



The Blue House

Policy Plan 2024

Written by founder & director Jaira Sona Chin



Board and internal organization

Board

Director and founder: Jaira Sona Chin

Treasurer: Angelie Oemrawsingh

Employees

Local team: Sunil Nat, Deepak Nat

Women team: Kiran Nat, Manju Nat, Anguree Nat, Radha Jeliya

Local driver: Dilip Nat

Local teacher: Vijay Laxmi Parashar



Existing Projects

Education

The Blue House Project supports underprivileged families in Pushkar, Rajasthan. In 2023, we enrolled 50 children in the local Atharv Public School. All these children belong to the SC-ST, the lowest castes of the Indian caste system. Their families suffer from social exclusion and intergenerational poverty. They lack the capabilities to fulfill their basic life needs, such as food, shelter, clothing, income and education. The Blue House Project supports the families of 501 children to fulfill their basic life needs.

Education is the main focus of the BHP, because it is an important tool in fighting intergenerational poverty and social exclusion. It enables people to fulfill their innate potentials and climb up the social ladder. The 50 children are enrolled in the local school we partnered up with: The Atharv Public School (APS). APS is a private school managed by a local couple. The Blue House Project funds the school fee, uniforms and schoolbooks of 50 students. The students go to school six days a week.



After school, the students come to the project center The Blue House for tuition classes and lunch. They also play sports and games. Lunch is made and served by local employees who belong to the same SC-ST castes.



Family support

We support families in fulfilling their basic life needs, as they live in intergenerational poverty. The students eat daily nutritious lunch in The Blue House. We built 5 houses for former homeless families and bathrooms for families in the camp. We distribute other basic needs, such as clothing, fleece blankets in the winter and waterproof tents during monsoon season. We also support the families in the provision of health care.

Employment

The Blue House team is local led and community driven. All the paid employees of this NGO belong to the local community itself. The local team looks after the students in The Blue House, cook daily lunch for the students, clean the project center, drive the tuktuk to pick up

and drop students and tutor the students. The teacher tutors the students after school and helps them with their homework.

Evaluation 2023

2023 marked the seven year anniversary of The Blue House Project!

In 2023, we built a women employment center. This center is used to provide skills trainings and employment opportunities for women of the community.

We also finalized the construction and development of the new playground/sports field. This playground is used very well and the students of The Blue House play sports, like football, volleyball, yoga and badminton and games here everyday. There are not a lot of playgrounds and sports fields in Pushkar, so this new project is a great addition to the project. In rural India, schools focus on mainstream education and lack extracurricular activities that are equally as important to the development of children.

In 2023, the structure and team work of the local team improved. We hired a new teacher, who is a great addition to the after school program in The Blue House: Vijay madam. Vijay madam puts a lot of energy and effort towards a different approach to education than is used in the local schools. This approach is showing improvement in the level of knowledge of the students. Besides, Vijay madam includes playing games and sports in the daily program in The Blue House, which is equally as important for the children's development.



New projects in 2024

Women center

The women of our community in Pushkar are in an extreme vulnerable position. They get married off at a young age and rely on their often abusive husband for income. This year, we want to empower women by through skills development and employment to make them financial independent.

Our Women Employment Project offers a traineeship to young women from the tent community. The program includes skills training workshops, in partnership with jewelry makers, shops, volunteers and professionals. In addition, we want to offer literacy and English trainings to the women. We also want to collaborate with women rights organisations to educate and train women in exercising their rights.

When the women have acquired skills, we sell their products to our partner shops and on this website. Their income is generated from the sale of their handmade products. 100% of the proceeds is paid to the woman who made the product.



The women center was built in January 2024. We started with a team of four young women in March 2024. The skills trainings are now taking place four days a week. We are contacting potential partners so that the women can start making their first orders.

