



# ह्युस्टन महाराष्ट्र मंडळ

## Houston Maharashtra Mandal

### HMM Vastu Project



### Jan 2014 Update

### Discussion Document

### Update

- Vastu Division is being formed under HMM
- Amendment of HMM By-laws is on-going
- Continuing with Fund Raising Activities

### Introductions

- President – Samir Karandikar
- Vice-President – Shirish Kulkarni
- Brand Ambassador – Sharmila Moharir
- Fund Raising Committee – Jay Deshmukh, Smita Chulki, Bhagyashree Dixit, Medha Kulkarni, Vikas Moharir and Mahesh Jadhav

### Current Status : Moving towards Project Definition

We are here today



**Note: Appropriate structure shall be in place after the amended by-laws are adapted by General Body Meeting in February 2014.**

### Starting Assumption – Facility Overview

- Phase 1: 5 acre land (Option identification on-going)
- Phase 2: 3,000 sq.ft facility
  - Hall + stage + space for deities
  - Parking
- Phase 3: 8,000+ sq.ft facility (expandable)
  - Non-commercial kitchen
  - 400 audience capacity
  - Meeting rooms

Note: This is a preliminary outline that needs to be finalized by a formal committee when the work starts

### Starting Assumption - Funding Estimate

- Phase 1: \$500K
- Phase 2: \$500K
- Phase 3: \$1.0m
- Total: \$2.5m (assuming 5-7 year project)

**Goal: Commence Phase 1, i.e. land acquisition only after securing \$1m in pledges required for Phase 1 & 2.**

Note: This is our plan and it will be updated as we get closer to this goal.

### Current Status: Fundraising Pledges (1/28/2014)

- \$1.0m – Immediate Goal
- \$625K – Total pledged....within six months
  - \$102K – HMM current funds (GB approval: 100+ votes. 91% in favor)
  - \$373K – Pledges from 30+ donor families (spread over 3-5 years)
  - \$150K – Zero interest loan from 2 donor families

**Gap: \$375K....to achieve the immediate goal. We have more than one third of the funding!!**

### Fund Raising Activities

- Dinner Meeting for Potential Donors on March 1<sup>st</sup>
- Sign up TODAY by emailing [samir.karandikar@yahoo.com](mailto:samir.karandikar@yahoo.com)
- Individual Meetings to reach out for funds
  - Please let us know when & where you want us to come
- Durga Zali Gauri Stage Show planned
  - Show planned on Nov 2014
  - Sulabha Deshpande (Actress and Director) may attend
  - Sharmila Moharir and Madhura Swadi



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### Other Activities

- Project Definition Work
- Business Plan
- Treasurer work
- Background Work
  - Land Selection
  - Design Work



# Appendix – Why do we need this?

### Concept Overview – Why do we need this?



- **Sense of Pride**
- **Serve Community**
- **Create Possibilities**



Chhatrapati Shivaji Maharaj Statue  
in San Jose

Lezim during HMM Ganapati 2012



## Sense of Pride

- Why not?
- Home stage for the home team.....“Thanks to Marathi influence, we are learning and presenting classical music. How can you not have your hall?”
- A symbol or a Vastu for our children to stay connected and identify with our cultural heritage and also be aware of the legacy of Chhatrapati Shivaji Maharaj, Sant Jnaneshwar or Sant Tukaram.

