
SUMMER AT SHANTI ASHRAM

Gandhian Centre for Development, Learning and Collaboration



ANJANA 156330010

30 years of
dedicated service
1986-2016
SHANTI ASHRAM



Shanti Ashram has been accompanying communities and individuals in their efforts to move out of poverty, address inequalities, build creative leaders and ensure sustained development. Our work today touches the lives of nearly 2,50,000 people in the immediate service area. Along this journey, we have always taken the time to pause and reflect on the impact of our work, the new frontiers we continue to explore with our partner organizations in ensuring development and to celebrate the inspiring stories of change that our woman, youth and children share with us in our every day encounters.





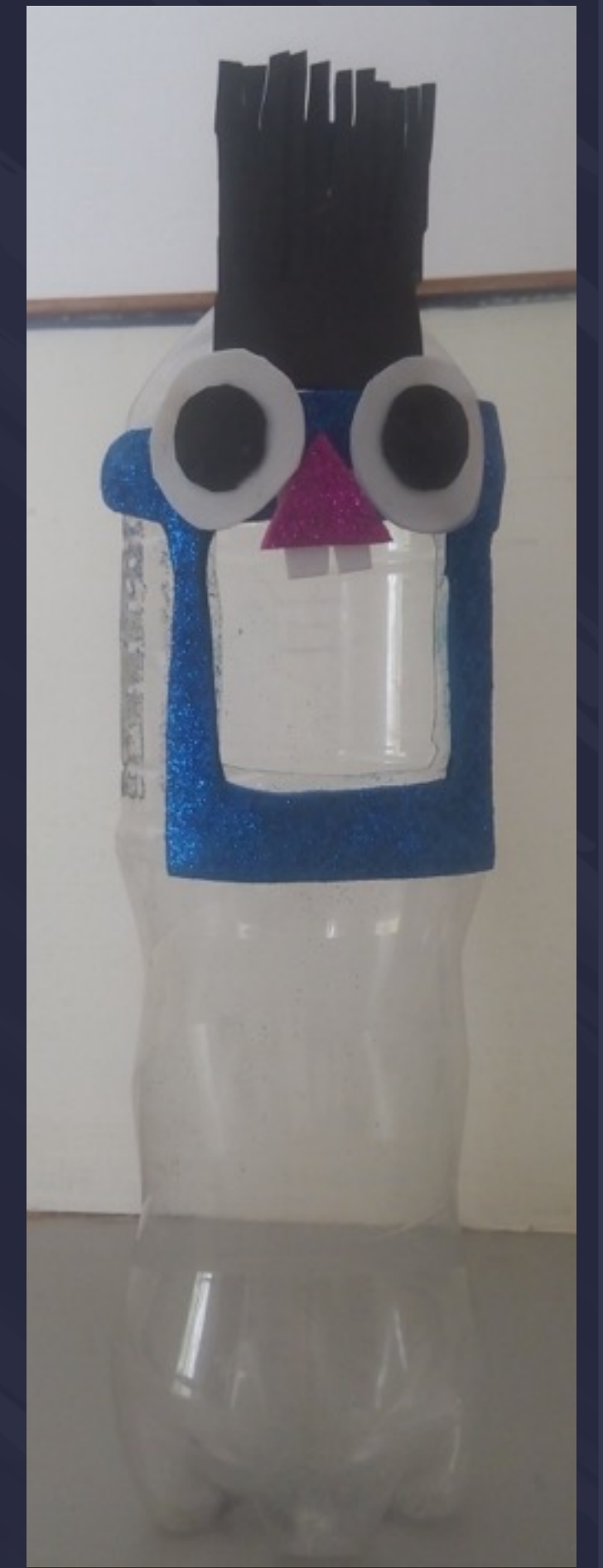
MY WORK

6 WEEKS

User Studies - Smart phone penetration amongst young adults
Design of scholarship programme brochure
PRA field visit and tools document design
Arts and Craft for summer camp attendees
Basic design software demos
Other activities - carried out on campus and in Ashram's service villages

ARTS & CRAFTS SUMMER CAMP

- Organised activities in the camp for 187 children from in and around Coimbatore
- Helped kids write letters to their parents (Tamil and English)
- Flower making from crepe papers and charts
- Planned and structured the Creative class for the rest of the camp (art and crafts).
- Used old CDs to make wall hangings that appear like giraffes, teddy bears and snails.
- Numbers based creative drawing.
- Basic sketching and perspective drawing.
- Collage with old newspapers, magazines and some colour papers
- Colouring and shading using colour pencils
- Assisted in deciding the topics for drawing competition and selecting winners for the same
- Helped with judgement of essay competition and creative book maintenance



PRA

FIELD WORK AND TOOL DESIGN

Participatory Rural Appraisal method based child poverty data collection in **Aathupalam**, a village near Coimbatore. PRA approach aims to incorporate the knowledge and opinions of rural people in the planning and management of development projects and programmes.

