

ASHRAYA Project Terra Firma Feb 2020

<https://www.youtube.com/watch?v=UIFVmrCJ398>

Introduction to Ashraya



ASHRAYA

www.ashraya-usa.org | contact@ashraya-usa.org

Tax-exempt and non-profit status in US and India

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

- ❖ *Started in 1991*
- ❖ *Incorporated in NJ and India*
- ❖ *Tax-Exempt Status in both Countries*
- ❖ *\$300K Funds disbursed to Date*
- ❖ *Zero overheads – all volunteer based*
- ❖ *Hands-On execution of projects*

Main contacts

- ❖ *Vasuki Subbarao, President, 404-457-1073, vasuki.subbarao@gmail.com*
- ❖ *Jayanthi Rajagopal, Treasurer, 404-457-5455, jaydivas@gmail.com*

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

1987 – 90

Volunteered in RFB

1990 – 1994

Recorded 600 talking books using US based volunteers

1994-1998

Set up Gnana Vakini recording center in Bangalore

2007-Current

*Single initiative as prime executor: **Project Terra Firma***

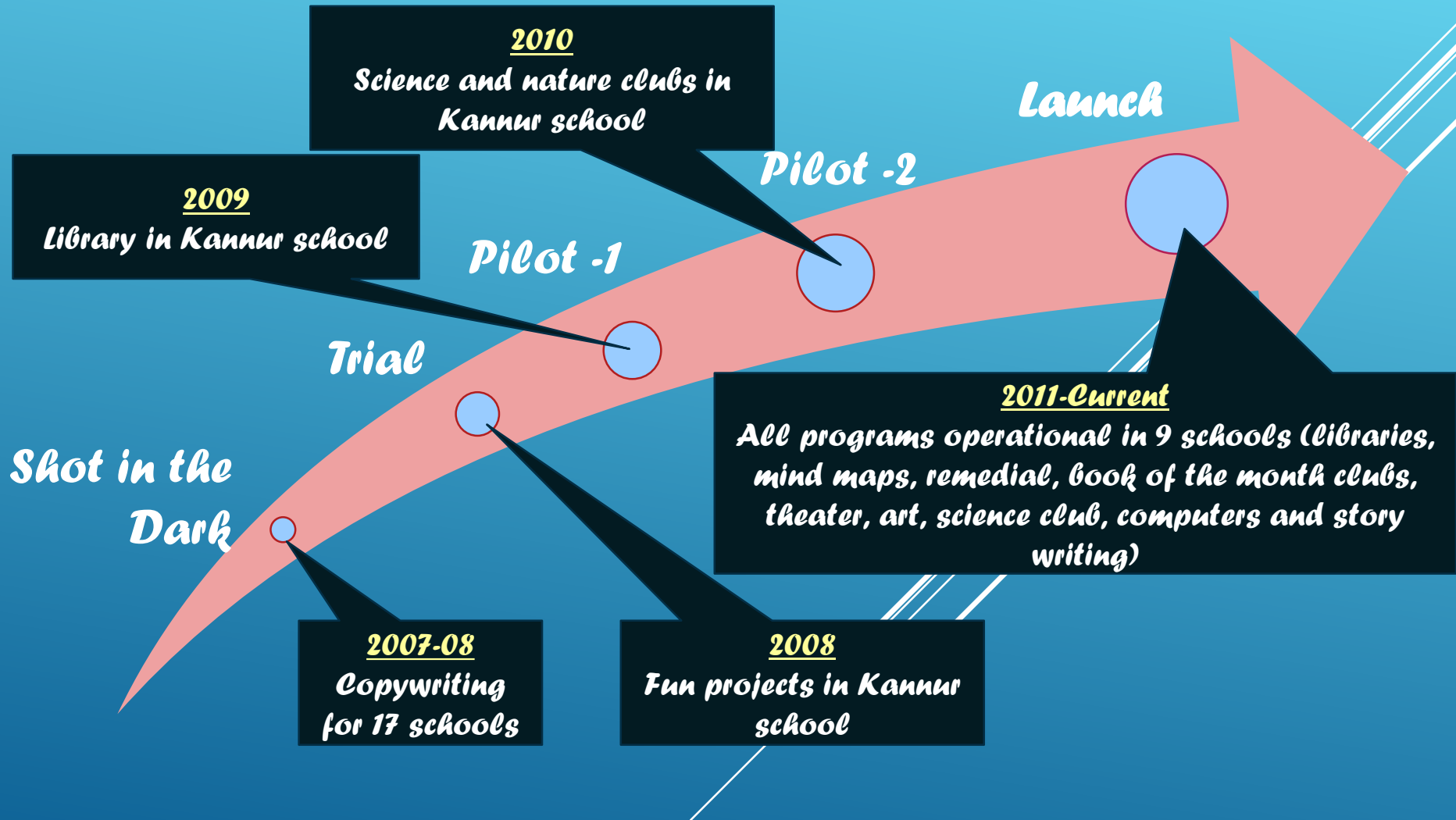
Here and now: Project Terra Firma

Focus: WHO has stated that gap between advanced and poor countries does not lie in access to education and knowledge, but in life skills – Project Terra Firma focuses on bridging these gaps in rural higher primary schools in India

- ❖ *Complementary programs on life skills in rural higher primary schools*
- ❖ *Chosen project area - Hanur Taluk, Karnataka – rural and backward Library system with various life skill clubs/programs (book of the month, remedial, art, science, computers, theater, mind maps and story writing)*
- ❖ *Activity based initiative w/specific goals & continuous tracking*
- ❖ *Alliance with BEO and DDPJ Charamjanagar*
- ❖ *~\$200K spent to date (in last 12 years)*

- ❖ *Every year, program starts with school year in June*
- ❖ *All programs are run per set agenda from June to March of next year*
- ❖ *Content for programs and competitions created by founders*
