

ASHRAYA

Project Terra Firma

July 2015

Who we are

Introduction to Ashraya

USA

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Bellevue, WA 98005

Vasuki Subbarao , President

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ASHRAYA

www.ashraya-usa.org (EIN 52-1791311)

Non-profit organization providing assistance on education, vocational training and income generation to rural and physically challenged children and youth in India since 1991

India

D-1004 Laburnum Block,
Brigade Millennium,
J.P. Nagar 7th Phase,
Bangalore 560078, INDIA

Pavithra KL - Project Lead

pavithra@ashraya-usa.org

+91 990 292 9959 (C)

VS Kashyap, India Trustee

vishu@ashraya-usa.org

+91 994 558 9200 (C)

- ❖ *Started in 1991*
- ❖ *Incorporated in NJ and India*
- ❖ *Tax-Exempt Status in both Countries*
- ❖ *\$250K Funds disbursed to Date*
- ❖ *Zero overheads – all volunteer based*
- ❖ *Hands-On execution of projects*

Our Journey so far

1998-2007

Funded numerous 3rd party projects in education, vocational training & income generation for all physical challenged youth & women

Focus

Expand

Grow

Sprout

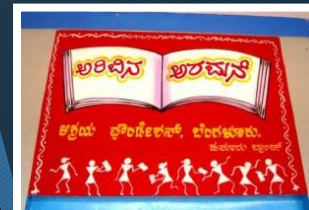
Seed

2007-Current
Single initiative as prime executor: **Project Terra Firma**

1987 - 90
Volunteered in RFB

1990 - 1994
Recorded 600 talking books using US based volunteers

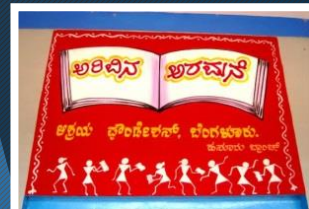
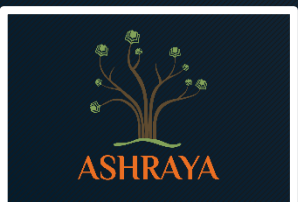
1994-1998
Set up Gnana Vakini in Bangalore



The paths we have crossed

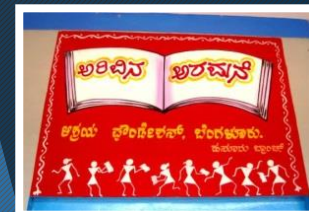
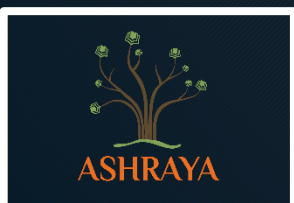
Organizations we have supported

 <p>BLIND PEOPLE'S ASSOCIATION - INDIA</p> <p>TOUCHING PEOPLE, CHANGING LIVES</p>	 <p>MOBILITY INDIA</p>
 <p>R.A.W.W.D Rehabilitation Aids Workshop by Women with Disabilities</p>	 <p>SRTIST NALGONDA</p> <p>SUCCESS FOLLOWS THE HARDWORK</p>
<p>Mathru Educational Trust for the Blind</p> <p>For free education, vocational training, skill development, placement, food and accomodation for the differently-abled</p> 	
 <p>Mitra Jyotki</p> <p>To Inspire and Enable the Visually Impaired</p>	
 <p>Vidnyanvahini</p>	
 <p>Nutan Vidyalaya Society, Gulbarga</p> <p>CENTENARY YR. 2006 - 2007</p>	 <p>NHA</p> <p>SERVE THE BLIND</p>
<p>ASHA DEEPA</p> <p>SCHOOL FOR THE VISUALLY IMPAIRED</p>	
	 <p>SUPPORT</p> <p>sincere efforts for ideal change</p>
 <p>DEPARTMENT OF PUBLIC INSTRUCTION</p> <p>Government Of Karnataka</p> 	

