Asha Zurich continues to be a zero-overhead organization.

*Asha Europe Conference:* - This event was organized with the goal that Asha volunteers across the Europe and volunteers from other organization will get a platform to interact. Financially, the aim to was to reach "no loss" status from this event. Asha managed to do this event without any financial burden on the organization. The accounting details for this event are given in the following table.

<b>3</b>	<b>Income</b>	<b>CHF</b>
3.1	Registration fee	525.00
3.2	Merchandise Sale	230.00
3.3	Contribution from volunteers	06.90
	<b>Total</b>	<b>761.90</b>
<b>4</b>	<b>Expenditure</b>	
4.1	Room rent	200.00
4.1	Food for participant	502.50
4.2	Others	59.40
	<b>Total</b>	<b>761.90</b>
	<b>Profit</b>	<b>0</b>

*Notes of Hope 2003 (Financial year 2003-2004):* Last year, Asha Zurich organized Notes of Hope 2003, an Indian classical music concert on 23 November 2003. This event, the first mega event for Asha Zurich, was a great success! A part of transactions for this event were completed in year 2004. For the sake of completeness, the total accounting for this event is given below.

<b>5</b>	<b>Income</b>	<b>CHF</b>
5.1	Sponsorship	13,300.00
5.2	Sale of tickets	14,720.00
	<b>Total</b>	<b>28,020.00</b>
<b>6</b>	<b>Expenditure</b>	
6.1	Artist	8,450.00
6.1	Hall (including equipment)	2,660.00
6.2	Other expenses	2,140.04
6.3	Tax	940.00
	<b>Total</b>	<b>14,190.04</b>
	<b>Profit</b>	<b>13,829.96</b>

Asha Zurich has graduated from a status of a small organization, run by a few enthusiastic volunteers, to an organization that is slowly emerging as a stable platform for residents of Switzerland to pro-actively contribute to the uplift of underprivileged children in India. Since the human resources available for Asha Zurich are limited, it has take advantage of computerized databases to effectively manage donations and public relations operations.

*Databank Project:* Most of the difficulty associated with Asha Zurich accounts can be removed by the creation of a single data management system for accounting as well public relations. This is necessary, as the organization is growing at a rapid pace while the amount of human resources is not. For this purpose, a few volunteers initiated an Asha Zurich database project. The final goal of this project is to create a unified data management system for Asha Zurich. In the first stage of the program, a semi-automated system for the Asha finance team and public relations team has been created. The financial part of the database is already functional and the present financial report has been created using that system.

*Further Improvements:* Monthly financial contributions to Asha Zurich are witnessing considerable fluctuations. One possible reason for this problem is ineffective communications with donors. Asha Zurich should try to send thanks letter to each and every donor. Furthermore, the accounting should be done at least every six month.

Financial report prepared by: Santosh Ansumali, and Kavita Roongta (*Treasurer*)

### **Contact Asha Zurich**

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[www.asha-zurich.ch](http://www.asha-zurich.ch)  
[asha\\_zurich@yahoo.com](mailto:asha_zurich@yahoo.com)

### **Donate to Asha Zurich**

Bank: UBS, Zurich  
Organisation: Asha Zurich  
Address: Aprikosenstrasse 20, 8051 Zurich  
Account Number: 206-259021.40Q  
Clearance Number: 206

I would like to

- ☐ Be a member of Asha Zurich
- ☐ Volunteer time for Asha Zurich
- ☐ Visit Asha projects in India
- ☐ Donate to Asha
- ☐ Be informed about events organized by Asha Zurich
- ☐ Other,

\_\_\_\_\_

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

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

Email: \_\_\_\_\_