BHP Ghana

In 2024, The BHP would like to expand to a second country: Ghana. The location will be Busua; a well-known but small surfing town in Southwest Ghana, where many tourists come. The concept of The BHP will be the same there. The idea is to build a Blue House, which will be used as an education and work center. Local needs are taken into account; In Ghana, education is better organized than India and most children go to a free government school. Children also speak better English and are more likely to be literate. The biggest problem in Busua is employment. Instead of education, as in India, the biggest focus for The BHP in Ghana will be employment.

We want to use The Blue House in Busua for skills training for young people and parents. In addition, the team will again be locally led and community driven, which will also provide employment. In addition, we will work closely with the local school in Busua to see if there is still a need for extracurricular education.



In addition to employment, the focus is on sports. In Busua there are no sports facilities and currently the beach is used for football and volleyball. The danger is that many small children will drown in the sea. We want to build a Blue House and create a football/sports field on the piece of land in Busua. Since sports are such a big part of Ghanaian culture, this will be a big addition for Busua.

Besides employment and sports, we will also deploy a local team to provide healthy food for the local community. A group of local women will be employed to take care of the care and maintenance of the project.

In 2024 Q2, we are starting the fundraising process to collect funds to buy a property in Busua and build The Blue House. In Q3, we hope to organize a field trip to Ghana and start the project in Q4.

English education

In 2024, we will focus more on our own education project in The Blue House. Up to now, most of our funds are invested into the local APS school as we pay for our students' school fees. It is great to support local institutions and the local economy this way. However, the quality of education and mostly English is very low in local schools.

We want to shift our main focus during the after school program in The Blue House to teaching the students English and improving their literacy skills. Our teacher Vijay is responsible for this and hopefully we can hire a second teacher. Besides, we hope to welcome volunteers who want to teach English and other skills. We are also contacting British Schools in Europe to collaborate and maybe establishing an online program.



Sports

In 2023, we finished our new playground/sports field. The kids enjoy playing games and sports after school. In 2024, we want to make the sports program more structural and professional. We want to train one of the teenagers in the camp to become a sports teacher.



One of the locals of the camp is a certified yoga teacher. We also want to work with him more structurally.

Goals 2024

In 2024, one of the goals is to put more effort towards fundraising. The strategy is to hire fundraising volunteers, increase periodic donors by promoting the ANBI tax benefits, organize more fundraising campaigns and increase our monthly budget.

In addition, in 2024 we want to expand The Blue House Project in Ghana. In 2023, we supported one family in Busua, Ghana, through employment and micro funding. In 2024, we want to raise funds to buy land in Busua. This land will be used to build a second Blue House. The Blue House Project in Ghana will focus on extracurricular activities, such as sports (specifically football), employment and skills training.

Moreover, the goal is to expand the employment project in Pushkar. In 2023, we built a women center and initiated partnerships with jewelry shops to provide skills training and employment opportunities for women of the community.

A proposal for 2024 is to discontinue the child sponsorships program. After analyzing the annual report of 2023, we came to the conclusion that a disproportionate amount of funds is allocated to education. Education will continue to be our main priority, but most of our funds are paid to the local APS school. If we stop enrolling students in a private school, all our funds can be allocated to The Blue House Project itself.



An alternative plan is to partner up with a public government school that is free. In government schools, we only pay school books and uniforms, and no school fees. Research shows that the quality of education is lower, but a new high quality English medium government school opened up in Pushkar. Another alternative is to develop a mainstream education program in The Blue House. This means that The Blue House will be used as a school instead of an after school project center. If we pursue this project proposal, the idea is to make the school fully English, because there is no English school in Pushkar yet. We will still partner up with the local APS school, so that students can make all of their mandatory exams in the school and get official school diplomas.

In terms of finances, last year showed negative gaps, and therefore highlighted the need for financial resources for implementation of activities. Therefore, there is a need for designing appropriate policies for raising funds in order to meet targeted objectives for 2024.

There is a need for more stable and structural income to increase our monthly base. In 2024, we want to collaborate with more fundraising organizations, volunteers, fundraising campaigns and companies.