“

Empowerment means that people, especially poorer people, are enabled to take more control over their lives, and secure a better livelihood with ownership and control of productive assets as one key element. Decentralisation and empowerment enable local people to exploit the diverse complexities of their own conditions, and to adapt to rapid change



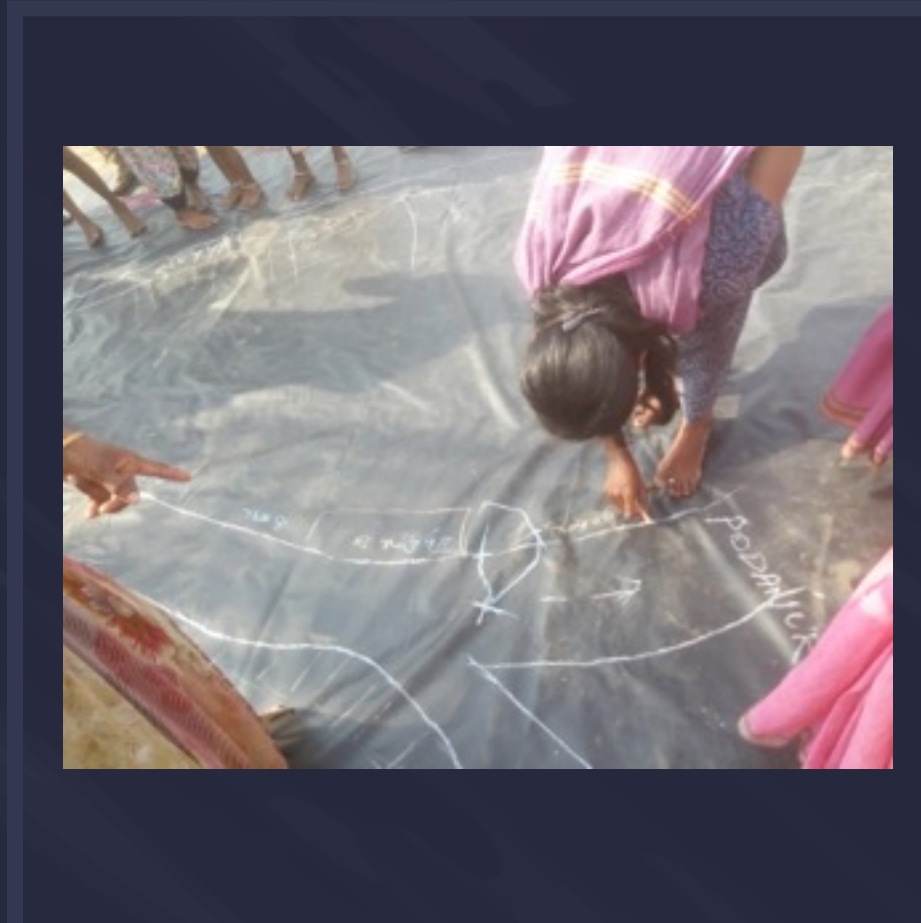
START

01

TRANSECT WALK

This is to have a bird's view of the village from all directions.

A transect walk is a tool for describing and showing the location and distribution of resources, features, landscape, and main land uses along a given transect.



02

VILLAGE MAP

A diagrammatic representation(2 dimensional drawing) of spatial arrangement or distribution of roads, houses, shops, etc. over an area.

03

WEALTH RANKING

A table for marking the wealth distribution in a village as perceived by the villagers.

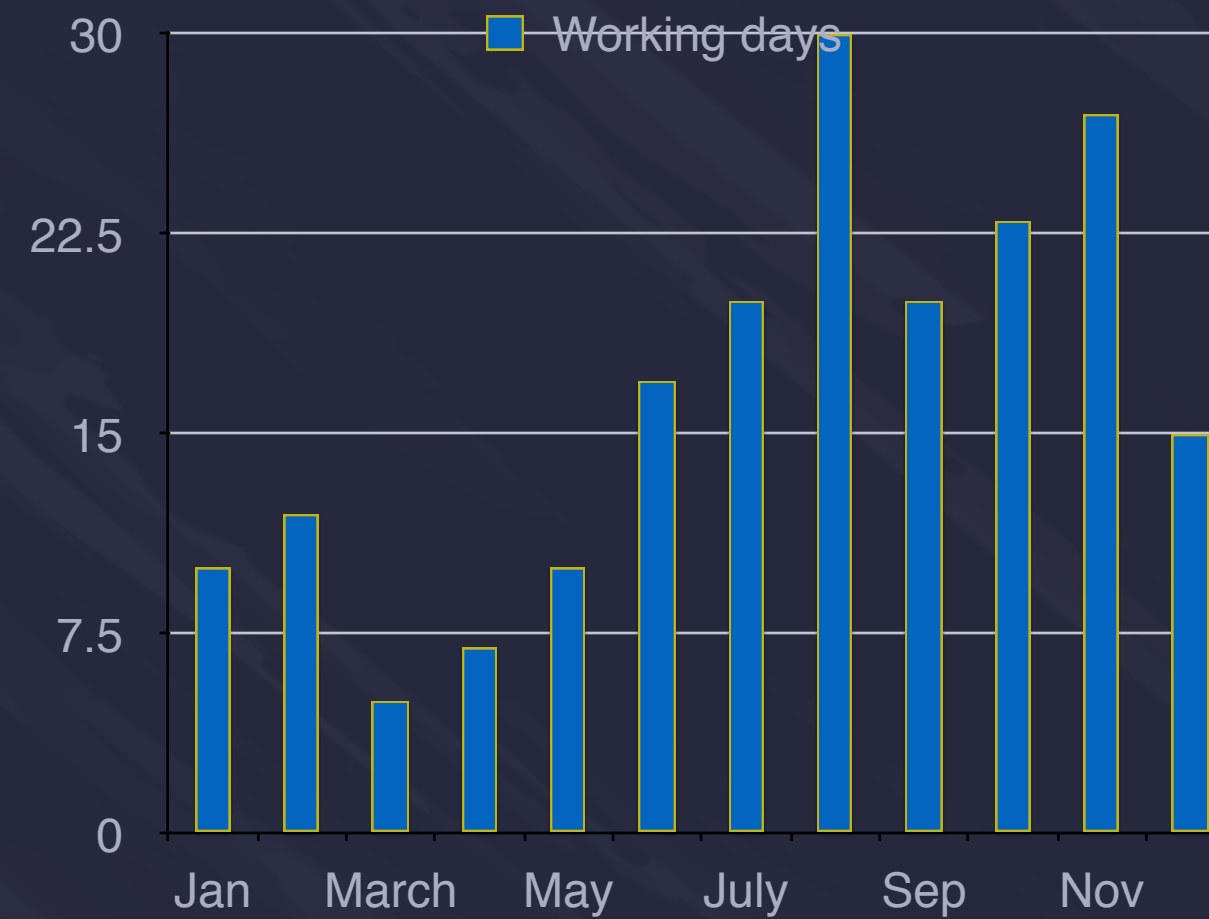
S.No	Type of Household	Criteria for identification	No of Household
	Rich Household		
	Middle income household		
	Poor Household		
	Very Poor Household		
	Child Poverty		

