

# EMPOWERING BILLIONS – Update July, 18, 2015

## International ‘We Serve’ Foundation, Inc.

<https://www.weservefoundation.org>

Public Charity, under IRC 501 (C) 3

**The Foundation:** International ‘We Serve’ Foundation (IWSF), a Public Charity approved under the US-IRC 501 (C) 3 is Founded and supported by a closely-held family group of companies. The Founding Sponsors underwrite the administrative, marketing, fund raising and operational expenses of IWSF and donate to IWSF net revenue generated from participation in projects or missions. IWSF is (i) fully volunteer driven (ii) has no salaried employees at this time (iii) does not use any donated funds to cover its expenses and (iv) donations are used only for charitable causes as intended.

**Caring Corporate citizens:** IWSF is thankful to many for-profit entities who offer their products and services (i) free (ii) at cost without profit or (iii) at a significantly lower price in order to empower the less fortunate. IWSF does not promote any particular product, service or company and at the same time, will not hesitate to appreciate the contributions and thank the socially conscious corporate citizens who come forward to empower the poor in several ways.

**Update:** This is an update (July, 2015) of the THREE major active Missions and many projects being implemented thanks to the incredible collaboration of hundreds of dedicated beneficiaries, volunteers, non-profit organizations and for-profit enterprises in many countries.

<p><b>Active Missions</b> <b>Igniting Minds</b> <b>Empower Africa</b> <b>Solar Rameswaram</b></p>
---

Table 1: Missions

**[1] ‘IGNITING MINDS’ Mission:** Quality education, adequate knowledge combined with appropriate skills have enabled over 4 billion individuals in many countries overcome centuries of illiteracy, ignorance, ill-health and intolerance while creating happy, prosperous and peaceful societies. IWSF, in collaboration with thousands, is keen on reaching out as designed in Table 2, and empowering the remaining 3+ billion in this world.

**a) E-Learning Smart Classrooms (ESC):** Started in Apr. 2013, now 28 ESC (\$ 22,000 / ESC; Donated value US \$ 616,000) are in operation in public schools and colleges, benefiting 35,000+ poor students. The children receive multi-media, high-definition course contents in many subjects, based on the syllabus being taught (KG-12). The feedback on ESC from the teachers and the students is quite gratifying; (i) the student attendance has gone up, (ii) they are more attentive in the class and (iii) their academic grades are improving.

IWSF collaborates with many organizations (for-profit and non-profit) to set up 50,000 ESC by the year 2020, using cloud computing and hand-held portable devices (tablets, etc.) for interactive learning. IWSF is in touch with hundreds of Rotary Clubs in the USA and India to implement ‘TOTAL LITERACY by 2017’ in India for millions of children, youth and adults.

# EMPOWERING BILLIONS – Update July, 18, 2015

<p><b>Part A) Electronic + V-Sat Connectivity</b></p> <ul style="list-style-type: none"> <li>✓ Set up E-Learning Smart Classrooms</li> <li>✓ Set up Digital Libraries</li> <li>✓ Set up Broadband / Satellite connectivity</li> </ul> <p><b>Part B) Knowledge Connectivity</b></p> <ul style="list-style-type: none"> <li>✓ High Def Multimedia course contents</li> <li>✓ Quality books - Free Public Libraries</li> <li>✓ Access to Digital data - Free Digital Libraries</li> <li>✓ Visiting Educator – Seminars - Lectures</li> <li>✓ Rural Skills Development Centers</li> <li>✓ Online Language courses – children &amp; adults</li> </ul> <p><b>Part C) Online Education</b></p> <ul style="list-style-type: none"> <li>✓ Tele-Conference</li> <li>✓ Tele- Tutoring</li> <li>✓ Tele-Mentoring</li> <li>✓ Tele-Guidance</li> <li>✓ Tele-Medicine</li> </ul>
---

**Table 2:** Knowledge and Skills development

**b) 120,000 Free Public Libraries (FPL):** IWSF, in collaboration with the **International Book Project**, has dispatched from USA to India (Oct. 2013 May. 2015), 165,000+ quality donated used-books (Pre-KG to Post-Doctoral; non-fiction & fiction). The sea and land transportation cost (from USA to India) is less than \$ 0.30 / book, giving the best ROI. Estimated Project value to date: **US \$900,000**.

The local non-profits adopt public schools and colleges in their area; collect used-books in local languages to add to their adopted FPL. 320+ FPL are in place in partnership with 450+ Rotary Clubs and Lions Clubs in USA and India. Currently 350,000+ poor students in public schools and colleges in India have access to these Free Libraries installed in their school / college.

<b>Project</b>	<b>Completed</b>	<b>Goal</b>	<b>Benefitting</b>
E-Learning Smart Classrooms	28	50,000 ESC	50 million students
Free Public Libraries	320	120,000 FPL	120 million
Digital Public Libraries	1	120,000 DPL	120 million
Rural Skills Development Center	1	2,000 RSDC	50 million youth & women
Tele-Education	0	2,000	10 million students
Visiting Professors	6	1,000	10 million students
Adult Online Education	0	1,000	20 million adults

**Table 3:** Igniting Minds Mission - Projects and Progress

**c) ‘1-D: 1-Y’ (One Donor – One Youth) Campaign:** By default, English (American) has become the language of global communication for international trade & commerce. Thousands of talented youth in the world (especially from rural areas & non-English medium schools) hesitate to converse in English and perform poorly in interviews. This seriously affects their chances for higher education, employment / promotion / earning, etc. This can be resolved with adequate language proficiency.