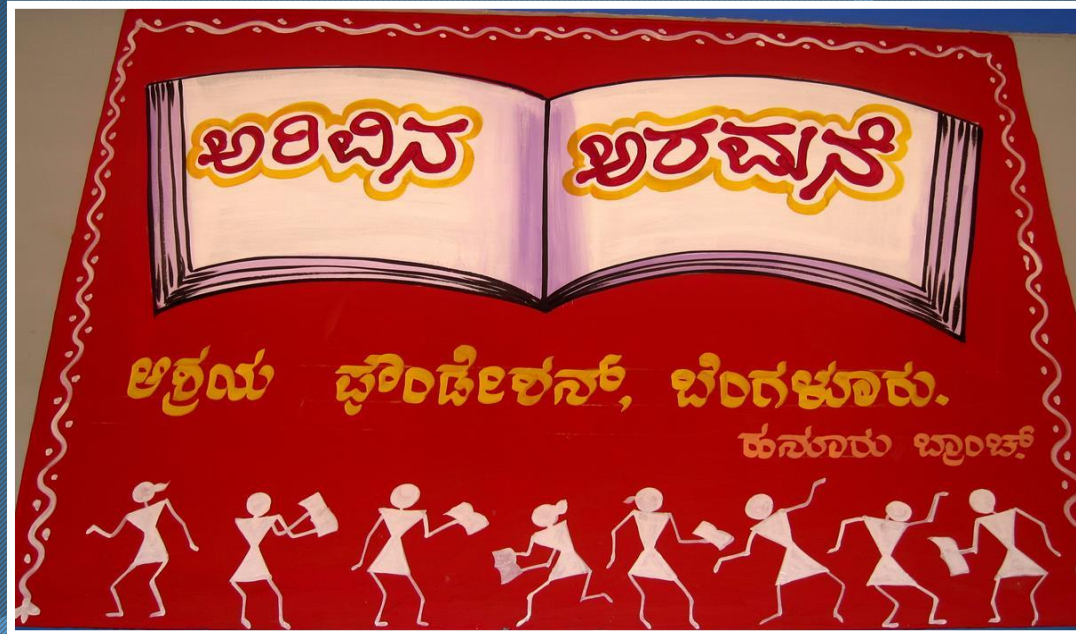


Vignettes from the Past

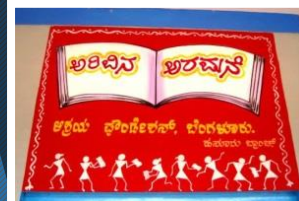
Projects supported prior to Terra Firma



Here and Now: Project Terra Firma



- ❖ Complementary education in rural higher primary schools
- ❖ Hanur Taluk, Chamarajanagar District – rural backward area
- ❖ Library system with reading clubs, art program and science clubs
- ❖ Activity based initiative w/specific goals & continuous tracking
- ❖ Alliance with BEO and DDPJ Charamjanagar
- ❖ \$41K spent to date (in last 6 years)



Our pastoral safari

Evolution of Project Terra Firma

2010

Science and nature clubs in
Kannur school

Launch

Pilot -2

Pilot -1

Trial

**Shot in the
Dark**

2011-Current

Added libraries in 9 schools
Art program in 6 schools
Science club in 6 schools
Book of the month club in 9 schools

2007-08

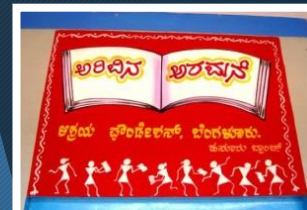
Copywriting
for 17 schools

2008

Fun projects in Kannur
school

2009

Library in Kannur school

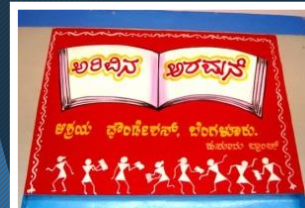


Cinerama Indico

Scenes on the way to project area

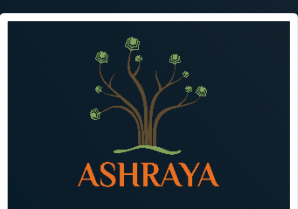
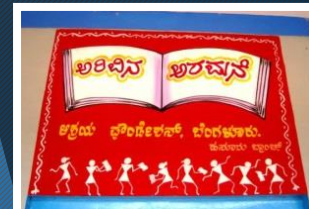