S.No	Year	Status of child poverty	Reasons for change over years
	1960		
	1970		
	1980		
	1990		
	2000		
	2010		

04

HISTORICAL PROFILE

Details of the development over time on child poverty scenario and the reasons for the same in a tabular format. A pattern emerges from the changes that has happened in the area that can be further implemented or new changes can be made.



05

SEASONAL CALENDAR

Seasonal calendars are useful for evaluation as they can help analyse time-related cyclical changes in data. It is a participatory tool to explore seasonal changes (e.g. gender-specific workload, diseases, income, expenditure etc.) These charts show monthly changes in climate (rainfall or temperature) or agricultural activities (agricultural hours worked, different activities undertaken, crop cycles).



06

VENN DIAGRAM

This is to know the institution and interventional programs needed by the villagers for development like School, Hospital, market, Bank etc...



School

Library

Toilets

Hospital

ATHUPALAM

KURUCHI



Ensuring the Right to Education for Rural Children



Balashanti fund for child development

30 years of
dedicated service
1986-2016
SHANTI ASHRAM



“ In a gentle way you can shake the world

M. K. Gandhi

SCHOLARSHIP BROCHURE DESIGN

15 years at a glance

Our Hope

Education is the right every child is entitled to. It is one of the best tools for social empowerment. "Education for life, through life and throughout life" is what Gandhiji dreamt of.

Shanti Ashram's Bala Shanti Fund for Child Development has been supporting students to continue their journey towards higher education for the past 15 years. Starting with 48 students in 2002, the scholarship fund reaches 1114 children now.

23% of the scholarship awardees today are college students demonstrating the success of the programme, ensuring continuity in higher education and validation of critical support from society to the most vulnerable children down the road and across the globe. We are also proud to share that Shanti Ashram enters its 30th year of dedicated service and social empowerment this year(2016).

Our Goal



Engage young leaders in serving their own community

Create awareness about the importance of education among rural children

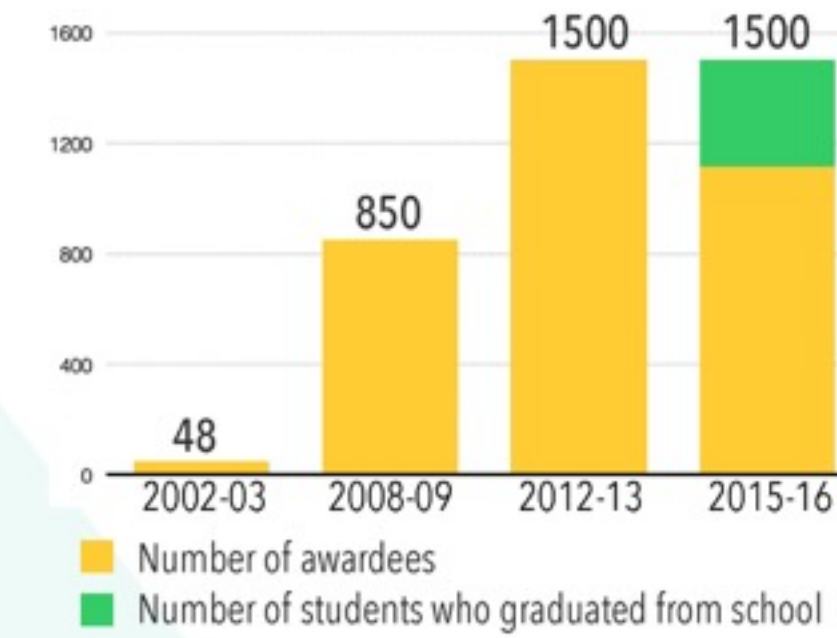
Award scholarships to children from socio-economically marginalized sections of the society

Reduce drop-out rate from rural schools and assist children to continue higher education into colleges, polytechnics and universities

We hope and pray for your continued participation in this initiative. We welcome new donors to be part of the Bala Shanti Scholarship Scheme. Every contribution made lights up the heart of a lesser fortunate kid in the society we live in.

