

## What's next

### PROSCENIUM

Upakriti's dream is of a day when there would be no need for nonprofits. In an ideal world, there would be no child suffering from the agony of hunger or the fear and distress about his next meal; there would be no child begging for clothes to protect him from the elements; there would be no child without the security of a roof over his head; no child would be left uneducated because of lack of educational opportunities or unwell because of lack of basic health care; there would be no child who would not know how to love or to play; and most of all, there would be no child without a hope for a normal future. That's in an ideal world.

In its baby steps towards this ideal world, Upakriti works in a methodical fashion towards well-defined and quantified objectives. Upakriti is

committed to helping a child in need to grow into a well-rounded individual who will contribute positively to the society when he has an opportunity to do so, a person who would care about the world around him, and be a responsible and socially conscientious human being. The fundamental need that a disadvantaged child has: to be fed and clothed before he can look beyond survival; to be able to utilize the chance to educate and broaden his mind, will be Upakriti's primary responsibility. But beyond the healthy body and healthy mind, emotional well being, social and civic awareness, responsibility and extra-curricular activities to foster their creative talents, are also important. Upakriti firmly believes that these experiences and exposures are key to early development and a foundation for any life that a child can dare to dream of.

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### Our Mission

Upakriti believes in the inherent worth and potential of all children. The children are our gift to the future and no child should be neglected. Children deserve to be nourished and nurtured so that they can lead humane and productive lives.

Upakriti will fulfill its mission by funding organizations and initiatives that:

- Enhance the physical and emotional well being of children by providing and promoting their rights to basic necessities and health care.
- Advance educational opportunities for children along with fostering their social, and intellectual development.

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#### Kindness and Service

A tax-exempt non-profit organization under US Internal Revenue Code, Section 501(c)(3).  
Tax ID #: 75-3141599

#### UPAKRITI's WEB SITE:

[www.upakriti.org](http://www.upakriti.org)

#### "Know Upakriti" corner...

- What is Upakriti's overhead?
- ❖ For every \$ collected, Upakriti has an overhead of approx 5 cents.
- Where are Upakriti-sponsored homes located?
- ❖ Upakriti supports homes in Haveri, Bangalore, Chennai, Salem and Rishikesh.

## Volunteer appreciation event



The volunteer appreciation event was flagged off as an annual feature to thank and appreciate the volunteers who plunged heart & soul for the cause of children's empowerment in India through Upakriti. It was held at the picturesque Shoreline Park in the Bay Area in Feb 2005. The event also provided an opportunity for Upakritians to share their ideas and interests in furthering the service oriented goals of Upakriti.

## Fun for a cause - Sun Fun 2004

Sun Fun is Upakriti's annual fundraiser. This event aims at raising funds for Upakriti's causes, but in the process, providing a measure of fun to people attending the event.

This event took place on 26th September 2004 at the Murphy Park in Sunnyvale, CA. Over 65 people attended the event and had a great time, and we received an outpouring of donations at the event. Thanks to all our volunteers and event organizers who were responsible for the success of the event.

Our sincere thanks to the following establishments for donating food:

**Pasand**, Santa Clara, CA, (Ph): (408) 241-5150, ([www.pasand.com](http://www.pasand.com))

**Swagat Indian Cuisine**, Milpitas, CA, (Ph): (408) 262-1128

**Taste of India**, Fremont, CA, (Ph): (510) 252-1111

and last but not least, our very own Upakriti's volunteers: **Vandana and Jyothi**.

Upakritians **Shyam Nagarajan** and **Sundar Venkat** made short presentations about Upakriti, its mission, and its work to the event participants to provide a better understanding about the organization. The presentation was followed by a series of fun-filled games that took everyone back to the good old school days of fun and excitement. Points were awarded to the winning team in each game. After all the games ended, members of the winning team were acknowledged for their performance with prizes.

The Sun Fun '04 ended with all the attendees posing for a big group photo. As the sunset approached, people parted with beautiful and cherished memories of the event, and with a feeling of having supported worthy causes.

-- *Upakritian Saravana Kumar Venkataraman headed our Event Management team for this event and contributed this article.*

## SEF Event

29 Jan 2005

This event was organized by **Sankara Eye Foundation**. Upakriti was provided free booth space and had the opportunity to reach out to the event participants. A big thanks to SEF for their kind gesture. The event was very entertaining with *Kathak* performances by both Indian and Japanese dancers that enthralled the participants. Most of the dances were centered on Krishna and gopikas yearning for Krishna's attention.