- ❖ *Program progress tracked through videos and detailed project monitors*
- ❖ *Programs audited by independent auditor every month*
- ❖ *Program culminates with annual day with live competitions in late Feb, final practical exams and year-end certifications in late March*

Evolution of Project Terra Firma



Children at play in our schools



Our Libraries - Riots of color



Program summary

*Libraries and Mind
Maps*



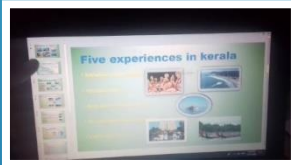
Science Clubs



Art Programs



Computer Programs



*Book of the Month,
Story Writing, Theater
& Remedial Clubs*



2012-13

2015-16

2019-20

6

9

9

1

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8

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Our goal is to implement and run libraries and all life-skill programs in 15 higher primary schools by 2022

Program details - Libraries

- ❖ *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*
- *Mind maps*
- *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*

Program details - Clubs

Art Program

- ❖ 7 art technique modules (sketching, shading, charcoal, landscape painting, still life painting, moving figure painting, portraits)
- ❖ Paint 2 schools with murals around themes
- ❖ Encounter with nature trip

Science Club

- ❖ 7 experiment modules (Air, Matter, Density, Light, Heat, Magnets, Sound)
- ❖ Arvind Gupta One Minute experiments
- ❖ 3 Hypothesis based projects
- ❖ Science video viewing

Book of the Month Club

- ❖ Theme – Shakespearean dramas
- ❖ Meet once a month Book questionnaire
- ❖ Discussion and debates on key topics
- ❖ Enact the plays through theater
- ❖ Story writing every month on select themes

Mentoring Program

- ❖ Bottom 20 GROWBY scores per school
- ❖ Mentoring program on reading
- ❖ Guaranteed 1-2 level improvement in GROWBY levels
- ❖ Students rotated out once levels reached

