ASHRAYA
Project Terra Firma

July 2015

Who we are
Introduction to Ashraya

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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

- ❖ *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
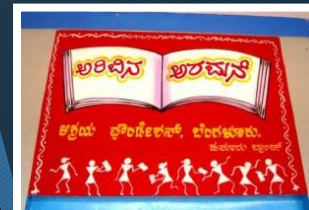
Focus

Expand

Grow

Sprout

Seed

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

1987 – 90
Volunteered in RFB

1990 – 1994
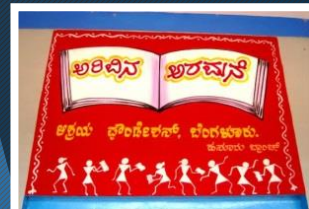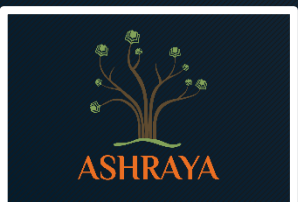Recorded 600 talking books using US based volunteers

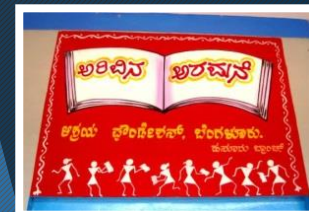**1994-1998**
Set up Gnana Vahini in Bangalore

The paths we have crossed
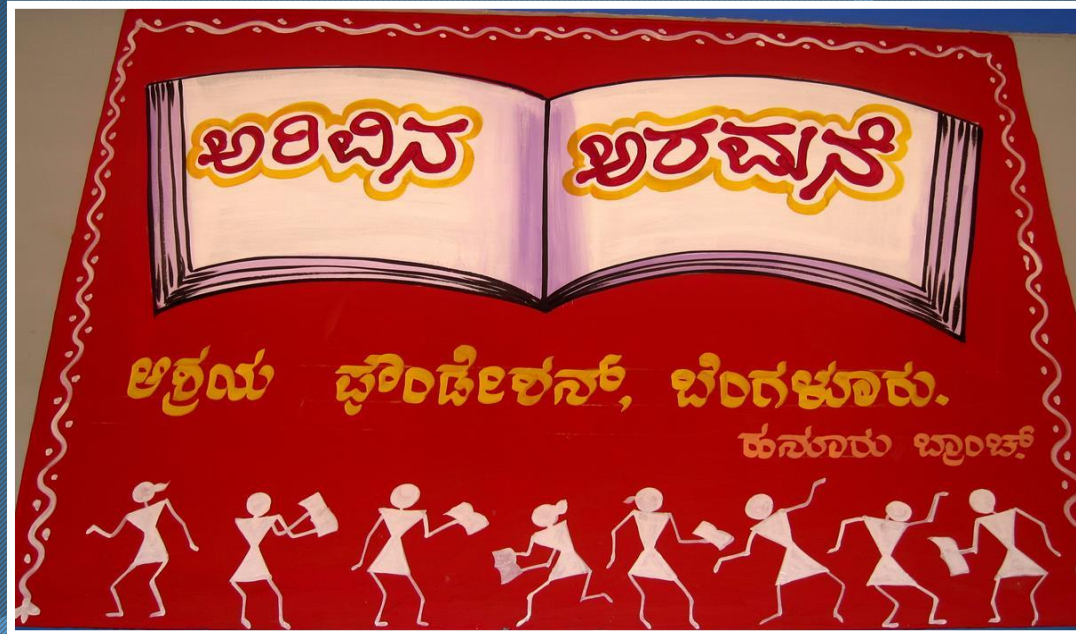## Organizations we have supported

Vignettes from the Past
Projects supported prior to Terra Firma
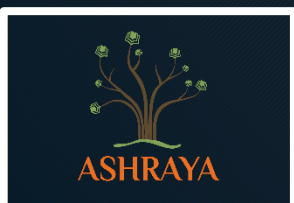
Here and Now: Project Terra Firma

- ❖ *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 DDPI Charamjanagar*
- ❖ *$41K spent to date (in last 6 years)*

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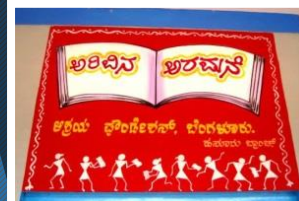
Our pastoral safari
Evolution of Project Terra Firma

Launch

Pilot -2

Pilot -1

Trial

Shot in the Dark

2010
Science and nature clubs in Kannur school

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
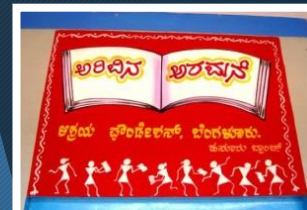Copywriting for 17 schools

2008
Fun projects in Kannur school
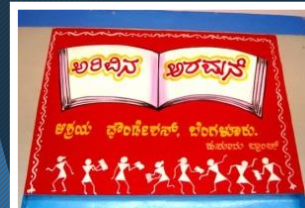
2009
Library in Kannur school

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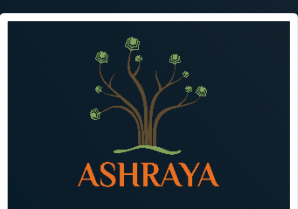**Cinerama Indico**
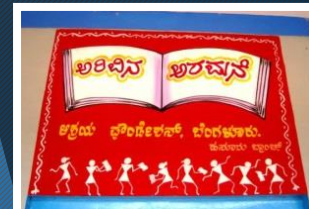**Scenes on the way to project area**