Oodles of joy Children at play in our schools



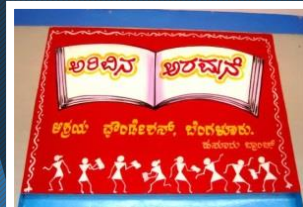
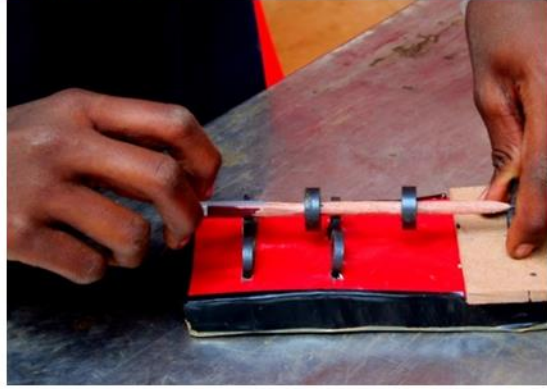
Terra Firma Snippets

Fun Project Day March 2008



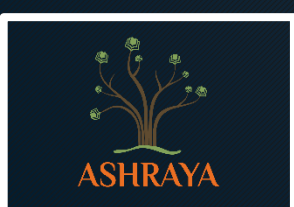
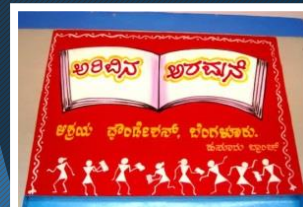
Terra Firma Snippets

Science & Nature Club Fair Mar 09



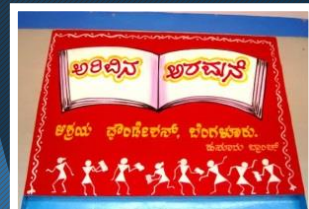
Terra Firma Snippets

Our Libraries - Riots of Color



Terra Firma Snippets

Library Gates Open Sep 2011



Recent accomplishments

Program Summary

2012-13

2014-15

2015-16

Libraries



6

9

9

Science Clubs



1

6

6

Art Programs



6

6

6

Book of the Month & Mentoring Clubs



0

0

9



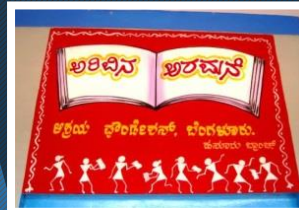
Recent accomplishments

Library Agenda

- ❖ 2 Library periods per week
- ❖ Linked to curriculum with class research projects
- ❖ 600 books per library for children and teachers
- ❖ Full-time librarian
- ❖ Monthly tests to promote learning levels (GROWBY)

Library Activities

- Activities-based learning
- Arts and craft
- Education board games
- Dodecahedron projects
- Break time Quiz Treasure hunt
- Dressing-up & drama competition
- Educational movie screening
- Speed reading competition
- "Change the Story" competition
- Read 10, Sketch 2 and get 2 free contest



Recent accomplishments

Club Activities

Art Program

- ❖ Top 20 students per school
- ❖ 7 art technique modules (sketching, shading, charcoal, landscape painting, still life painting, moving figure painting, portraits)
- ❖ Paint the schools with murals
- ❖ Paint the village with murals
- ❖ Encounter with nature trip
- ❖ Art competition day

Science Club

- ❖ Top 20 students per school
- ❖ 7 experiment modules (Air, Matter, Density, Light, Heat, Magnets, Sound)
- ❖ Arvind Gupta One Minute experiments
- ❖ Trip to science museum, Bangalore
- ❖ Science video viewing
- ❖ Science competition day

Book of the Month Club

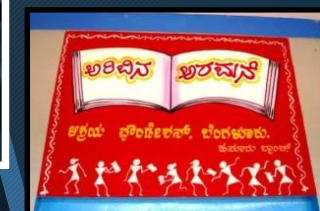
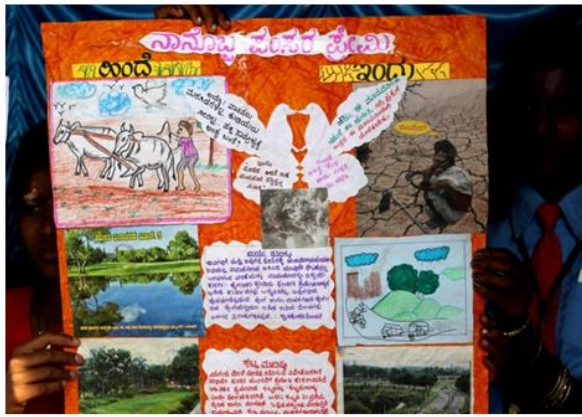
- ❖ Top 20 GROWBY scores and readerships per school
- ❖ Meet once a month – all students read same book
- ❖ Book questionnaire
- ❖ Object association
- ❖ Whose line is it?
- ❖ Dumb charades
- ❖ Act and draw it out
- ❖ Change the story