Computer Club

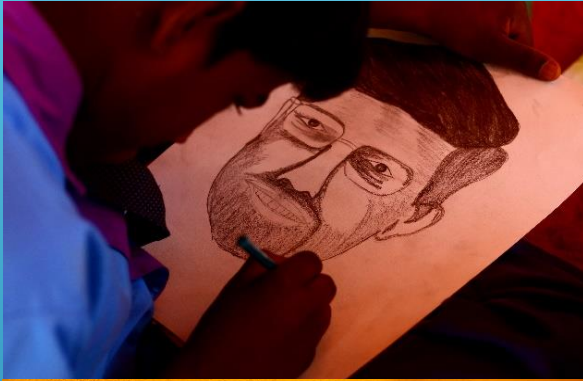
- ❖ Introduction to computers
- ❖ Introduction to windows operation system
- ❖ MS office modules (word, Excel, Power Point)
- ❖ Email, Internet & Search
- ❖ Computer-based projects

All Rounder Program

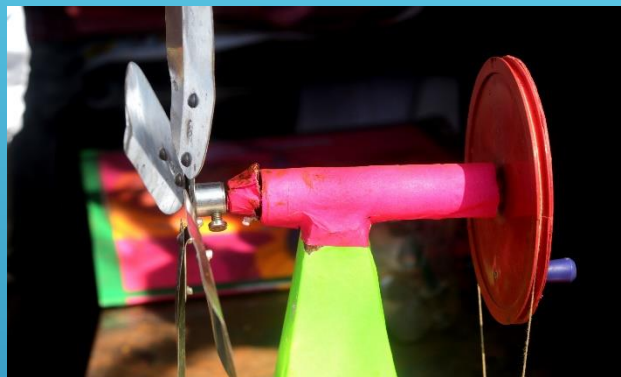
- ❖ Top 20 students across all schools
- ❖ Participate in all programs
- ❖ Cross-skill training with projects across all life skills

20 students per school per program (3 batches for mentoring program)

Program snippets - Art program



Program snippets - Science club



Program snippets – Annual day



Program support

16 Stable staff with average 6 year tenure: 1 Project Advisor, 1 Project Coordinator, 1 Book of the Month/Remedial/Story Writing Program Teacher, 1 Science Club Teacher, 1 Computer Club Teacher, 9 Librarians an 1 Program Auditor



*And alliances with local
DDPJ and BEO*



Key impact stats

Key Statistic	2018	2019
Number of Schools	9	9
Number of Ashraya Employees	14	14
Number of Students	1,648	1,884
Number of Students who use Libraries	1,397	1,362
Number of Programs	7	8
Number of students by program		
<i>Library Activity based Program</i>	1,386	1,362
<i>Art Program</i>	119	160
<i>Science Club</i>	119	166
<i>Book of the Month Club</i>	179	180
<i>Story Writing</i>	179	180
<i>Remedial Program</i>	511	539
<i>Computer Club</i>	59	122
Total Students across all Programs	2,373	2,529
GROWBY Performance of Students in Remedial Programs		
<i>Improved and Graduated across 3 Batches</i>	77%	82%
<i>Not Improved and Eliminated across 3 Batches</i>	23%	18%
Number of Books read per Student across Program Year	21.6	21.0
Total Number of Books read in Program Year	30,204	28,547
Number of Activities by Program across Program Year (across All Schools)		
<i>Library Activity based Program</i>	243	299
<i>Art Program</i>	140	196
<i>Science Club</i>	141	245
<i>Book of the Month Club</i>	186	264
<i>Story Writing</i>	27	45
<i>Remedial Program</i>	468	355
<i>Computer Club</i>	42	131
Total Activities across all Programs in Program Year	1,247	1,535
Program Completion (based on Scorecard Module Tracking)	74%	70%
<i>Art Program</i>	90%	95%
<i>Science Club</i>	100%	107%
<i>Book of the Month Club, Story Writing & Remedial Programs</i>	99%	100%
<i>Computer Club</i>	82%	98%
<i>Program Operations</i>	96%	90%
Total Activities across all Programs in Program Year	90%	93%

