

APPEAL

To Donors

For **Project Aashiyana**

Home for Elderly Widows in Mahavan in UP



Proposed Aashiyana Project, Mohalla Chowdhar Pada, Town Mahavan, Dist. Mathura, UP

Dear Friend,

All India Women's Conference (AIWC), is India's premier NGO – one of the largest and the oldest one - working for the **Education, Emancipation and Empowerment of Women** for 94 years, is setting up a new Home for elderly widows.

AIWC has been already running a Home for elderly widows and a Short Stay Home for women in distress for nearly 30 years out of a rented space in Vrindavan, since 1992. It is now in the process of building a new facility, **Aashiyana** in a town Mahavan, near Gokul in Uttar Pradesh.

Prime project of AIWC:

We, the Management of AIWC - Mrs Sheela Kakde, President, Mrs Kuljit Kaur, Secretary General and Mrs Rehana Begum, Treasurer - are delighted to announce that this upcoming **Project Aashiyana** of AIWC will be launched in a year's time and has received all necessary approvals, permissions, sanctions and is now set for its execution!

All projects of AIWC across India have positive impact on the lives of women and girls. **Project Aashiyana** also is a special one for us!

Project Details:

This project takes care of elderly widows abandoned by their families in the Vrindavan temple, or left their family on their own due to unbearable circumstances. These '**Matajis**' are brought to our Old Age Home.

We enable them to get back in good health and sound mental condition. It gets us immense satisfaction to help them become healthy and contented, and bring back the joy and comfort in their life, while they spend time with the other Matajis in the Home.



Home for Elderly Widows in Mahavan, Dist. Mathura, UP
of **All India Women's Conference (AIWC), New Delhi**



Existing Old Age Home and Short Stay Home in a rented building at Vrindavan

Project Plan:

Project Aashiyana is being built on a 600 sqm plot in Town Mahavan, near Chaurasi Khamba World Heritage Temple at Gokul (14 km from Vrindavan). It is a 2-storied solar-powered Green building, where multiple beneficiaries will be served.

Ground floor: On this floor, 30 '*Matajis*' will stay in **4 dormitories** with a **dedicated living space for each resident**. There will be a **common dining hall and kitchen, courtyard** and a **designated Prayer area**, specially designed for the convenience of the elderly, with the facility of **ramps, lift and ventilation**. Space is also provided for House wardens and support staff.

First floor: On this floor, 30 distressed girls can be accommodated in a **Shelter home**. We also plan to provide a facility of **Vocational centre to train youth** in different skills like computers, tailoring etc. The construction will be completed at the earliest !

The support:

We are grateful to our respected Patrons, Seniors, and all members of AIWC spread over the Country who have extended their whole-hearted moral support to this project.

Dream come true project:

Personally, I would like to share that it had been our deep desire for many years that AIWC creates an independent and respectable facility for the '*Matajis*', ever since I visited them few years ago, at the present Home in Vrindavan, and saw their physical and mental state, which though improves tremendously, after staying at our Home.

Fortunately, this project now has taken a final shape due to the help and contribution from our members which has given us the reason to initiate it and I feel blessed today that I am destined to play a significant role in it.

Appeal:

As the funds are inadequate, I make a sincere appeal to you with my colleagues by my side, to come forward to extend monetary help for our Dream project to materialize.

The '*Matajis*' and their condition, stirs everyone's collective conscience in the Society, no matter whether anyone is directly connected with it or not. It is our duty to ensure that they get loving care, in the last stage of their life.

Please find the necessary information in the next page.

With warm regards,

Mrs Sheela Kakde
President, All India Women's Conference, N Delhi
Ram Navami, April 21, 2021



Treasurer, President & Secy. General of AIWC



Home for Elderly Widows in Mahavan, Dist. Mathura, UP
of All India Women's Conference (AIWC), New Delhi

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We make humble and sincere request to all ! Our dream of creating the **Project Aashiyana** can become a reality only if we are able to raise the required monetary help for its construction. We have the land, the plans, and the sanctions and now what we need is the funds.