Mentoring Program

- ❖ Bottom 20 GROWBY scores per school
- ❖ Mentoring program on reading
- ❖ Guaranteed 2 level improvement in GROWBY levels
- ❖ Students rotated out once levels reached

Recent accomplishments

Library Day Jan 2014



Recent accomplishments

Art program activities 2014-15



Recent accomplishments

Science club activities 2014-15



Recent accomplishments

Library activities 2014-15



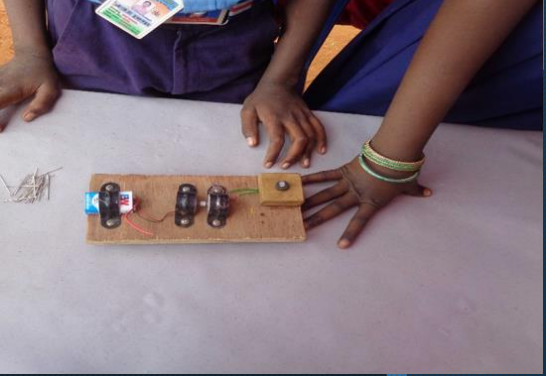
Recent accomplishments

Leonardo Da Vinci Day Jan 2015 – Art Competition



Recent accomplishments

Leonardo Da Vinci Day Jan 2015 – Science Competition



Recent accomplishments

Leonardo Da Vinci Day Jan 2015 – Main Event



We have an able ground staff with long-term relations built over time

*Well-wisher and Advisor,
Paul Raj, Retd. HM, Kannur*



*Alliances with DDPJ Chamarajanagar
and BEO Hanur*



*Project Coordinators,
Savukar Raj & Siva Kumar*



*Project Lead,
Pavithra KL*



One Librarian per School



We track progress like Fedex Monthly Project Monitoring Reports

Project Status Report Date: 31.08.2013

1] School Information

Participating Schools

School	Head Master	Science Teacher	Social Studies Teacher	English Teacher
Honur HPS	JOSEPH P	SAKUNABALI	SHANTHARUTHY	SHYKAMBAR
Basappa Doddi HPS	NIRMALA	MOHANLAKSHMI	ANAND	MOHANLAKSHMI
Honur HPS	GOVINDARAJU	SUNITHA	SARASWATHI	FATMA
Tempyapeta HPS	FADMA	SATHISH	NAGARAJASHEETI	POORNIMASWAMY
Honur HPS	SHYKAMBAR	MEENAKSHI	JYOTHILAKSHMI	PRASAD
Tempyapeta HPS	SAVITHRAMMA	DORESWAMY	DORESWAMY	SAVITHA

School Summary Totals

Number of Students	1,685
Number of Teachers	27
Number of Toilets	52

Students by Class

Class	Students
Class 8	233
Class 7	287
Class 6	249
Class 5	173
Class 4	171
Class 3	118
Teachers	22
Class 2	33

Students by Status

Status	Students
Regular	1313
Never Shows Up	4
Left School	3
Irregular	31

3] Library Book Catalog

Library Books Available by Subject

Subject	Count
Story Books	1,013
Others	689
Religion	102
Environment	104
General Knowledge	114
Arts & Crafts	120
Literature	138
Physics	246
Biology	259
History	300

Library Books Available by Language

Language	Count
Kannada	2,378
English	74
Hindi	0
Marathi	0
Tamil	0
Telugu	0

Library Books Available by Publisher

Publisher	Count
Navakarmataka	651
NBT	306
CS1	246
Pratham	480
Vasan	253
Swarna	101
Appu Series	188
Mango	0
Wiley	0
Tulika	0