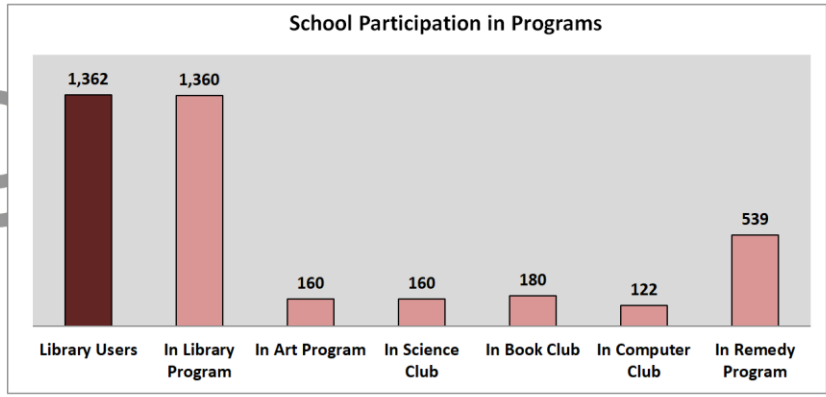
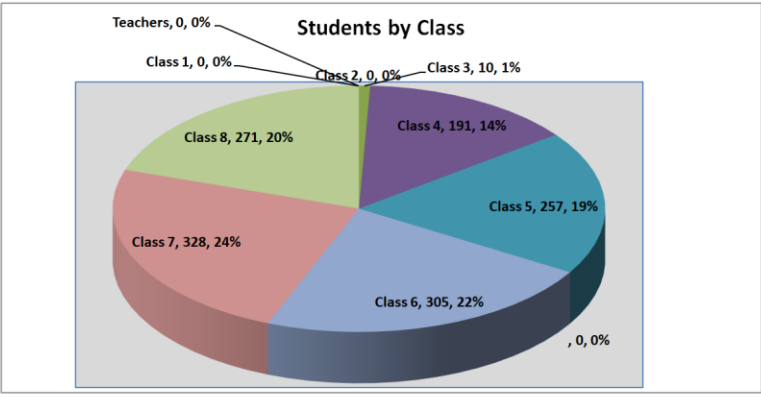
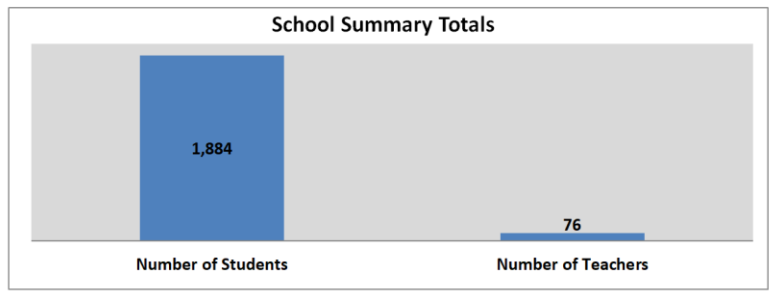
Project monitoring reports

Number of Schools	9
Project Status Report Date	31-Mar-19

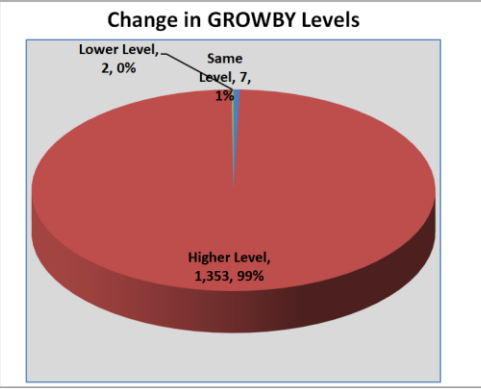
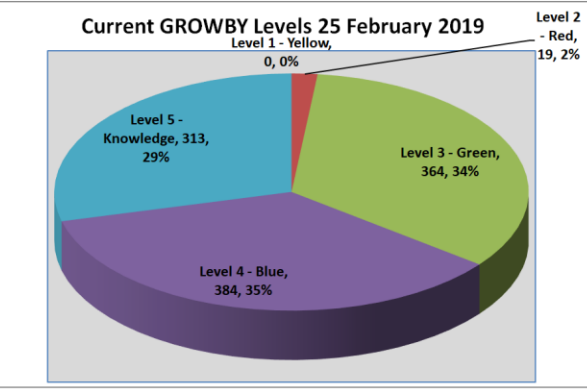
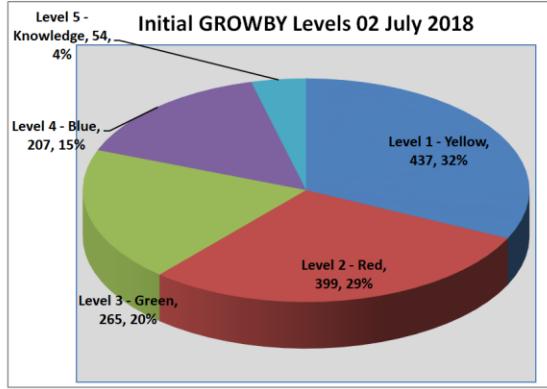
1) School and Program Summary Information

