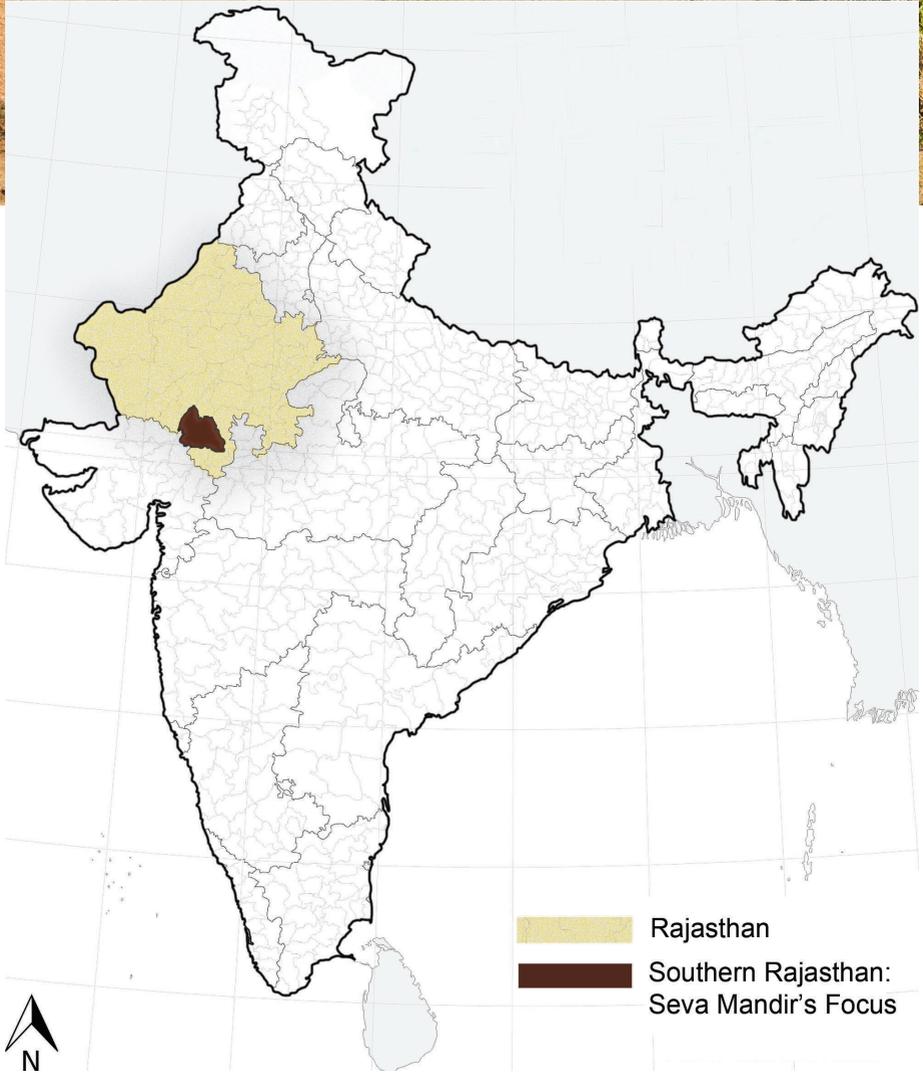




SEVA MANDIR
Transforming Lives





SEVA MANDIR & FRIENDS OF SEVA MANDIR

Transforming Lives

Contents

Friends of Seva Mandir	page 2
Seva Mandir's unique approach	page 3
A special focus on women	page 4
Natural resource development	pages 5/6
Education	page 7
Health	page 8
Urban	page 9
What others say about Seva Mandir	page 10
Funding	page 11
Donation form	page 12
Stories	page 13
Contact Information	page 14





SEVA MANDIR AND FRIENDS OF SEVA MANDIR

Seva Mandir is one of India's leading development nonprofit organizations. Founded in 1968, it currently works with 360,000 people across 700 villages of southern Rajasthan, one of the world's most impoverished places where people live on an average of \$0.35 a day. Through a number of integrated programs the organization empowers women, ensures families have

clean drinking water and can grow enough food to eat, offers disadvantaged students a quality preschool and primary education, provides critical maternal and infant health services, and strengthens village level governance so that the community can assume ownership over building a better life for itself.

Friends of Seva Mandir, Inc. raises funds in the US to support Seva Mandir's programs in India. Contributions to Friends of Seva Mandir, an IRS-certified 501(c)(3) public charity, are tax deductible.

