

Bharata Desha Hitaya

For the well-being of Bharata



AIM FOR SEVA, BAY AREA, 2015



- AIMS – All India Movement for Seva (service)
 - Aims to solve a significant nationwide problem in India



All About AIM for Seva (slide 3 &4 needs editing)



AIM for SEVA
All India Movement

EDUCATION IS ONLY THE BEGINNING ENABLING LIFE-READY CHILDHOODS

AIM for Seva is not just a 'schooling' initiative. Nor is it for merely sheltering the underprivileged. AIM for Seva is an integrated community development program, reaching out to rural and tribal children across 15 Indian states.

Our story began with a deep understanding of rural India's problems: be it the commute to schools, domestic pressure or lack of extra-curricular activities in education. We thus proposed a solution that has now brought the school to the child's doorstep: providing access, enhancing the quality of education, providing life skills and an environment that's conducive to learning: AIM for Seva Free Student Homes(FSH).

A student home is an activity center, a classroom and a learning institute put in one. Empowering children to learn by providing them a place to live close to their schools; with a clean environment, nutritious food, schooling needs, value based education, extracurricular activities and much more. So that they don't just keep up with the rest, but lead a life-ready childhood to contribute to their family, society and the country as a whole.

The Situation as we speak:

What sparked the need for AIMS



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India is a country with high levels of economic disparity

India is the world's largest democracy with a population of 1.2 billion. Of this, 32 percent live on less than US\$1 a day, and 68 percent on less than US\$2 a day. With 44% of children underweight, India ranks first in the world when it comes to child malnutrition. The future of rural India, where the highest concentration of poverty prevails, depends on overcoming enormous challenges in health, education, nutrition, population and environment.

Rural and tribal children are unable to access education

Schools are not always accessible in remote areas and children have to travel several miles to reach one, and do so mostly by foot. In hilly and tribal regions in particular, this becomes a major deterrent to education.

And when they do access education, they aren't able to stay in school

Drop-out rates in India are as high as 60% in the higher secondary level. 50% of children who join Class I drop out by Class VIII.

Those who do stay in school don't learn optimally

Enrollment has increased in recent times, but many children are still unable to read and solve basic maths relevant to their class or grade. Absence of reliable electricity, books, desks or tables to work on, and distraction at home due to their involvement in domestic chores act as serious barriers to learning.

So what can solve this?



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To bring millions of children to schools and help them stay there- it is inevitable that we:

- Improve access by establishing holistic learning 'student homes' in close proximity to schools.
- Provide guidance and supervision with a trained caregiver.
- Provide a programme of coaching and tuitions to help rural children cope with the curriculum.
- Empower students with extracurricular programs teaching culture, art and life skills to shape character and personality.

In short, establish a methodology to make children 'life ready' to act as responsible citizens of their communities and the nation, right from their childhood.

Started by Swami Dayananda Saraswati in the year 2000



Regarded as one of the most profound thinkers of our time, Swami Dayananda Saraswati is a world-renowned spiritual leader and an authority on Vedanta.

AIM for Seva was born out of his vision to bring value-based education and health care to the least privileged sections of society.



A Movement Called AIM for Seva



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Our Vision

To transform society through a network of seva, of caring, to help each child to contribute to the progress of the nation.

Our Mission

To reach education to every child across the nation through the concept of a Free Student Home.

Besides education, our other initiatives center on primary healthcare through hospitals, clinics and mobile medical units covering over 2 million people across 5 states. We've also conducted rural women empowerment programs and community training across villages to help develop self-sufficient societies.

A Movement Called AIM for Seva



AIM for SEVA
All India Movement

- India's leading education charity for children in rural areas
- Non-profit Organization under IRS 501(c)(3)
- Educating rural India through the concept of **Free Student Homes (FSHs)**



JOIN THE MOVEMENT

Why focus on FSHs, and not on building schools?



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- Physical distance, economic factors and social imperatives are barriers
- Building schools may solve distance, but not economic and social factors
- Building more schools (in villages) is not economically viable as it requires huge infrastructure and due to lack of qualified teachers

Building FSHs is a more viable solution



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- It addresses the problems of access, economic necessity and dysfunctional families better
- The central and state governments have done well in building schools
- AIM for Seva helps existing schools function better



Andhra Pradesh



Gujarat



Madhya Pradesh

Each FSH is a home away from home - Plus



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- **Access** – children use vans or buses where schools are more than a km away
- **Personal Supervision** – warden knows the unique needs of each child and keeps in touch with parents
- **School Supplies** – books, uniform, lunch box, school bag, shoes etc, are provided
- **Health Care** – regular medical and dental care
- **Academic Assistance** – after-school support, meeting teachers
- **Extra-curricular Activities** – sports, vegetable gardening, plays

Life in a Free Student Home



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What is unique about AIM for Seva?