Library Books Available by Recommended Reading Level

Level	Count
Level 5 - Knowledge	2,006
Level 3 - Green	84
Level 4 - Blue	42
Level 2 - Red	210
Level 1 - Yellow	144
Level 6 - Teachers	236

2] Library Student GROWBY Levels and Readerships

Actual GROWBY Levels 26.06.2013

Level	Count
Level 5 - Knowledge	76
Level 4 - Blue	220
Level 3 - Green	313
Level 2 - Red	341
Level 1 - Yellow	315

Library Readerships Aug 2013 by Class

Class	Count
Class 8	152
Class 7	256
Class 6	284
Class 5	268
Class 4	96
Class 3	0
Class 2	0
Teachers	24

Library Readerships Aug 2013 by Reading Level

Level	Count
Level 5 - Knowledge	89
Level 4 - Blue	217
Level 3 - Green	246
Level 2 - Red	287
Level 1 - Yellow	201
Level 6 - Teachers	44

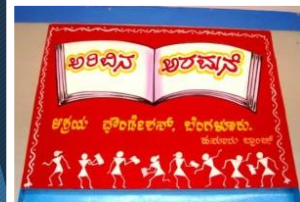
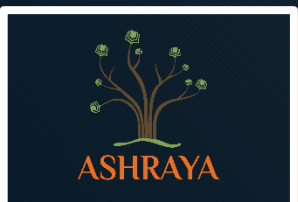
4] Library Activities

Library Activities by Type

Activity Type	Count
Activities Based Learning (Tied to MLU) around Story Books	6
Arts and Craft	0
Board Games	0
Book of the Month Club	0
Break Time Quiz	0
Treasure Hunt with Clues hidden around Books and Character Books	6
Dressing-Up Competition	0
Competition to Create Posters and Bookmarks	0
Class Research Projects using Book Material	0
Educational Movie Screening	0
Story Hour Under the Tree	0
Newspaper Reading Hour	0
Speed Reading Competition	0
"Change the Story" Competition	18
Totals	18

Library Activities by Month

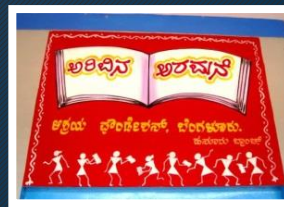
Month	Count
Jul-13	0
Aug-13	18
Sep-13	0
Oct-13	0
Nov-13	0
Dec-13	0
Jan-14	0
Feb-14	0
Totals	18



And we need your fuel to get there

Project Terra Firma Funding Units 2015-16

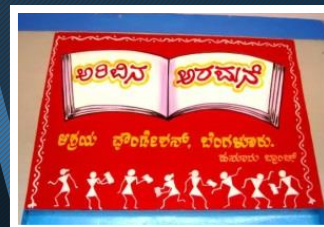
Funding Units	Funding Per School Unit, \$	No. of School Units	Total Funding Sought, \$
Sponsor Operations of Current Libraries for One Year	700	9	6,300
Sponsor Operations of Art Program for One Year	525	6	3,150
Sponsor Operations of Science Clubs for One Year	650	6	3,900
Total Funding Sought		21	13,350

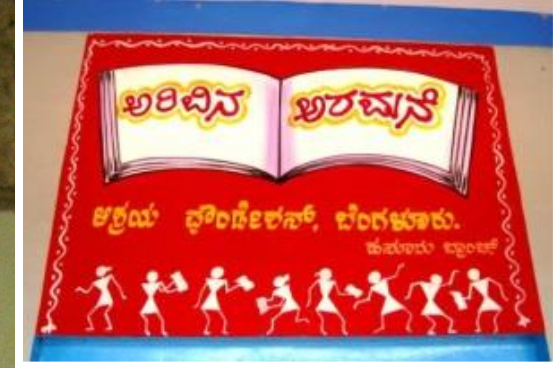


Our social contract

What we offer to donors

- ❖ *You own the unit you fund and can build bonds*
- ❖ *Quarterly project monitoring reports*
- ❖ *Copious photos and videos of activities*
- ❖ *Visits to school units*
 - ✓ *Conduct workshops on specific areas of expertise*
 - ✓ *Go on a field trip*
- ❖ *Participate and be a guest in Library Day*





Come hug the world