Friends of Seva Mandir UK was set up in 1989 as a registered charity in the UK. It operates solely to raise funds to support the work of Seva Mandir in India.





SEVA MANDIR'S UNIQUE APPROACH

We believe that improving the substance of village democracy is the key to lasting change. We therefore place paramount importance, in keeping with Gandhian ideals, on enabling common citizens to assume responsibility for their community. This approach multiplies the impact of all our projects, makes each project more sustainable, and moves communities closer to self-sufficiency.

To this end, the first step Seva Mandir takes in its partnership with a village is to build a village forum, a space where all members of a community can participate in

the decision-making which affects their daily lives. Because our partner communities are traditionally divided by caste, class and gender, extraordinary efforts go into ensuring that all underrepresented groups have a seat at the table. The village forum proposes new work, raises and directs local funds for development projects, manages projects after work is complete, and advocates action to the local state government. Over decades, the village forums have grown into self-reliant institutions capable of taking responsibility for and ownership over the village's development.

'The question is what is the difference between this wall and the wall over there put up under the World Bank watershed development scheme? Why did people steal the stones out of that wall, while we haven't lost a single stone of this wall?' He didn't answer those questions but then he didn't feel he needed to. He was so well versed in the Seva Mandir philosophy that he assumed everyone would understand the difference between a wall villagers had built as a community, and a wall that had been built for them."

- Mark Tully, Non Stop India





A SPECIAL FOCUS ON WOMEN

- Women in rural Rajasthan are marginalized by traditional gender roles
- There is a horrifying 45% incidence of domestic violence
- Our 600 women's groups give 8,000 members unity, confidence and financial independence
- 9 Women's Resource Centers arbitrate cases of abuse and gender discrimination
- Our short stay home provides shelter and counseling to 100 women per year

A common goal running through all of Seva Mandir's programs is the greater inclusion of women in family and community decision-making. This is particularly important in rural and tribal communities in which women have traditionally been marginalized.

Women's Groups. Our 600 village level women's groups are spaces in which women can discuss the problems they face, from domestic violence to health issues and childcare. They also function as member-financed microcredit groups where women can take out fair loans, underwrite

small business ventures, and gain a measure of financial independence.

Women's Resource Centers. Our 9 Women's Resource Centers are community courts run by local women leaders. They play an active role in resolving domestic disputes, especially gender-based violence. Their judgments are increasingly respected and supported by the men in the community. We also run a short stay home in Udaipur City which has provided shelter and counseling for nearly 600 women fleeing domestic violence.

Health. Seva Mandir focuses on the health care needs of women through a cadre of community health workers dedicated to expectant and new mothers.

Education. In communities where female literacy is around 20% and parents often see little benefit in educating their daughters, Seva Mandir is working to change attitudes and enroll an equal number of male and female students in its schools.





NATURAL RESOURCE DEVELOPMENT

- 90% of the population depends on the land for survival
- Annual rainfall is less than 640 mm, and occurs in a span of 2-3 months
- Only 20% of the land is irrigated
- Seva Mandir has helped communities conserve and make productive 40,000 acres (16,000 hectares) of common land
- 6,000 families benefit from Seva Mandir's watershed projects
- 10,000 farmers have improved their yield

Our programs to sustainably protect natural resources and make them more productive play a vital role in helping communities to improve daily living conditions and livelihoods.

The Program, in which local communities actively participate, focuses on:

Watershed Development. Through watershed development projects, Seva Mandir helps communities to collect and retain water that would otherwise run off the land causing further soil erosion. Watershed development is a precondition for providing irrigation systems, another of Seva Mandir's activities. These initiatives are the lifeblood of rural villages.

Agriculture. Seva Mandir works with farmers to improve agricultural practices and yields. These projects include various training sessions focusing on horticulture, animal husbandry, vermi-composting, vegetable cultivation, increasing crop productivity, and indigenous seed banks.





Pasture and Forest Land. Seva Mandir helps communities to recover, develop and share common pasture and forest land. Protecting these common lands for the benefit of the community as a whole, particularly against unlawful encroachment, is vital for preserving water, fighting land degradation and improving livelihoods generally.

Livelihoods. In the rural regions in which Seva Mandir works, average daily income is less than \$0.35 per day, there is virtually no industry, and the vast majority of the population survives on a subsistence basis.