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- **AIM for Seva** takes care of the complete schooling and other needs of the children and makes them ready to enter life with education, values and confidence
- **AIM for Seva** takes them to the finish line!



Seema Rawat wants to become a computer engineer



S. Muthuprakash wants to become a doctor and serve in rural India

What were the goals in 2000 when AIMS was started?



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- Build a FSH in each of the 600+ districts of India
- Stay focused on FSH, but be open to other needs (such as schools, hospitals, vocational training centers, etc.)

Every Small Step is a Giant Leap



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From humble beginnings more than a decade ago, AIM for Seva has now established its presence in over 15 states; having empowered close to 14,000 rural students

AIM
FOR
SEVA
SO FAR



100

FREE
STUDENT
HOMES

14,000

STUDENTS

10

MILLION

STUDENT-TO-
COMMUNITY
IMPACT

OVER

95%

PASS RATE IN
BOARD EXAMS



15 STATES
ACROSS INDIA

GLOBAL
PRESENCE

Progress Snapshot



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In 13 years, 129 projects across rural education, healthcare and empowerment programs were set up



Free
Student
Homes



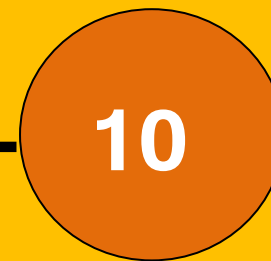
Educational
Institutions



Health
Care



Special
Projects



Projects



+

+

+

=

Seva for Every State



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States	Student Homes	Educational Institutions	Health Care	Special Projects
Andhra Pradesh	16		1	2
Bihar		1	1	
Gujarat	8	2	2	
Harayana	1			
Himachal Pradesh	1			
Karnataka	22			
Kerala	3			
Madhya Pradesh	10	1	1	
Maharashtra	7			
Orissa	2			
Puducherry	1			
Rajasthan	2			
Tamil Nadu	21	6	2	5
Uttar Pradesh	2		2	
Uttarkhand	4			3