### Serve Community

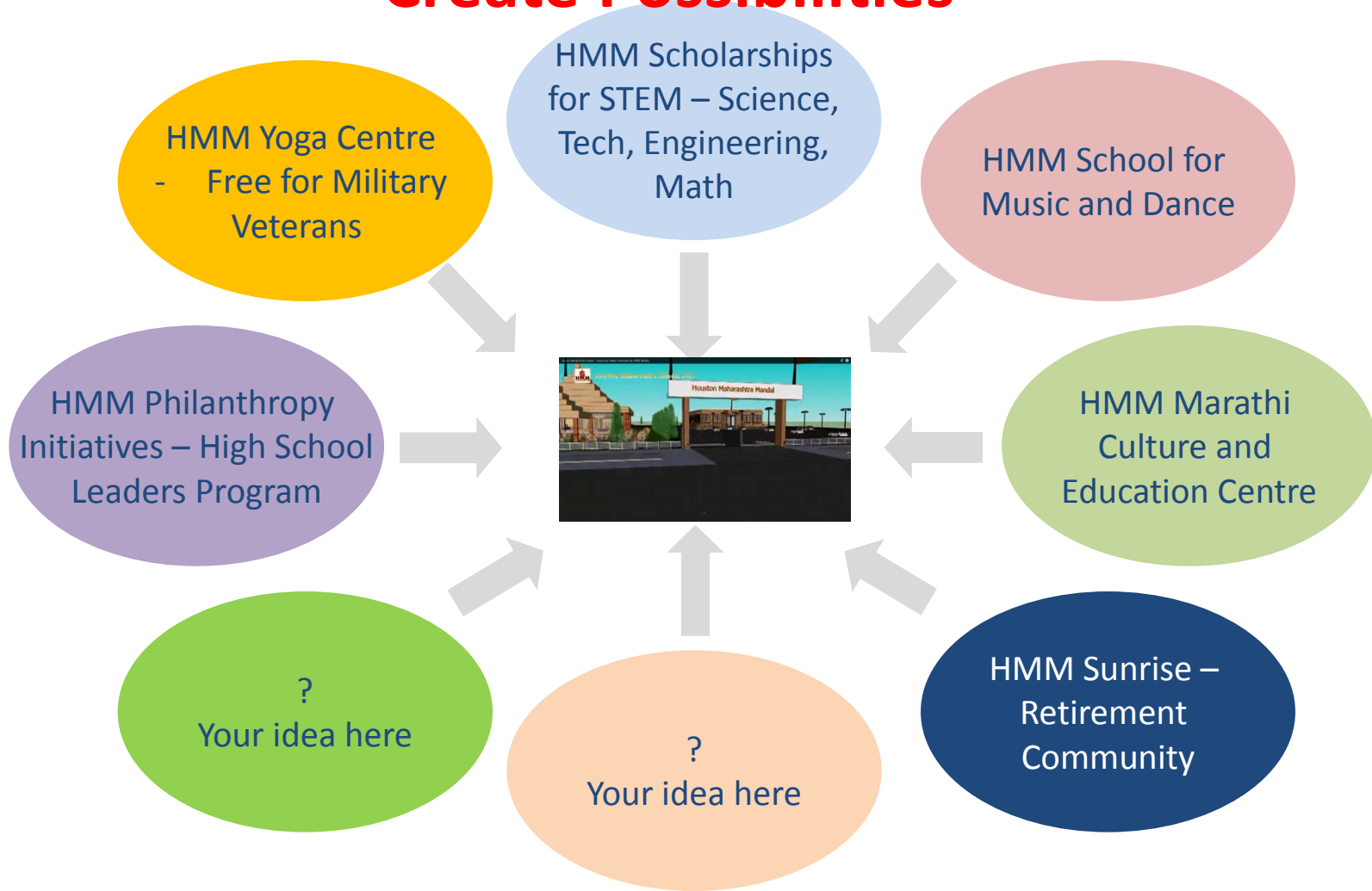


“I don’t mind if you celebrate my 75<sup>th</sup> birthday but it has to be in our own HMM Vastu.”

“HMM Community Centre gave me lots of opportunities to volunteer and build my leadership skills and get into my dream college”



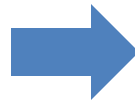
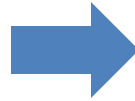
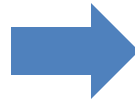
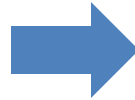
### Create Possibilities



### Concept Overview – Really, Is this possible?

#### We cannot do this!!

- We are not the donating types !!
- We can never come together to achieve anything. Marathi people do not have a service mindset!!
- Unlike other communities, we are not very religious and don't identify much with religion!!
- We do not have Big Business Families to bankroll such projects!!!



#### Yes, we can!!

- 32 HMM families pledge \$375K
- Successful BMM convention in Houston, Marathi Vishwa in NJ, Record numbers in Chinmaya mission
- Record turnout for Ganeshotsav / Tukaram Beej, Abhang snan
- Just look around!! Increasing number of successful entrepreneurs and corporate executives in Marathi Community

### Appendix – What are the roles and responsibilities of teams in the Vastu Committee?

- We believe in bringing in volunteers who commit funds by pledging as well as providing service by playing an important role.
- Following slides are preliminary and shall be confirmed after getting HMM Vastu Division formally established.

# Project Definition & Planning Team

## Role

- Liaison between Board of Trustees and Capital Project Committee
- Co-Chairs “own” the communication between CPC and Board.
- Runs CPC Meetings

## Responsibilities

- Responsible for project Def, planning & execution
- Coordination between committees and teams
- Monitor project progress and schedule
- Define and achieve key success factors
- Communication with outsiders



# Legal & Accounts Team

## Role

- Support project planning
- Owns formation of legal structure for the organization
- Work within established guidelines to keep accounts

## Responsibilities

- Create amendment of by-laws and get it approved
- Establish cash-flows in and out. Maintain positive cash position
- Maintain position on interest free loan repayment per agreed terms

# Fund Raising Team

## Role

- Liaison between donors, Accounting and project planning
- Runs fund raising function and all fund raising activities run through this committee

## Responsibilities

- Maintain one-on-one contact with individual donors & organizations
- Plan fund raising events
- Set priorities for activities and deploy resources
- Raise & collect pledges, maintain pledges and contact
- Collect interest free loans

# Finance & Treasury Team

## Role

- Support project planning
- Expertize needed to analyze financial failure modes
- Expertize needed to analyze changing business conditions and risks

## Responsibilities

- Manage disbursement of funds
- Understand tax implications of activity
- Predict funding needs and advise fund raising on cost of effort

# Land Team

## Role

- Work within established guidelines and generate options for available land/sites- decision by trustees
- Prepare pros and cons of land options to allow board of trustees to decide
- Merges with design team after completing the purchase of land

## Responsibilities

- Perform surveys and understand all legal constraints in selecting land
- Try to minimize cost to HMM and come up with options within the financial guidelines
- No conflict of interest between team member and property purchase

# Design Team

## Role

- Develop architectural design of the facility within the financial constraints
- Liaison with Engineering & Construction team to develop the design

## Responsibilities

- Designing of the facility to accommodate the requirements of HMM
- Liaison with religious entities to understand temple requirements
- Work with Marketing to understand community and rental needs

# Engineering & Construction Team

## Role

- Support project planning
- Owns engineering and construction plan and budget
- Work within established guidelines to hire contractors for engineering and construction
- Provide input to Land and Design

## Responsibilities

- Cost estimate of the facility
- Ensure timeliness and report progress and construction
- Arrange all legal permits
- Ensure that engineering and construction is safe for members.
- Safety during construction within legal/insurance guidelines

# Youth Volunteer

## Role

- Draw energetic young adults from the community to support project
- Contribute in event management and organization

## Responsibilities

- Youth activities to be part of the HMM Vastu project
- Help in fund raising events
- Help in marketing efforts
- Create literature, pamphlets, Facebook /social media presence

# Other Functions

- Advertising
- Public Relations
- Marketing
- Maintenance and Decoration
- Coordination with other organizations
- Having fun
- Maintaining team spirit