Our Public Awareness team led by Prashanth Shenoy organized the booth. Booth participants included Arjun, Saravana, Vandana, Prashanth and Aravind, who talked to the guests about Upakriti, its mission and the 5 projects that we currently support – AIM, LOTUS, Karunai Illam, NEEDs and SOCARE. Flyers and Newsletters were also distributed.

Thanks to all volunteers who contributed and to the guests who took the time to know about Upakriti's cause.

## Upcoming Event – Ehsaas

Presents *Zindagi*, an evening to experience mood, melody & music of musician and singer **Subhen Khatua**, writer and poet **Sanjay Mathur**, and poet, and singer **Kohinoor**. A fusion of their own poetry, original music, along with a unique style of presentation. A presentation to excite your emotions and imagination!

**Tentative date:** August 27, 2005

**Venue:** Santa Clara Convention Center, 5001 Great America Parkway, Santa Clara, CA

For past Ehsaas events, please check [www.ehsaas-event.com](http://www.ehsaas-event.com)

## What's next...contd

Child poverty is everybody's problem. It is Upakriti's mission to promote service itself and to spread the message to help everyone understand the pains of growing up poor; every individual's responsibilities in this regard; to break this vicious cycle of poverty and lack of opportunities; and to make the world a happier place for those children. If everyone understands this, there will be no need for nonprofit organizations. That is the Upakriti Dream.

## Mudra 2004

The Silapadhikaram event, produced by Mudra, was co-hosted by Mudra and Upakriti. It was held on Oct 9, 2004. Upakriti volunteers took charge of poster flyers, selling tickets and co-coordinating the event logistics on the day of performance. More than 300 guests attended the dance-drama event that was based on the Tamil epic written by Illangovadigal. The performers enthralled the audience with their mesmerizing dance, extra-ordinary choreography, enchanting costumes, and excellent rendition of the Tamil epic.

**A two thumbs up event!!!!**

## AIM FOR SEVA

**All India Movement for Seva** (AIM for Seva) is an organization working to bring about a change amongst the people of India and to care for those who need help.

In the three years since its inception in November 2000, AIM for Seva has made significant inroads into bringing education and a higher standard of living to tribal and poor rural people in the remote districts of India. So far AIM has initiated projects in the fields of education for poor children, hospital and health-care centers, financial empowerment programs for tribal women, road construction, tree planting and water supply projects. These projects are currently benefiting over 100,000 people in several states.

AIM is running a number of educational centers and hostels for children. One particular center in **Uttaranchal** was started in June 2004. The initial roll was for 30 children. But the need for this facility in the community is so great that

within two months of opening, there were more than 70 children regularly attending. The children are provided with free tuition in English, Hindi, sciences, arts and moral and cultural studies. In addition, they are also given very modest dietary supplements. Most of these children are undernourished. The children attend local government schools where education leaves a lot to be desired. These children are from poor families. Many are from families where alcohol and violence play a major part and most of the parents are illiterate.

Currently, AIM is able to appoint only one teacher. The tutoring focus of the centre now is on subjects such as Math, Science and English. AIM for Seva is also looking for assistance to include the many children now on the waiting list for a place at this center. It would also like to provide more nutritious food but at present the budget does not allow it.

The tuition center needs funding of approximately Rs. 99,600 for the upkeep of 100 children per year. Upakriti decided to provide limited funding this project for the following reasons:

1. AIM for Seva is a registered non-profit public charitable trust under Section 80 (G) of Indian Income-Tax Act.

2. While the organization is large with funding from various sources, Upakriti's involvement would be with one of their independent projects, namely supporting this tuition center. The objectives of this tuition center are aligned with Upakriti's mission of enhancing educational opportunities.

3. AIM for Seva has a good track record of success with their existing undertakings.

Upakriti approved funding for AIM for SEVA last quarter. The initial funding for the project is \$150/mo. After few months of evaluation, Upakriti will consider increasing the funding for this project.

Thanks to all Upakritians for empowering another worthy cause.