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Oodles of joy
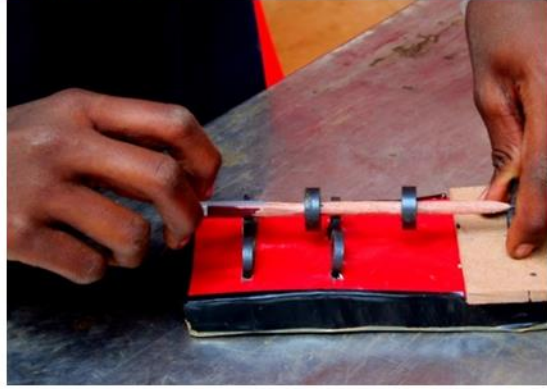## Children at play in our schools

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Terra Firma Snippets
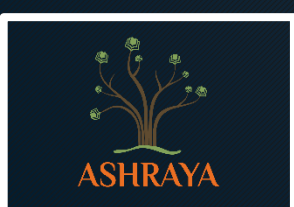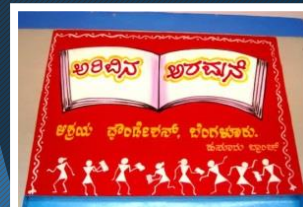# Fun Project Day March 2008

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Terra Firma Snippets
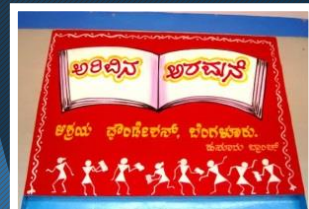## Science & Nature Club Fair Mar 09
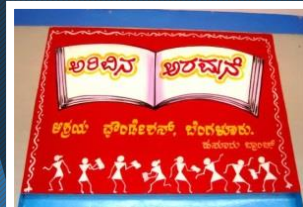
Terra Firma Snippets
Our Libraries - Riots of Color

Terra Firma Snippets
Library Gates Open Sep 2011

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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

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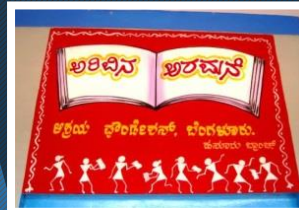
Recent accomplishments
Club Activities

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
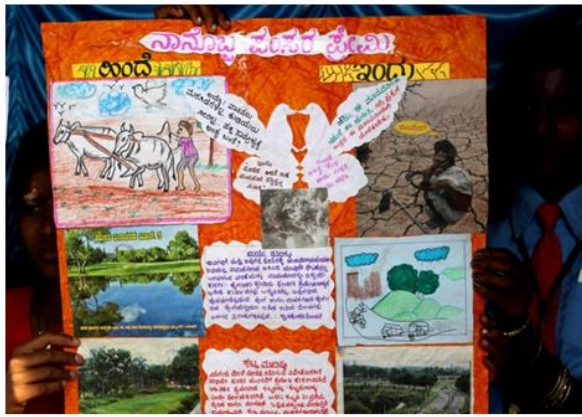- ❖ Science competition day

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
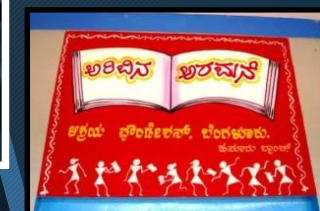
Recent accomplishments
Art program activities 2014-15

Recent accomplishments
Science club activities 2014-15

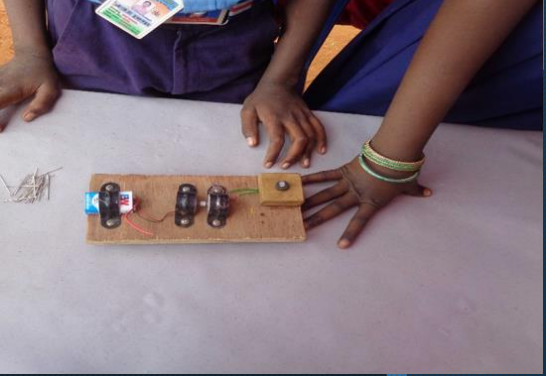# Recent accomplishments
Library activities 2014-15

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 DDPI 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

And we need your fuel to get there

Project Terra Firma Funding Units 2015-16

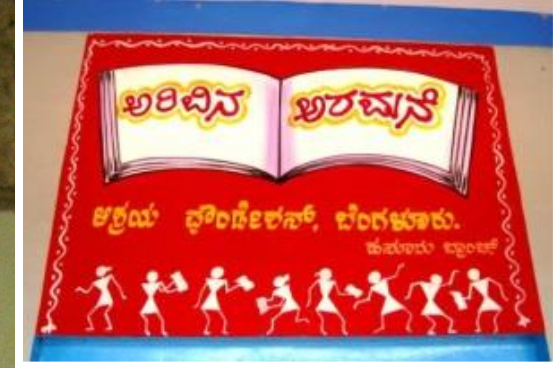| Funding Units	Funding Per School Unit, $	No. of School Units	Total Funding Sought, $
Sponsor Operations of Current Libraries for One Year	700	9	6,300
Sponsor Operations of Art Program for One Year	525	6	3,150
Sponsor Operations of Science Clubs for One Year	650	6	3,900
Total Funding Sought		21	13,350
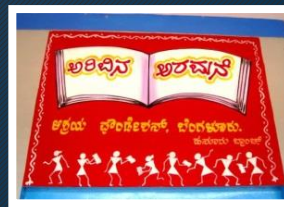
Our social contract
What we offer to donors

❖ 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

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ಆಶ್ರಯ ಫೌಂಡೇಶನ್, ಬೆಂಗಳೂರು.
ಹುಳಿಮಾವು ಬ್ರಾಂಚ್

Come hug the world