Achievements

Today 26% of our scholarship awardees are in college



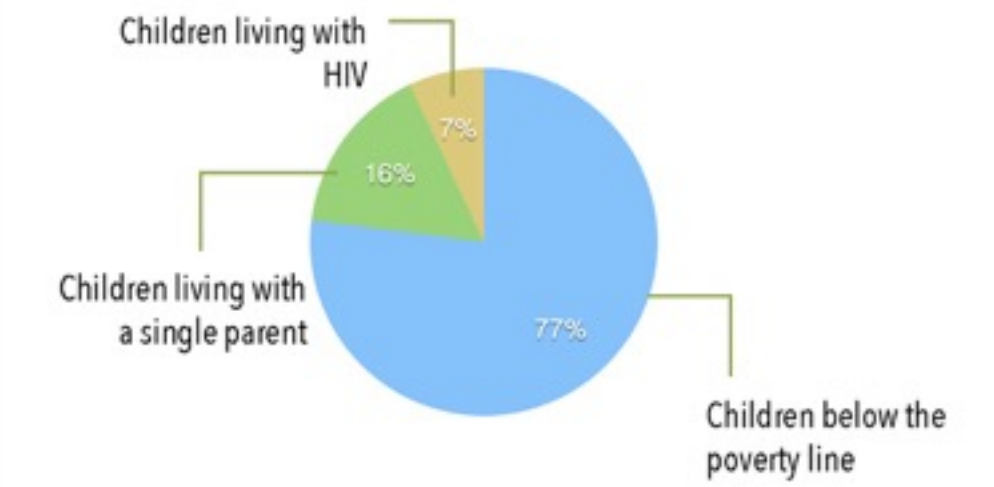
Between 2002 and 2015, the scholarship program has seen a 2200% rise. Children from 45 villages have been able to actualize their dreams thanks to the scholarships.

Sustainability

Young professionals and past scholarship recipients lead the sustainability plan for the Bala Shanti fund for child development. In the past 5 years, nearly 20% of the scholarships have been through funds raised and contributed by young people who have benefitted from the programme themselves.

Critical feedback from principals and teachers from 20 government schools to impact better the educational needs of vulnerable children.

Where do the children come from?



A majority of children come from families living in poverty, families living with HIV and single parent families. Every one of the 234 scholarship awardees owing to their high vulnerability is cross-linked with another child development intervention at Shanti Ashram.

Source : Bala Shanti scholarship database

Young achievers



Strong foundation for a successful life
Ms. Shree Varsha scored 497 in her 10th board exams in 2015. She stood second in the entire state of Tamilnadu. Having joined the Bala Shanti Programme at age 3, she credits her success to her strong foundation in education and her pre-school teacher Ms.Kalaiselvi.