We appeal to each and everyone around – you, your families and friends, our well-wishers, Government Agencies under Government of India and the State Governments, Companies in the Public sector spending the CSR and the Donor Agencies at National and the World level - to come forward and contribute generously for this noble and selfless cause.

Our AIWC members in the form of Angels:

We are delighted to share that one of our members, **Smt. Manju Pachouri** and her family have donated a plot from their family property, on which we are building the **Aashiyana**. The architect of **Aashiyana**, **Mrs. Priyamwada Chadha**, a grand-daughter of our former President, Mrs Anusuyabai Kale, is giving her services free for this Project. She says that this is her way of giving back to the Society!!

Now let us all also come forward to give back to the Society in our own way!! Let us fill love and hope in the lives of the less fortunate.

Tax Benefits for Donors

Donations are exempted from Income Tax under section 80G(5)(vi) of the Income Tax Act,1961.

Mode of Donations:

- 1) Donations are invited by Cheque / DD / Bank Transfer only.
- 2) Cheques in favour of AIWC AASHIYANA MAHAVAN PROJECT payable at New Delhi
- 3) **Bank Details For Donations by Bank Transfer**, are as under:
Beneficiary Name: AIWC AASHIYANA MAHAVAN PROJECT
Beneficiary Account No: 2417101022451
Bank Name: Canara Bank
Branch Name: 2417-Delhi Bhagwan Das Road 110001
Bank Address: Canara Bank, Sarojini House, 6 Bhagwan Das Road, N Delhi 110 001
IFSC Code: CNRB0002417
- 4) **Donors' details** : Donor will receive a receipt to avail the Tax benefit. Please give us:

- i) Name with complete address and Mobile number
- ii) PAN Details with self attested xerox copy

Note:

AIWC will issue a proper receipt on receiving of above details.

All communication/correspondance may be sent to president@aiwc.org.in

About All India Women's Conference (AIWC)



All India Women's Conference, India's 94-year old premier NGO – one of the largest and oldest one - working for upliftment of women of India, supports and manages a wide range of programmes all over the country, through around 500 branches.

In line with its vision – 'Education, Empowerment and Emancipation of women towards a Holistic Development of Society' - AIWC's interventions are in *Literacy and Education, Health and Family Welfare, Vocational Training, Non-Conventional and Renewable Energy, Consumer Awareness, Rural Sanitation and Water, Waste Management, Disaster Management, Climate Change & Environment protection, Women's Safety, Communal Harmony and Peace*, etc. A large number of the branches of AIWC being in the rural areas, most of these programmes are held by the **branches at the grassroots level**. For this, AIWC works closely with the various Ministries of Government of India.

AIWC has vast experience in Welfare Institutional Services such as Senior Citizens' Homes, Short Stay Homes for Distressed Women, Family Counselling Centres, 24-hour Helplines, Day care facilities for street children and the elderly across India, besides running creches and hostels for working women, in the urban and semi-urban areas.

Rich Legacy

AIWC is built on a glorious foundation; it was instrumental in ensuring path-breaking legislative reforms including Universal Adult Suffrage in India, Sarada Act 1929 on raising the marriage age of girls to 18 years, Factory and Mines Act 1952, Dowry Prohibition Act 1961, Maternity Benefits Act 1961 and the Devadasi Act 1982. AIWC continues to get engaged with Parliamentary Committees for laws such as POSH Act and Commercial Surrogacy.

AIWC founded pioneer institutions such as Cancer Research Institute, Chennai, Amrit Kaur Bal Vihar for Mentally Retarded Children, New Delhi, All India Women's Education Fund Association (AIWEFA) and Lady Irwin College, New Delhi set up by AIWEFA, Save the Children Committee (now Indian Council for Child Welfare) and Family Planning Centre (now Family Planning Association of India).

Global Network

AIWC has Consultative Status with the UN (ECOSOC) and is affiliated to the International Alliance for Women (IAW). It is closely associated with leading forums including UNFCC and International Women's Peace Group.



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