# EMPOWERING BILLIONS – Update July, 18, 2015

*'Centre for Research and Analysis of Migration',  
Dept. of Economics, University College of London, UK  
Report on English Fluency in India:*

- ✓ **34 % better hourly earnings with fluency in English language**
- ✓ **13 % higher hourly earnings with basic English language**

IWSF has successfully negotiated with Vendors to lower the cost of interactive, online languages courses by over 75 %, making them affordable to millions of deserving youth in India. Generous individuals, Non-profits, For-profits, etc. can sponsor one or more deserving youth to acquire the language skills to open doors and opportunities that were unavailable before.

- ◆ Online Language Course: ENGLISH Level 1 & 2 (American) or (British) 3 months license
  - a) Reservations made from now until July 31, 2015 **Rs. 2,900 + 14 % Service Tax / License**
  - b) Price from Aug. 1, 2015 (until further notice) **Rs. 3,400 + 14 % Service Tax / License**
- ◆ RESERVATIONS made during July 2015 (until July 31, 2015) shall receive the very low INTRODUCTORY price, (Rs. 2,900 + 14 % Service Tax) even if Registration is done weeks later. Important to enroll (15,000) - the minimum threshold to secure this very low price.

**d) Visiting Professor Lectures (VPL):** Many active and retired educators, faculty, professors, teachers, industry leaders, etc. in the USA have registered as Volunteers. They provide free guest lectures and interactive sessions in public schools and colleges when they visit India. These VPL are highly popular and very well received by the students and the faculty in these institutions. While it takes some time to coordinate the visits, IWSF plans to expand these VPL going forward. 11 VPL so far have been brought to benefit over 2,500 poor students enrolled in these schools and colleges.

**e) Rural Skills Development Centers (RSDC):** One pilot center in Thonugal village (Meenakshi Mission PURA, 40 km south of Madurai, TN), is training 12 rural youth and women from the surrounding 17 villages. The core competence, locally available natural resources, etc. are taken into account to design a suitable skill development program tailored to each enrollee. Most are gainfully employed by the time they complete their training.

IWSF plans to expand RSDC to many other locations in India when sufficient funds become available. The goal is to train 50+ million rural women and youth in many vocations they want to learn, while encouraging creativity, individuality, entrepreneurship, and rural economic development.

**f) 'Edu-Sat' Network:** IWSF is negotiating with willing For-profit entities to set up CubeSat to network the E-Learning Centers, Digital Libraries and Rural Skill Development Centers and facilitate online Tele-Tutoring, Tele-Medicine Consultations to rural clinics, etc. CubeSat is easier to design, develop and deploy; cost effective Vs traditional satellites; provide broadband to remote areas (i.e. rugged mountains, dense forests, remote islands, tribal communities, etc.).

**[2] 'EMPOWER AFRICA' Mission:** Started in July 2013, four rural schools in Kenya are being renovated. Five boxes of Basic school supplies have been sent to donate to the poor children. A lot more needs to be done, to advance education in many countries in Africa. Several local non-profits are ready to collaborate with IWSF.

## EMPOWERING BILLIONS – Update July, 18, 2015

<b>Project</b>	<b>Active</b>	<b>Goal</b>	<b>Benefitting</b>
Rural Schools Renovation	4	2,000	Rural East Africa
School Supplies Donation	1	1,000	Poor Children in schools
Free Public Libraries	0	2,000	Rural East Africa
Rural Skills Development Center	0	1,000	10 million rural youth
Tele-Education & Tele-Tutoring	0	1,000	10 million poor students

**Table 4:** Empower Africa Mission - Projects and Progress

**[3] ‘SOLAR RAMESWARAM’ Mission:** Solar power lights, lamps, water heater, etc. worth US \$ 127,000 have been donated so far. Total project estimate is about **US \$ 950,000**. When the needed funds are available, IWSF hopes to complete this by 2018. Rotary Clubs (USA and India), for-profit entities and hundreds of volunteers are participating.

<b>Project</b>	<b>Completed</b>	<b>Goal</b>	<b>Benefitting</b>
Solar HB 22W LED Light	200	2,000	Small Fishing Boats
Solar Portable Lamps	1,200	3,000	Poor Students
Solar Power for homes	50	3,000	Poor Families
Solar Water Heaters	2 x 100 liter	2	2 Public Hospitals
Solar Power Supply (66 KVA Off-Grid)	0	22	22 Public Schools 14,120 poor students
Solar Lights power	1	4	Temple Corridors
Solar Power for 220 posts	0	220	2.4 KM – Pamban Bridge

**Table 5:** Solar Rameswaram Mission - Projects and Progress

**How Can I Help:** <http://www.weservefoundation.org> - for online registration to volunteer.

- ❖ Register as a volunteer to participate in the various missions and projects
- ❖ Donate good quality books that you, your family and friends have used
- ❖ Conduct used-books collection and ship / deliver them to the local coordinator
- ❖ Donate funds online : <https://www.weservefoundation.org/donate>

Empowering billions ensures every human being gets the opportunity to live harmoniously, while caring for the environment, and evolve happy, prosperous and peaceful societies. IWSF is delighted **420,000+** economically challenged beneficiaries have been positively impacted in the past four years. This is just the beginning as we have a long, long way to go.

**Note:** *100 % of the funds are used for public CHARITY to empower the poor in many countries. Not a penny is used for Administration, Fund raising, Marketing, Operations, etc. The Foundation operational expenses are underwritten by its Founding Sponsors.*

**Contact:** Welcome your ideas, suggestions and guidance. [msviji2020@weservefoundation.org](mailto:msviji2020@weservefoundation.org)

**Mailing address:** INTERNATIONAL ‘We Serve’ FOUNDATION  
895 Edgewater Drive  
Lexington, Kentucky 40502-3159 USA

Update Presented by: Dr. M. S. Viji, MD, Founder-President

July, 18, 2015