Growth of AIM for Seva



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Year

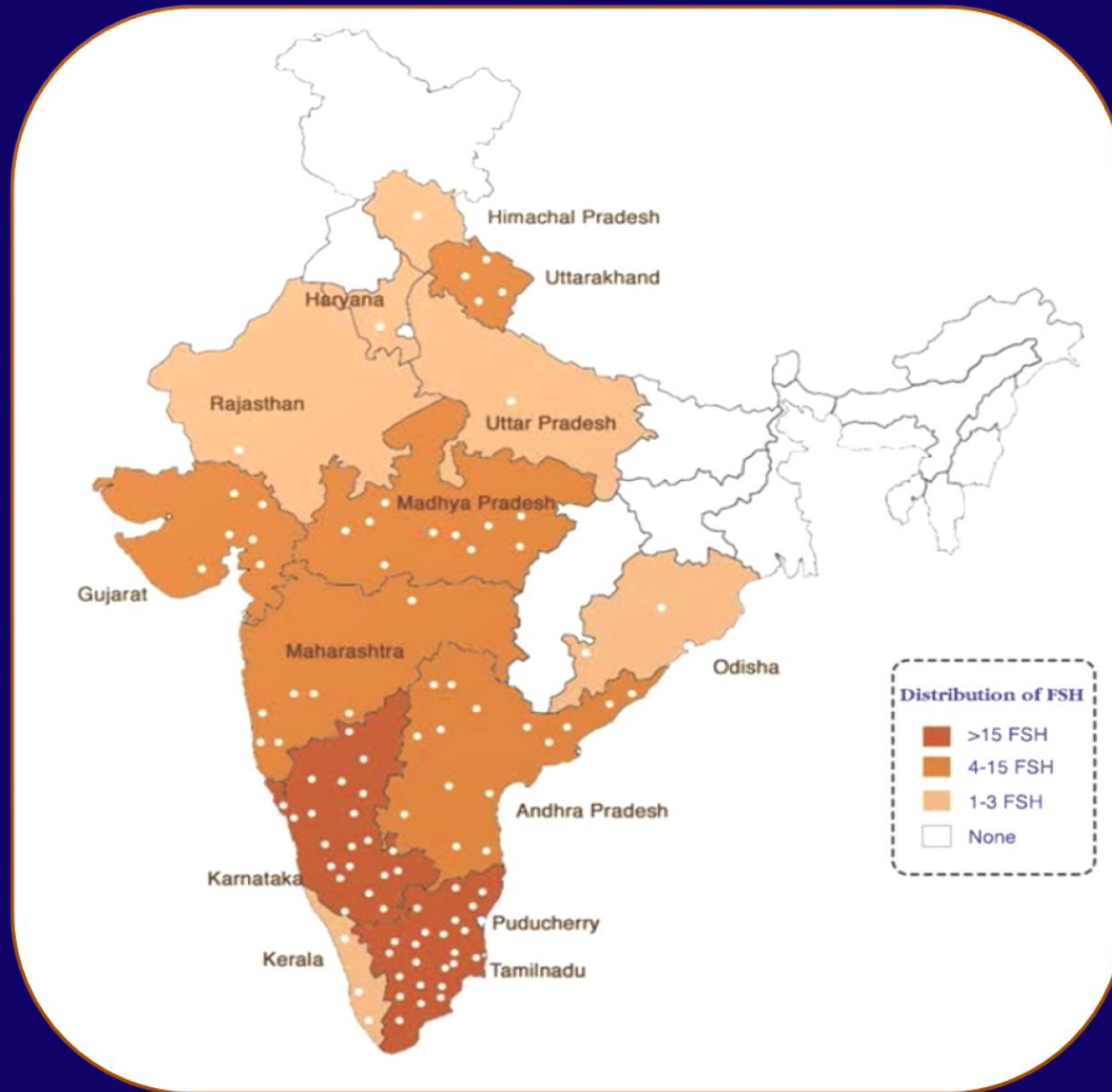


Total Number of Projects

Distribution throughout India



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A Beautiful Picture of the first 100 FSHs!



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EDUCATING RURAL INDIA - FREE STUDENT HOMES

Child sponsorship \$450



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- **\$450** pays for one year of living expenses in FSH and school fee of a child
 - Food, clothing, medical
 - School fees
 - Tuition fee
- **In comparison, US boarding schools cost \$45,000**

Sponsor a Child



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- **\$450 per year**
- **After tax \$300**
- **Less than \$1 per day**



**DONATE THE HOPE
TO DREAM**

Your commitment to take a child to the finish line



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- \$450 per year for 10 years will complete a child's education
- It takes only 10 years to fully empower and transform a life
- This will lead to empowered future generations



Sponsor building a new FSH in your chosen location



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- **Leave a legacy**
- **FSH is named after you or your loved one**
- **Home for 50 children!**
- **Select the state and district of your choosing**



100th FSH BUILT IN LUCKNOW, U.P. IN 2013

A generous donor from the Bay Area did just that



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- A Free Student Home supported by Sri Ramesh Kesanupalli, in memory of his late wife, Sowmya Kesanupalli
- Under construction



Help build a new FSH – leave a powerful legacy



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- \$100,000; after tax \$70,000
- You can pay in installments
- \$14,000 / year for 5 years (after tax)
- Multiple families members can donate together