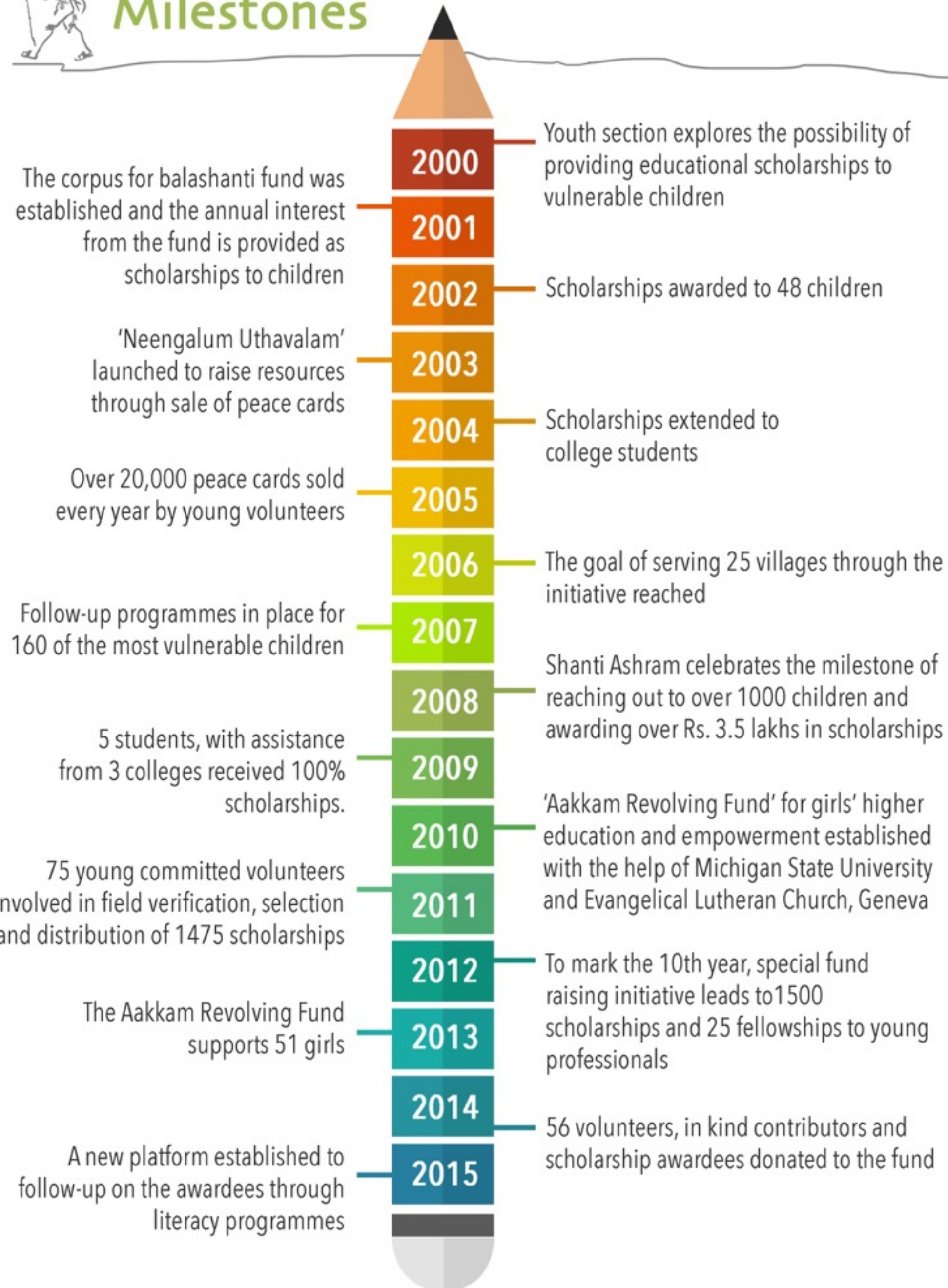


Works hard each day to reach his goal
Master Siranjeevi scored 96% in his board exams and wants to become a doctor. Having lost both his parents within 6 months of his birth, he knows besides education, his extra time to support his grandmother is critical. He is part of the Ashram's Sudar programme for families living with HIV.





Milestones



The Process



On receiving the applications, trained volunteers and staff verify the applications by visiting the applicant's home. This is followed by a thorough vulnerability analysis. After awarding scholarships, follow-up support is given to the children.



Daniel S

“ I am very happy to have gotten a job now. I can repay my loan and support my family better. I love photography and want to work to bring a change in people's lives, specially the underprivileged children.

Daniel came to Shanti Ashram as summer camp participant at the age of 10 in 2007. His father was a lorry driver and they lost him to a road accident in 2009. His mother supported him and his sister until she was diagnosed with a chronic illness. Until recently, Daniel was doing part time jobs. Scholarship has been helpful to support his education and needs of the family



Rimnaz

“ I didn't want marriage at 17! My ambition of being an auditor is still alive. I am a good student and got 926 marks in my 12th boards and got a seat in Shree Nehru Maha Vidhyalaya, for the course B.com. I received Shanti Ashram's Akkam revolving fund assistance, it began with an initial assistance of Rs.5,000 which proved so valuable in paying my college fees

Life was very tough, but I carried on with my ambition of being an auditor. I wanted to redeem my family from the pangs of poverty. I had finished my first semester when my mother arranged for my marriage. I was seventeen and a half years old. I didn't want marriage but seeing my mother suffer I didn't want to burden her further. But what happened was a nightmare, which I fear to think of. It has been one and a half years of torture...

To read more about Rimnaz visit www.facebook.com/Shanti-Ashram-303272096429169/?fref=ts

VERIFICATION BY DATA COLLECTION

	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V
2	Class	Rank	Mark	Atndanc	Sch/Col	G/P	Ele	Mid	Hig	Hsc	Address	Contact No	Family Size	Edu	Occupation	Monthly Income	Single Parents Y/N
3	10th	13	70%	89%	Sch	G	-	-	-	Y	Mahalakshmi Nagar, Kuniamuthur	NIL	4	NIL	Coolie	11000	Y
4	11th	8	60%	90%	Sch	G	-	-	-	Y	33, Bharathi Nagar, Kuniamuthur	7418843736	4	7	Painter	5500	N
5	4th	NIL	80%	NIL	Sch	P	Y	-	-	-	33, Bharathi Nagar, Kuniamuthur	NIL	3	5	Coolie	1000	Y
6	9th	16	50%	70%	Sch	G	-	-	-	Y	Avai Nagar, Naickenpalayam cbe 20	NIL	4	8	Coolie	3000	Y
7	College	2	80%	95%	Sch	G	-	-	-	Y	5/387, Anna Nagar, Naicken Palayam Cbe 20	NIL	4	8	Coolie	5000	Y
8	9th	-	350	-	S	P	-	-	Y	-	Senthamilnagar, Sugunapuram, KUniamuthur	9171303754	4	8th	Workshop	3000	N
9	10th	C	40%	80%	S	P	-	-	-	-	Senthamil Nagar	8508002836	4	5	Coolie	4000	N
10	College	-	65%	100%	S	G	-	-	-	-	Senthamil Nagar	8973696390	4	-	Coolie	4000	N
11	12th	5	80%	84%	S	G	-	-	-	Y	3/4, Vaiyapuri Chettiyar Street, Sundakamuthur	9698074025	4	5	Coolie	1500	Y
12	8th	1	77%	90%	S	G	-	-	-	Y	3/4, Vaiyapuri Chettiyar Street, Sundakamuthur	9698074025	4	5	Coolie	1500	Y
13	7th	-	-	-	S	G	-	-	-	-	34, N.T.P street, sundakamuthur	9345009625	3	illiterate	Coolie	2000	Y