Participating Schools

Number of Students & Teachers	Number of Students	1,884
	Number of Teachers	76
Number of Schools with Project Terra Firma Programs	Libraries	9
	Art Programs	6
	Science Clubs	6
	Book Clubs	6
	Computer Clubs	3
	Remedy Programs	9



2) Library Student GROWBY Levels



Funding needs

ASHRAYA Project Level Funding Requirements 2019-20

Program	Expenditure Items	Per School \$	No. of	Total across Schools \$
Libraries, Book of the Month Club and GROWBY Mentoring Programs	Books and other material, librarian salaries, infrastructure maintenance. Kannada teachers salaries, book copies for club meetings, learning kits for mentoring program	1,345	9	12,103
Art Programs	Art kits and sketch books, art teacher salary, field trips, participation in local competitions	538	8	4,300
Science Clubs	Science kits and lab books, science teacher salary, field trips, participation in local competitions	436	8	3,486
Computer Clubs	Note books, computer teacher salary, field trips, participation in local competitions	341	8	2,725
Total Funding Sought Across All Projects				22,615

Some sample videos

1. Feb 20th 2019: Annual day (Leonardo Da Vinci day) at Ajjipura HPS - <https://youtu.be/A-ATx0CLBxE> with main photos at <https://youtu.be/A-ATx0CLBxE>
2. Jan 2nd 2019: Student profile on best all-rounder student of the year: <https://youtu.be/MTAgnzcMzEA>
3. Jan 15th 2019: Mural Painting at Mangala Higher Primary School - <https://www.youtube.com/watch?v=a-Elp4Pxxw10>
4. March 27th to April 7th 2019 - Year-ending certification exams and award ceremonies: <https://www.youtube.com/watch?v=uA8Acwrn1WM&t=3s>
5. April 6th 2019: Parent-teacher meeting at Lokkanahalli HPS (combined with certificate award ceremony at that school) - <https://youtu.be/TWkUgWe3Nyw>
6. April 8th 2019: Mural painting at Hanur HPS - <https://youtu.be/u-PCgOz6Uc>
7. April 11th 2019: Enactment of the Shakespearean play Hamlet by the top performing team (Hanur HPS) - https://youtu.be/K_BC72KVOHg

All our videos can be found at our YouTube channel:

<https://www.youtube.com/channel/UCp-yoRe1L57sfwqjUq3LQJA>

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 posted on our YouTube channel*
- ❖ *Visits to school units*
 - ✓ *Conduct workshops on specific areas of expertise*
 - ✓ *Go on a field trip*
- ❖ *Participate and be a guest in year-ending annual day*

How to donate

1. *Make check in name of ASHRAYA, specify project to fund and mail to ASHRAYA, 2418, 130th Place NE, Bellevue, WA 98005*
2. *Make online donations on www.ashraya-usa.org and click on DONATE*
3. *Donate through Guidestar if you are making donations through your company (Ashraya Corp or our tax ID EIN 52-1791311)*