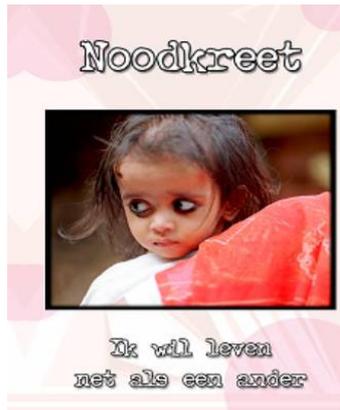


## APPROACH

In order to raise funds on behalf of setting up and maintaining an orphanage for babies (girls) in Vrindavan, India.

## SOS



**I want to live just like everybody else**

## **Contents**

**I Information on the Foundation**

**II Preface**

**III Introduction**

**IV Problem**

**V Objective**

**VI Phased plan**

**VII Project planning**

**VIII Conclusion**

## **I. INFORMATION ON THE VRINDAVAN FOUNDATION**

The Vrindavan Foundation is devoting to babies (girls) who are not accepted by their parents, as they are not able to arrange the marriage portion.

Some volunteers have taken the fate of these babies (girls) to the heart and have since been busy on raising funds, aiming at setting up an orphanage called Mahila Ashram in order to intercept these babies.

The foundation was set up in 2004 by Marijke Gajadharsing and some volunteers.

The foundation consists of a chairwoman, a treasurer and a secretary. Apart from them, there are various volunteers hit by the story and are taking their time to raise funds.

Stichting Opvangtehuis voor Vrouwen en Meisjes in Vrindavan.  
Established in the Hague.

Hereinafter referred to as the Vrindavan Foundation.

More information can be found at the following websites:

[www.stichtingvrindavan.nl](http://www.stichtingvrindavan.nl)

and [www.stichtingvrindavan.com](http://www.stichtingvrindavan.com)

and [www.allegoededoelen.nl](http://www.allegoededoelen.nl)

Chairwoman: Marijke Gajadharsing

Mobile: 06-21911763

E-mail: [marijkegajadharsing16@hotmail.com](mailto:marijkegajadharsing16@hotmail.com)

Trade register No.: 27266561

Bank account No.: 49.25.54.897

Secretary: Datadin-Matai, Mohini

Treasurer: Natasha Sewtahal

## II. PREFACE

When the founder, Marijke Gajadharsing of the Vrindavan Foundation, made a pilgrimage to Vrindavan, India, in 2003, she witnessed unhuman circumstances for babies, who, by force, were left behind.

She noticed that a child was put onto the middle of the street. She was told that the intention was that the child should be killed by traffic.

She witnessed the killing of a girl by traffic. On an other occasion, she noticed that a baby was consumed by a pig living in the street.

After saving a girl out of the river, she examined these cruelties. The answer was extremely shocking.

Generally, girls are third-rate human beings, who do not contribute to the families' welfare. In many cases, girls are considered to give trouble as, among others, they have to deliver a marriage portion in the case of marriage, which they cannot afford. Boys, however, receive a marriage portion, benefiting a family's welfare. Consequently, girls are not welcome and are systematically left behind in the streets.

Vrindavan is a pilgrimage close to the holy river of Yamna. It is a village south of New Delhi.

The Hindu God Shri Krishna lived in Vrindavan, so that many worshippers like to visit this place.



### **III. INTRODUCTION**

In this approach, steps will be described necessary to effectively raising funds, aimed at setting up an orphanage for girls (Ashram) in Vrindavan, India.

The information of this plan is based on statements of eye-witnesses, a local investigation as well as a year-long study into the possibilities for subsidies on behalf of small charities.

### **IV. PROBLEM**

In many parts of India, girls are being considered as third-rate human beings and, in the worst case, excluded from education. In the case of a marriage arrangement, they have to bring with them a marriage portion to the husband's home, so that he and his family can benefit from it. The girl's parents are saving their whole life for a marriage portion, which is quite a tall order, particularly when more girls are born in a family.

Birth control is not an issue, as a boy is welcome. Because he can arrange the marriage portion himself.

The girls' fate is miserable. After their birth, they are often left behind in the streets in order to die unhumanly. Women are frequently turned adrift by their in-laws. They cannot go back to their own family and live in the streets, where rape and murder are the order of the day and suicide the only solution.

Locally, there is not any form of interception for these girls and women.

### **V. OBJECTIVE**

The orphanage of 'Mahila Ashram' aims at offering children a loving and respectful education where training and health are the main issues.

For the children they try to find a good adoption family. Children not being adopted remain, in principle, in the Ashram until they have reached the age of 18. It is expected that, after this age, these children still remain in contact with the Ashram, in order to support and run it.

The then grown up girls will be offered the possibility to stay in the Ashram as a labour force, so that they can independently find a job outside the Ashram.

The Ashram vision is not based on one religion. All babies get a chance, irrespective of their religion. The children's religions will, as much as possible, be respected. It is under consideration whether the Ashram ought to adhere to a religious doctrine.

Where that is possible, the Ashram will inform the population about, among others, birth control, hygiene, the importance of education etc. Rooms to let will also be offered to inland and foreign guests aiming at extra income in order to guarantee the long-term continuity.