CASE STUDY DANIEL SELVAN

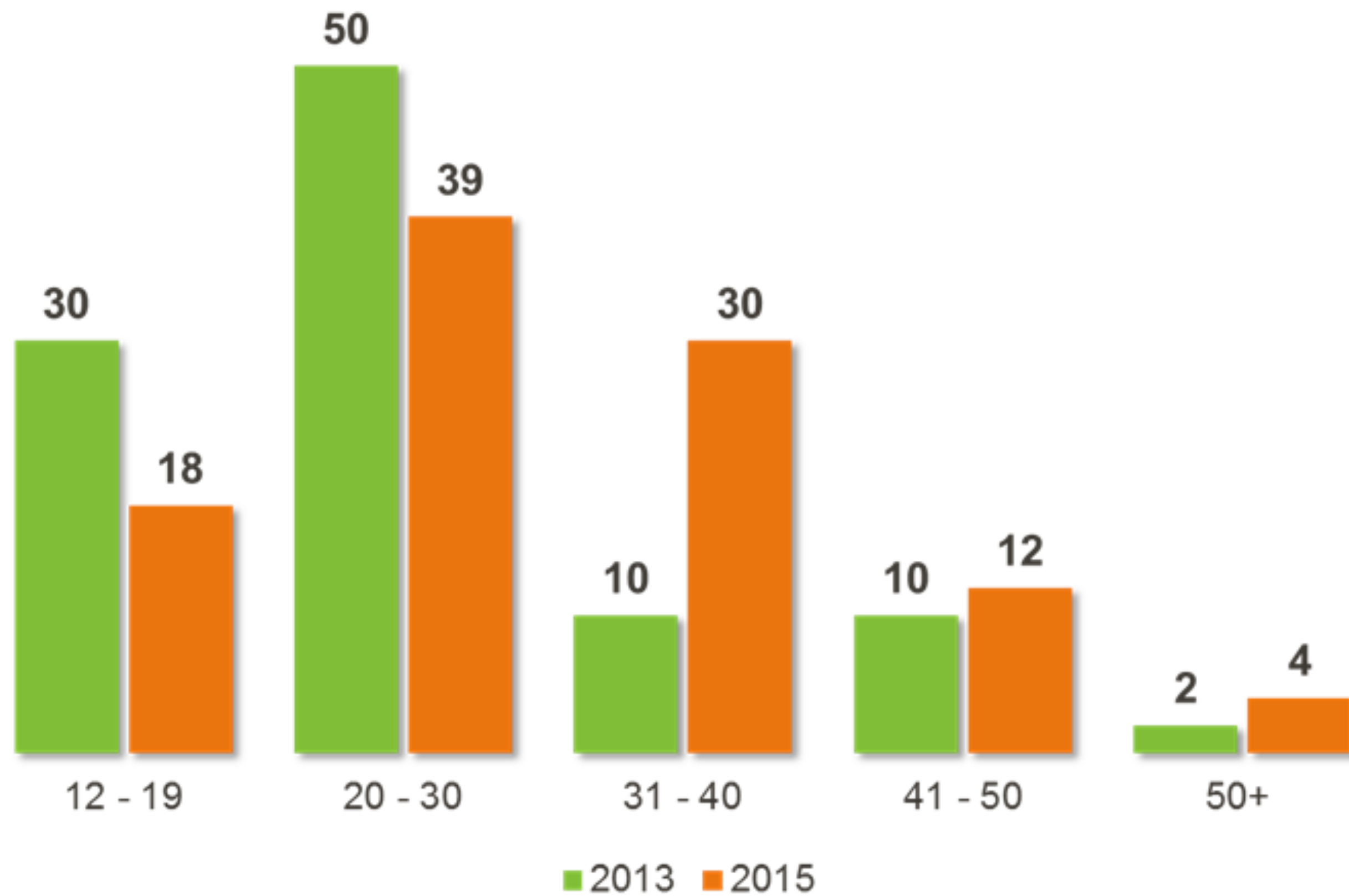
I am very happy to have gotten a job now. I can repay my loan and support my family better. I love photography and want to work to bring a change in people's lives, specially the underprivileged children.