Accordingly, alongside its Natural Resource Development activities, Seva Mandir is working with local communities to develop new income generation initiatives and to make existing ones more efficient, while improving

entrepreneurial skills through workshops and special programs.

In the remote rural region of Kotra (150 km from Udaipur), for example, Seva Mandir has worked with a local community to establish a small lentil processing facility for the production of dal which is then packaged and sold directly to purchasers in Udaipur and elsewhere.

This approach cuts out local middlemen, has improved margins for 3,500 local farmers and increased their resistance to market volatility.

Seva Mandir is assisting local communities to take up other livelihood initiatives, including harvesting wild honey, small fish farms in dams constructed to increase irrigation, and domestic cultivation of mushrooms.





EDUCATION

- 90% of the population depends on the land for survival
- More than half of children ages 6 to 14 do not attend school
- Over a third have never been to school
- The average literacy rate among villagers aged 14 and over is only 33% and for women it is as low as 20%
- More than 10,000 children attend our education centers every year, half of them girls

Seva Mandir works with local communities to provide a quality preschool and primary education to those without access, and to persuade parents that educating their children, especially their daughters, is in everyone's long-term interests. Seva Mandir's projects include:

Balwadis, community preschools run by local women trained by Seva Mandir. The balwadis teach a developmentally appropriate curriculum and offer nutrition and health services. Because they run for the full day, our 200 balwadis also permit mothers to go to work and elder siblings to attend school.

Shiksha Kendras, 200 primary schools staffed by Seva Mandir-trained local teachers that are run in areas where there is no functioning government school. Upon graduation, these schools transition pupils to government schools for continuing studies.

Residential Learning Camps, which provide basic literacy and math skills to out-of-school children aged 6-14. Because students are typically migrant workers who must help supplement their family income, our eight-week long camps are held periodically around the sowing and harvest calendar. After three camps, children are well equipped to enter the formal education system. 70% of graduates go back to school.

Eight-week long camps are held outside the sowing and harvest periods. By the end of three camps over the course of one year, the children are well equipped to progress to formal schools and those who do achieve high performance and attendance rates.





HEALTH

- Infant mortality in Rajasthan is 57/1000 live births
- Over 70% of children and 60% of women are malnourished
- Only a third of all of children have been fully immunized
- Over 50% of households drink from unprotected sources
- Around 75% of rural households have no toilet
- Our health program supports some 9,000 women and children in 150 villages
- Child immunization increased from 35% to 60%
- 16,000 people assured of access to clean water
- Over 3,000 people assured of access to toilets

Women's Health. Seva Mandir provides training to local traditional health workers who care for women before and after childbirth. More than 300 Traditional Birth Attendants counsel women on the benefits of institutional deliveries but are also trained to perform home deliveries. They handle over 4,000 deliveries a year with

infant mortality significantly lower than the state average.

Children's Health. Seva Mandir has trained 100 Balsakhis, local village women who provide monitoring and care for newborns by counseling mothers on breastfeeding, nutrition, birth registration and the availability of government support in cases of severe malnourishment. Seva Mandir provides immunization and monitors malnutrition in special camps and its balwadi preschools. Basic medicines and treatment are also provided for common childhood ailments.

Clean Drinking Water and Sanitation. Seva Mandir restores wells, builds water tanks, repairs handpumps, and installs toilets. These interventions not only eliminate deadly disease, but save hours of daily drudgery for women who must carry water to the home.





URBAN

The urban poor of Udaipur also face challenges including domestic violence, the lack of quality education, unemployment, and the absence of community support systems.

Women. Seva Mandir helps women organize themselves into Self-Help Groups that give them financial independence to help their families avoid or escape from debt. They also serve as a forum for women to tackle social and legal issues which affect their daily lives.

Many women who leave an abusive household lack support from their family or community. A short-stay home for women and girls provides a safe haven for these women and their children, and offers counseling, legal advice and livelihood training to create opportunities for financial independence.

Children. Seva Mandir operates a free 24-hour emergency phone service for children in need of aid throughout Udaipur. As an extension

of the *Balwadi* initiative, Seva Mandir operates four day-care centers for young children in Udaipur's slum areas.

Safe and Educational Environments. Seva Mandir has initiated projects to provide young slum dwellers with care, education and extracurricular activities that they would otherwise never receive. These include after-school tutoring centers, 'children's corners' that provide a safe and productive space for children to learn and socialize, and a Youth Resource Center which offers workshops, training and other activities that allow young adults to think creatively and explore career options.

