

Letter to supporters of USHA

Regarding Jano Hindi Pricing & USHA's Mission!

USHA is an educational non-profit with 501c (3) status and it does not make money nor does it exist to make money or for any other reason. Our sole mission is to promote Hindi and to make Hindi easy to learn for all.

Jano Hindi Classes at \$13-\$16 per class

The prices that we offer the classes are so low that it is not possible to either offer them lower or offer sibling discounts. The hourly tuition (typically \$13-\$16 per class hour) is way below other after school enrichment programs (e.g. chess, foreign language, dance, music classes). USHA is still unsustainable and it may have to increase the fees in the future years so that it can sustain itself and continue to provide the high caliber of service to the Hindi and Indian community.

The fees that come in are used for teacher salary, facility costs, marketing costs, registration, website software and management, insurance, office costs, eduHindi student and teacher material research, design, publishing, management of class, all paperwork, storage, taxes, electronic Hindi Games and a whole lot more.

USHA saves money by not having an “official office” and the staff works from their “home offices”. USHA also saves money by charging the whole session tuition upfront. If we had to collect the tuition twice a year, the logistics would have required another staff member just to manage that and that would have caused a tuition hike.

Until now, USHA's office staff was wholly managed by the volunteer board which spent about 60hrs per week year round to make sure that all the 50+ sites and other office jobs were well supported. (Teachers are always paid). The volunteers doing the back office work have reduced their volunteer hours in an effort to make USHA independent and sustainable if it has to live long term and continue to serve the bay area Indian community since depending on volunteers for critical office work is not a good concept. It was alright while USHA was in its initial stages until now. USHA just completed 5 years during which it was fully volunteer run because of which USHA could bring the classes to you at those prices.

Jano Hindi at your door

USHA brings the classes to your doorstep. It conducts the classes either in your schools or in a site close to you. For this it needs to communicate with the facility owners (or school districts) and work with their requirements. Unfortunately, we need to go through this ***paperwork every year*** even if we are continuing at the same site!

Thus, we need to start the paperwork for the school districts in March of the previous year to make sure that the class will be properly approved before we announce for you in August. Aside from this heavy load of bureaucratic paperwork, the school district budgets are impacted, due to which they raise the rental prices for us. These are only two of the numerous issues we have to deal with!

eduHindi curriculum

The eduHindi material cost of \$55 is same across all schools (except few Level 1 Accelerated classes). The textbooks and workbooks are designed here, published here especially for the Indian kids growing up in America. The kids love these books as it appeals to them and they find a connection with it instantly since they have activities and strategies similar to the regular schools here.

Children receive other supplemental materials as well including but not limited to Hindi story book, medal, ribbon etc. Design and continuous improvement of the student materials is always happening so that they are always fresh, attractive and efficient for our students. Design and development of teacher materials and resources is also happening constantly.

You might know that we have designed the world's first Hindi language stickers, placemat, inking stamps, scrabble tiles, alphabet tiles, puzzles, Flash puzzles and memory games and a whole lot more. All these are produced in America.

Besides, since Hindi is a language that does not have enough teaching materials, we have to spend capital on designing and making such products. This is something that other language teaching schools do not need to spend much money on. We hope Hindi can reach that level some day!

Jano Hindi Marketing

In the initial years, all we did was to send the fliers home through the school. However, as the schools go green this is becoming rare as they no longer allow such distribution. In tandem we found that even though the flier was sent to each child, it did not reach the parents.

Hence, USHA has had to resort to spending on marketing events by sponsoring Indian based events in the bay area such as Vibha Run, Asha Holi, SEF Holi, SEF Dandiya, Ekal Run Asha Run, ICA Sevathon and many other similar events. At least, money spent here went to noble Indian causes.

We find that many Indians do not know about such classes happening right at their doorstep. We believe that they should know about them. Then they can decide to enroll or not to enroll their child.

USHA has **social media** presence through Facebook, Twitter and LinkedIn pages.

One person asked us how come people do not donate (cash) to the cause of Hindi! We personally like to use the money that we earn. However, you can show your support in many ways - enrolling your child for Jano Hindi or Camp Jano India, informing a lot of people about USHA, or even donating your time and money. We welcome all. In fact it will be the Hindi language that will thank you!

Jano Hindi Instructors

All the instructors are highly qualified and passionate about teaching Hindi. They are in sync with the goals of USHA. They teach because they want to promote Hindi. They are inspired enough that they make arrangements for their own children while they teach yours!

New Services by USHA

USHA has just announced the **Hindi Bee** for which each enrolled child can be automatically registered at no extra charge. USHA has also launched the "**Patrika**" – a monthly newsletter that brings parent & child related articles as well as a special children page.

USHA has just launched a new website called www.JanoIndia.com. Other than using this primarily a launching ground for the **Camp Jano India**, it also hosts the “**Kids Corner**” where you will find the world’s first Hindi memory games and puzzles which the children can enjoy for hours for free! This website also hosts the Parents corner, thus bringing them the latest news regarding Hindi in America.

USHA’s contribution

As you would have realized, all of the above takes inspiration, time, effort and money. If USHA continues to get your support it will continue on this path. We get inspired by your kids who love and enthusiastically enjoy our program and we see their progress!

What can you do?

We would like to reduce our marketing costs and would rather use that capital to develop more services and products geared towards improving Hindi. Hindi is the third largest spoken language but the materials available for learning, teaching Hindi are so scant compared to other foreign languages.

If all of you can spread the word about USHA to all of your friends and family, so that the whole bay area knows about our existence, then we will not have to spend so much on marketing and the money can be used more productively.

Progress of Hindi in Bay Area

Since inception USHA has made tremendous change and contribution in the Hindi world in the bay area and in America as well. It continues to tread on previously uncharted territory and takes up challenging projects that it feels is necessary to make Hindi a viable option for the High schools and for the next generation of people of Indian Heritage (i.e. our kids and their kids in America)

One of USHA’s main goals is still to put Hindi in the High schools for credit. It has not happened and we need to go a long way before that can be achieved. However, conducting Hindi classes at elementary level is a precursor to it. Since, high school Hindi can never be approved in a particular district if Hindi was not being taught in the after school program in that district!

What direction should Hindi go?

This is something we should all ask ourselves. USHA has a mission and we hope there are enough of you who will support it. However, if all of the above is deemed as unnecessary by the community then USHA does not have to exist. Also, if at any point, USHA runs out of money or is not sustainable, it will shut down. At that point it will be a loss to Hindi and to all people of Indian Heritage.

We, the people of Indian Heritage owe it to the next generation to make sure that Hindi is available for them and future generations to come.

Thank you

USHA Board