USER STUDIES

Contextual inquiry - Mobile penetration amongst youths

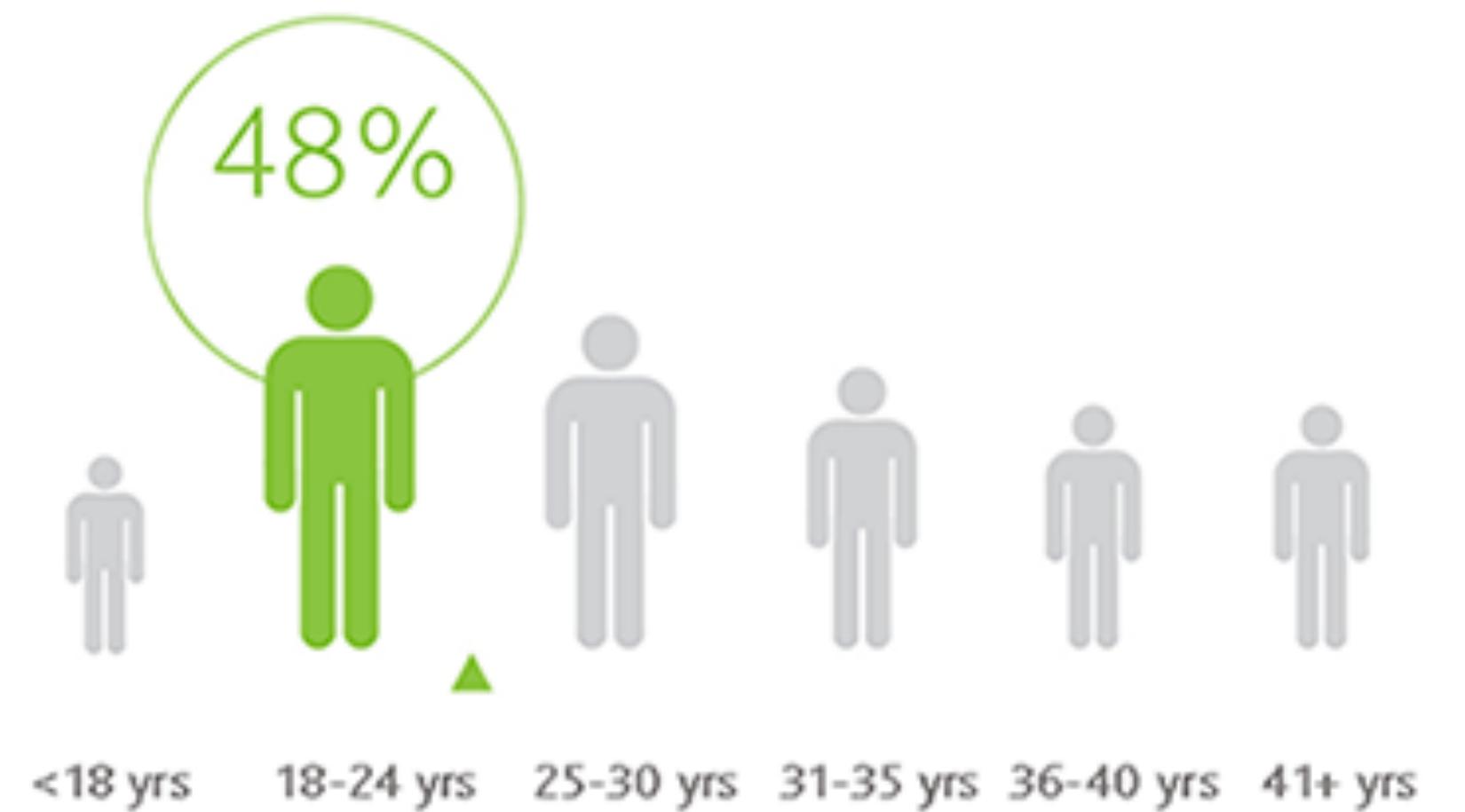


Age-group break-up of smartphone mobile internet user base in India



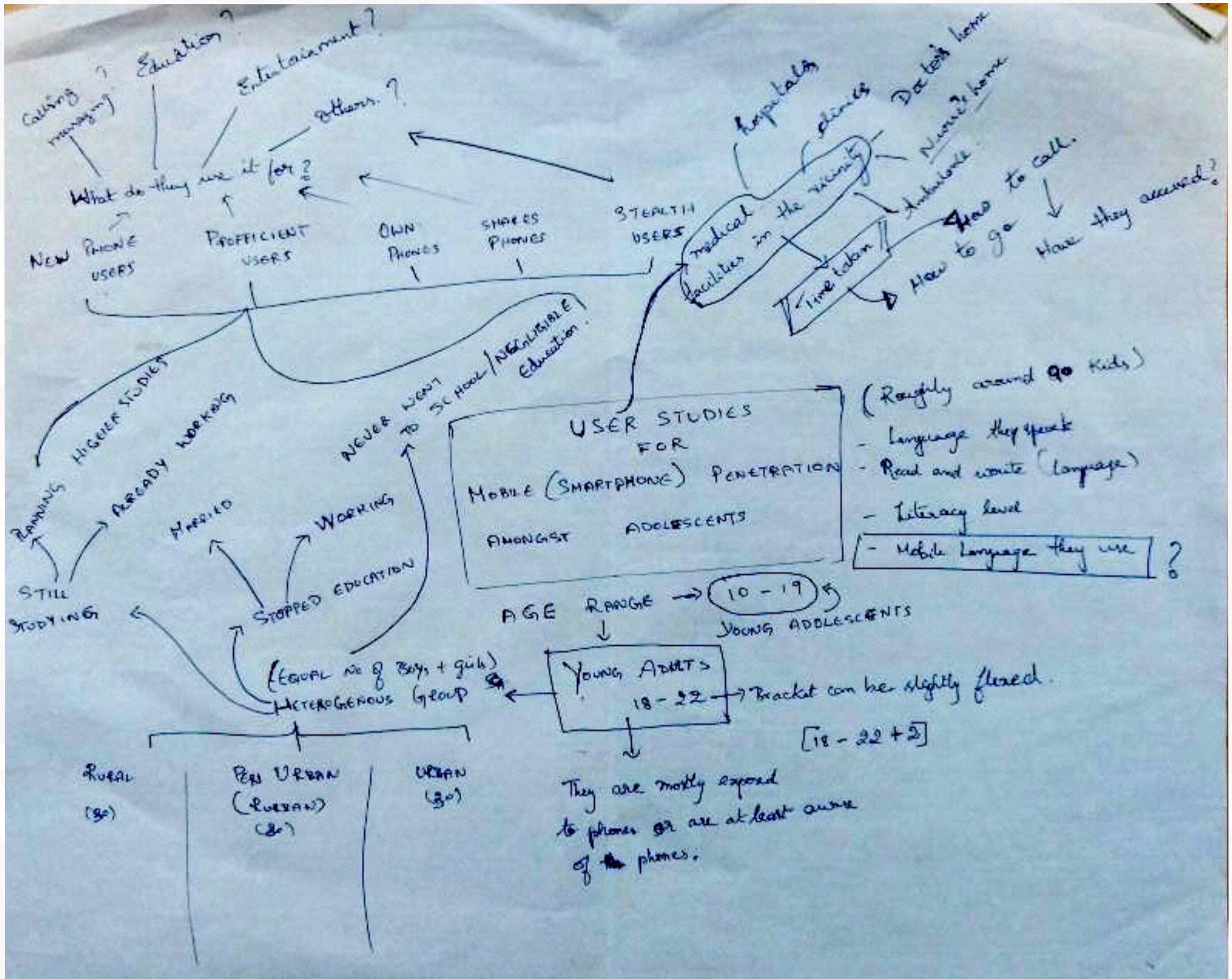
Majority of the mobile users in India are young adults

Almost Half of Mobile Users are Younger than 25



Source: Nielsen Informato Mobile Insights

nielsen



GOAL

A research conducted amongst a heterogeneous group of young adults in the age group 18 - 24 to find out the density of penetration of smartphones in that age group. This is expected to fetch us patterns about what they use phones for - calling, messaging, education, business, entertainment, calculations and mainly medical purposes.