Community. Since many slum residents are recent migrants to the city, there is often a lack of community support. Seva Mandir has established *Mohallas* that create a forum for them to meet and find solutions to the difficulties they face.





WHAT OTHERS SAY ABOUT SEVA MANDIR

Seva Mandir's immunisation program is one of the most impressive we have ever evaluated, and probably the one that has saved most lives.

M.I.T. Professors Abhijit Banerjee & Esther Duflo, *Poor Economics*

I'm interested in organizations that can actually make a difference. Seva Mandir is a prime example. It has the commitment and scale to help bring progress to the people in rural India who need it most — in the fields of education, health care, and economic empowerment.

Adi Ignatius, Editor in Chief, *Harvard Business Review*

What most impressed me when I visited Seva Mandir was its deep commitment to making quality education available to the poor and under-resourced villagers of Southern Rajasthan. The work it is doing in its 400 schools is essential to the fabric of any democratic society. Such work requires sustained commitment, and Seva Mandir has been on the ground for 45 years.

Anthony Marx, President of The New York Public Library and former President of Amherst College





FUNDING

Seva Mandir is a not-for-profit organization: grants and donations from Indian and international aid agencies and foundations, as well as individuals, fund all of its programs and the overhead costs of managing them. Through efficient management, overhead costs are kept to only 13% of the annual budget of \$3.2 million.

While government funding is increasing for discrete projects, the breadth of Seva Mandir's programs have been supported by some 50 institutional and corporate donors. Donors have included Plan International, Interchurch Organization for Development Cooperation, Evangelischer Entwicklungsdienst, MacArthur Foundation, Ford Foundation, Target, Barclays, Monsoon Accessorize Trust, and the World Bank. However, the economic climate has led to a sharp decrease in the contributions of such donors from over 80% of the annual budget to only 45%. The pressure to build

relationships with new institutional and corporate partners is therefore increasing.

Support from individuals is also increasingly critical. Today, Seva Mandir raises about 15% of its annual budget from individuals. Even relatively small contributions help Seva Mandir to make a difference in someone's life.

Donors either support specific programs or contribute to the Comprehensive Plan which establishes budgets for programs for the next three years. Funds allocated to the Comprehensive Plan allow Seva Mandir to efficiently administrate and adapt to new challenges as they arise in the villages.

All donations to Seva Mandir are tax deductible for Indian nationals under 80G. Donations made through Friends of Seva Mandir, Inc. are fully tax deductible for US citizens, and donations made through Friends of Seva Mandir UK are tax deductible for citizens of the UK.





www.sevamandir.org

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Seva Mandir

Transforming lives through democratic and participatory development

How your contributions can help:

Rs.500

sends a child to school for two months

\$600

supports one campaign for women's rights and wellbeing

£350

enables a village development committee to undergo training in management and governance



87% of all donations go to programs, while 13% is spent on support costs

To make a donation:

INDIA

Donations are tax exempted for Indian Nationals under 80 G. Wire a donation to: Seva Mandir Union Bank Account No. 394002010060708

UNITED STATES

Donate through Friends of Seva Mandir Inc (501 c3) www.friendsofsevamandir.org

UNITED KINGDOM

Donate through Friends of Seva Mandir UK www.sevamandirfriends.org

CHEQUE

Send your cheque made out to 'Seva Mandir' along with the completed form below, to: SEVA MANDIR, Old Fatehpura, Udaipur, Rajasthan, India

-

Seva Mandir is eligible to accept foreign contribution with registration number 125690002.

Seva Mandir is registered under the Rajasthan Society Act with registration number 149/1967-68.

Name: _____

Nationality: _____

Address: _____

Cheque No: _____

Date: _____

Phone No: _____

PAN No: _____

Email: _____

the 1990s, the number of people with a tertiary education has increased in all countries, but the increase has been particularly rapid in the United Kingdom and the United States. The increase in the number of people with a tertiary education has led to a corresponding increase in the number of people with a tertiary education who are employed in the tertiary sector.

The increase in the number of people with a tertiary education has also led to a corresponding increase in the number of people with a tertiary education who are employed in the tertiary sector. This is because the tertiary sector is the only sector that can absorb the large number of people with a tertiary education who are entering the labour market. The tertiary sector is also the only sector that can provide the high wages and benefits that are necessary to attract people with a tertiary education.

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