## **VI. PHASED PLAN**

### 1. Raising funds (continuously)

- raising funds at festivals
- selling small articles (ornaments, clothes, garlands etc.)
- collecting things to sell them at Queen's Birthday
- applying for subsidies in the Netherlands
- applying for subsidies in India, on location

### 2. To write plans of improvement by the interim chairwoman

- during the process, the plan will continuously be updated/improved according to the results on hand
- implementing the plan will be guarded by the chairwoman and the interim chairwoman and discussed during the monthly meetings with the chairwoman, secretary and treasurer. Occasionally, sponsors will be invited to attend to the meetings
- the board is responsible for the scenario and is accountable during the meeting
- the minutes of the meeting will be drawn up by the secretary including a plan of action and agenda, discussed during every meeting and settled.

### 3. Budget

- In principle, the chairwoman, together with the treasurer draw up the budget and are responsible for settlement of the accounts. During her absence, the interim chairwoman takes over these tasks.
- The board approaches sponsors and/or supporters for donations. For that purpose, help will be called in from volunteers to raise funds locally.
- In principle, raising funds is not an investment in monies, as the whole process will be effectuated by the work of volunteers. The articles required will be given to us (collecting-boxes, flyers, stands at street-fairs etc.)

### 4. Contact with politicians

- Political parties will be approached by the chairwoman in order to become an associate of the foundation. By means of a personal approach and e-mails, help will be called in, with the main purpose that they know who we are and also to receive donations.

### 5. Publicity

- Publicity can be obtained by, among others, organising benefit-parties. These parties are organised by skilled people, for which private persons but also politicians are invited. Parties will be announced at local radiostations for the target group who are highly called upon to raise funds, namely the Hindustan community, having a line with India.
- Journalists and local television stations are also invited to visit the parties.
- Evaluation immediately after an event is required. Consequently, a meeting shortly after an event will be inserted, during which a report will be drawn up, photos selected for the website and items for improvement discussed.

### 6. Buying land

- After nearly 5 years, the foundation has raised sufficient money to buy land (which has partly been bought in the meantime). Extra land still has to be bought, which can be effectuated on location. The owner has to be localised. It is

expected that it can be realised this year.

- Required land: 1000 m<sup>2</sup> for receiving approximately 30 girls and staff.

#### 7. Construction of the Ashram

- Construction of the Ashram will take about 12 months. The figures indicate the budget of the total cost, including the construction of sewerage, energy and current water pipes. After construction, the building will be ready for use.

#### 8. Recruiting staff

- During the whole preceding process, they will start on location with testing and recruiting skilled staff from the own community. The staff has to satisfy the local requirements for medical, educational, and didactical staff.
- Staff will frequently receive additional training on the basis of the local requirements.

#### 9. Staff required

Management/co-ordination/administration	1
2 full-time employees (care for the children)	6
Kitchen staff	2
Staff for doing the washing	1
School-porter	1
Security	2
Driver	<u>1</u>
Total staff	14

#### 10. Appeal to the locals

- An appeal will be addressed to the people of Vrindavan by means of home visits in order to supply information on the existence and purpose of the Ashram. Women who do longer have a home will be offered a training for educators, cleaners, cooks etc.

#### 11. Interception of babies

Babies who, after birth, are left behind in hospital, babies who are left behind by their parents somewhere else or babies who are taken to the Ashram will be intercepted.

## VII. PROJECT PLANNING

<b>Activity</b>	<b>Period</b>
<i>Buying the first part of the land</i>	<i>October 2008</i>
<i>Buying the second part of the land</i>	<i>August-September 2009</i>
<i>Construction of the Ashram</i>	<i>4<sup>th</sup> quarter of 2010</i>
<i>Construction completed</i>	<i>4<sup>th</sup> quarter of 2011</i>
<i>Start of the interception</i>	<i>4<sup>th</sup> quarter of 2011</i>
<i>Buying supporting machinery (pc, laptop, copier)</i>	<i>Phased per annum 2010-2011</i>
<i>Buying means of transport (bus)</i>	<i>4<sup>th</sup> quarter of 2011</i>
<i>Starting instructions on birth control</i>	<i>1<sup>st</sup> quarter of 2012</i>
<i>End of the interception by Stichting Vrindavan and start of the interception by the own population</i>	<i>2030</i>

## **VIII. CONCLUSION**

By publishing our name and the intention of our work, the Foundation hopes to annually raise sufficient funds in order to offer at least 30 children a better future. The foundation hopes to receive these funds by means of private gifts, subsidies from local Indian governments and other charity funds.

Caused by the enormous economic growth of India, it is expected that the population will no longer need foreign help after 20 years and the children grown up in the Ashram are able to care for themselves .

At this moment, it is also our responsibility to contribute to a better future for everybody where that is possible. Starting with the most vulnerable people, namely the babies (girls).

As a result of their situation and education, these girls will realize more than others the importance of the interception possibilities. We therefore hope that these girls will worry about the fate of their equals and will continue this work after the Foundation has stopped.

It is also expected that the government will take more and more responsibility for its own population and support such charities without foreign aid.

Where that is possible, the foundation will use its expertise for other locations in India, by means of setting up new Ashrams or by transfer of knowledge.

We will co-operate with government institutions, legal advisors and social workers, in particular in the field of adoption.

Close co-operation will be maintained with hospitals, the police and religious institutions.