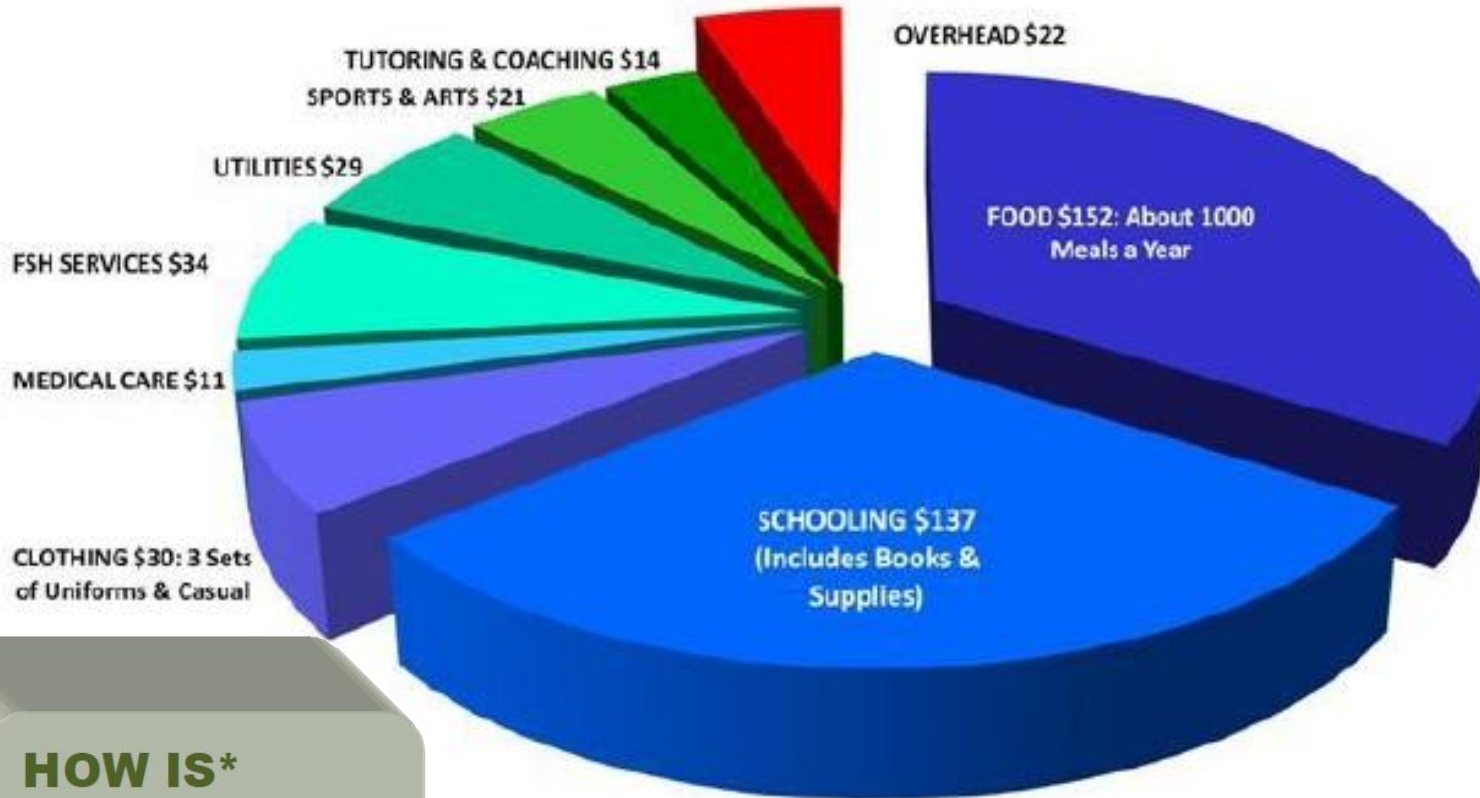
A Free Student Home



How Is your money spent?



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**HOW IS*
YOUR MONEY
SPENT?**

*Based on 2011 & 2012
Financial Statements

Become a leader by influencing others to follow you



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Talk to your family, friends and coworkers about sponsoring a child



Spreading smiles across rural India

India gave us a lot



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- We are what we are because of the great education we got in India
- This is the single **most** important gift given to us in our life
- Now we give this gift back to the Children of our Nation



Bay Area Celebration for 2015 fund raising



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Ramayana in all its visual grandeur



A vibrant journey of
rasa & bhava in the
episodes from the
dance drama
Sundar kandam

Ramayana's Sundara Kandam Dance Drama



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Concept & Choreography: Smt. Anitha Guha

Acharya Choodamani Smt. Anitha Guha is one of the most popular Bharathanatyam teachers of Chennai. She has received many prestigious awards.



Ramayana's Sundara Kandam

Dance Drama



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Lyrics & Music :
Sri Neyveli
Santhanagopalam

Shri Neyveli Santhanagopalan is an internationally acclaimed senior Carnatic musician who is known for concerts that mark a traditional classicism.



Ramayana's Sundara Kandam

Dance Drama



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National Tour Schedule 2015

San Francisco, CA	Aug 23
Atlanta, GA	Aug
Washington, D.C.	Aug
Raleigh, NC	Aug
Flushing, NY	Aug
Dallas, TX	Sept
Houston, TX	Sept
Chicago, IL	Sept
Detroit, MI	Oct 4
Philadelphia, PA	Sept
Binghamton, NY	Sept
Albany, NY	Sept
Boston, MA	Sept
Branchburg, NJ	Sept



AIM for Seva Bay Area Information



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- **Website:** <http://www.aimforsevabayarea.org/>
- **Donation Options:**
 - Donate on line
 - Donate by Credit Card
 - Donate by Check
- **Donation form available on the website**
- **List of Matching Gift Companies available on the website**

AIM for Seva Bay Area

Thanks you for your generous donation and support!



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Your Help Changes Lives

**Danam - Giving is twice blessed,
it blesses the one who gives and the
one who receives - -Swami Dayananda Saraswati**



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