## Karunai Illam Home, Chennai

*Karunai Illam*, located in Selayur near Tambaram provides shelter for around hundred children from ages three to seventeen. These young boys and girls, including victims of abuse, neglect and poverty live with only the basic facilities and are offered education until the fifth grade.

Karunai Illam consists of a self-contained home with a kitchen, office, living space, and a playground. This home is run and managed by Mr. Power Singam and his wife. This home needs substantial resources in terms of food and clothing, so there is ample opportunity for contributing to the growth of this project.

Upakriti provided the kids of Karunai Illam with clothes on Upakriti day.

*By Arjun Rangarajan*

## Being unique...

Uniqueness – we all strive for it, be it individuals, groups, organizations or corporations. The reason? “Everything needs a distinguishing point.” Upakriti works for the upliftment of underprivileged children. The question then arises, how is Upakriti unique? Why should anyone donate to Upakriti?

### Viewpoint

Of course, charities could come up with numerous unique features that would distinguish them from others. But when it comes to social service, is uniqueness the character to strive for?

Aren't we all already unique? Aren't the talent and the thought process in any group unique? Aren't relationships among volunteers unique? In any team that comes under a common banner, isn't dynamism unique? Shouldn't it suffice to just highlight the social stigma we are trying to eradicate and the common bond and the goals we all share as charities?

If social service is the motto, charities need focus, not uniqueness. Charities need

compassion and commitment to serve, not uniqueness. Charities should work in unison, creating synergy, and with a spirit of non-competitiveness.

At Upakriti, let's make sure that the focus is always on the underprivileged kids we help. Let's be fascinated by how, as a group, we have the “unique” strength of helping kids. Let us work together by upholding trust, commitment and sincerity towards our goal. As we see the kids smile, as we see them grow up as happy and healthy individuals, we would have eventually defined uniqueness – the experience along the way being the most “unique” of all.

*By Aravinda Radhakrishnan*

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## Improved website

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Upakriti website has been revamped and has undergone major changes in aesthetics and content. Thanks to our talented team of web designers, artists and contributors, the website has truly become the façade of Upakriti's mission and vision to the world.

Special thanks to Ram Karthik and numerous other contributors for their excellent work.

To keep the website ever evolving and newsworthy, we ask our readers for their valuable comments. Please visit [www.upakriti.org](http://www.upakriti.org) and send us your ideas and thoughts, which will help us serve the children better.

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## Upakriti day

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**Upakriti day**, April 16<sup>th</sup>

**Why:** April 16<sup>th</sup> is Upakriti's birthday. On Upakriti day, we commemorate the coming together of like-minded individuals with a vision and a desire to help the underprivileged children.

**How:** On Upakriti day, we highlight the plight of underprivileged children in India and their right to basic necessities and education. On this day, the volunteers also reaffirm their shared commitment to support the mission of Upakriti.

**The plan for 2005:** On Upakriti day 2005, Upakriti provided new clothes to the 94 kids of Karunai Illam project. A site visit by Upakriti volunteers to this project had revealed half-naked children barely covered by torn pieces of clothing. This gift was made possibly with the help of funds from our generous donors in the US and in India.

### *Monthly contributions to projects in the last quarter*

Lotus: \$220

SoCARE: \$200

Needs: \$170

Karunai Illam: \$150

AIM: \$150

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## Spotlight

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**Location:** Delaware  
**Occupation:** Systems Administrator  
**Born:** Chennai  
**Ambition:** IT Systems Architect  
**Motto:** Be Good. Do Good. Think Good  
**Motivation:** Not satisfied with present  
**Feel strongly About:** Knowledge is Power  
**Interests:** Politics to Sports

### Some Interesting tidbits that people don't know about you:

Be a leader

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## Last But Not Least

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### Interested in joining us or in bringing a project to our attention?

Visit <http://www.upakriti.org/contacts.html> to get information about getting in touch with us.

### How to donate

*Credit Card:* To make an online tax-deductible contribution to Upakriti, use the DonateNow button @ <http://www.upakriti.org/donate.html>

*Check:* California residents only may also make a tax-deductible contribution using a check. Please make checks payable to "Upakriti" and mail them to the address below:  
 279 Pacifica Way, Milpitas, CA 95035

### What you can do to help

- Become a supporting donor and join this motivated group
- Volunteer in organizing awareness campaigns and fund-raisers
- Help identify new projects and actively participate in the qualification process