DEMOGRAPHY

- The sample consists of youths hailing from rural, urban and peri-urban (Rurban)
- The sample should preferably have equal number of boys and girls and a heterogenous mixture of income, living conditions, family status, culture, language known(if possible), literacy levels etc.
- The youngsters could be still studying or stopped studying. They can be on a break before higher studies, already working, married or had no previous education.
- They can also be new to using phones, proficient phone users, own phones or use their siblings phone. Some should be using phone stealthily. Some own more than one.
- (No user is a good or bad sample. The more the diversity the better the sample set)

OTHER INFORMATION COLLECTED

- The demographic details and the medical facilities in the vicinity
- The access to these
- The awareness to access these
- Mode of communication prevalent in the locality
- Hospitals, clinics, doctor's and nurse's home nearby
- Any ambulance located near by
- Time taken to access the facilities if any



User studies - mobile penetration



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	A	B	C	D	E	F	G
1	<u>S.no</u>	Description	Type				
2	C-PU-U1-01	M18, College student, Peri urban, pa ?	Demo				
3	C-PU-U1-02	Used 3 phones so far, Current phone - Micromax is his 3rd and is there with him since 1.5 years and costed him 8k	US				
4	C-PU-U1-03	First phone was nokia basic model and he got it while he was in class 7	US				
5	C-PU-U1-04	Second phone was Samsung Champ, used for one year and broke his phone by throwing away in anger during some arguement	US				
6	C-PU-U1-05	His current phone has 3 cracks on screen	KO				
7	C-PU-U1-06	It broke because he threw it	US				
8	C-PU-U1-07	Then he was without phone for 5 months, parents got this when he scored well in 10th class	US				
9	C-PU-U1-08	He used this phone in class 11 and the first part of class 12 and took a break from using it since he was preparing for his boards	US				
10	C-PU-U1-09	He shared his first phone with his brother	US				
11	C-PU-U1-10	He used to call and text his friends and did sms recharge regularly	US				
12	C-PU-U1-11	Even when there were android phones during that time, he got champ because it was cheaper and still had touch feature	US				
13	C-PU-U1-12	He used internet on his champ and downloaded games and played them	US				
14	C-PU-U1-13	He lost the stylus soon after getting the phone	US				
15	C-PU-U1-14	When his mother wanted a phone he gave his nokia to her and got champ	US				
16	C-PU-U1-15	He loved champ better than nokia	US				
17	C-PU-U1-16	He wanted sony Xperia C phone but then micromax was more affordable with similar specs	US				
18	C-PU-U1-17	Gave his phone very comfortably and did not hesitate to share passwords	KO				
19	C-PU-U1-18	He does not click much pictures, uses front camera more for selfies and display pictures	US				
20	C-PU-U1-19	He recharges data pack for a week and sometimes for a month	US				

FINDINGS

- C-PU-U1-22 He has a method to use the micromax phone despite the phone being broken and having touchpad problems
- C-PU-U1-40 Friends discuss about apps, "new app irunda send pannuda"
- C-PU-U1-51 Downloaded hammer VPN - an app that can track wifi and passwords and help one use neighbour's wifi stealthily
- C-PU-U2-14 "use pannina android daan" - so the user waited to save and buy his own phone
- C-PU-U3-08 A lot of touch screens are broken and cannot be repaired. The new phones are becoming use and throw while old basic model handsets are still in working condition after yearsINSIGHT
- C-PU-U3-13 A lot of people working spend time after dinner till they sleep on phones and internet

- C-PU-U3-16 Most people charge phones in the morning while getting ready
- C-PU-U3-17 People are free in the evenings while travelling or after dinner and are on social media while most mornings are used for charging IN
- C-PU-U3-18 No dual sim feature and hence forced to carry two phones around BD
- C-PU-U3-22 As people get busy with college or work they trend to use phones less and feel there is no need of expensive smartphones IN
- C-PU-U3-28 Many users download apps when they see advertisements and notifications. KO

PHONES USED FOR MEDICAL PURPOSES

- C-PU-U3-42 Users who have had experiences or some emergencies have contacts saved on their phones others say they can go to the hospital in case of any and there is no need for a number
- C-PU-U3-39 When user's mother was in hospital she called up her friend who had a phone and arranged for an urgent injection US
- C-PU-U5-17 There are many hospitals around the user's house and the phone numbers are not saved on his phone but his mother has all emergency number written down US
- C-PU-U3-41 The user has a doctor's number and medical shop's number saved on her phone KO
- C-PU-U1-53 He searched the internet for medical drugs, anti retro viral drug for treatment against HIV US
- User uses an app to check if the prescribed medicine and the dosage is right. He checks for side effects also

THANK YOU
