



## **SRI RAM GOBURDHUN CHARITABLE TRUST**

Registered under Societies Act XXI of 1860

Registration No S -32978

### **PLANET WHY – A GUEST HOUSE WITH A DIFFERENCE**

Planet Why, will be a social business, generating income to support itself and enable Project Why's mission to continue into the long term.

Planet Why will employ, train, and house disabled young adults, vulnerable women and their children. It will provide employment and other opportunities for local people through the foreign visitors it will bring and the education and training it will make available.

Although this is a social business – that is, driven primarily by the mission not the maximization of profits – it will have to succeed first as a business before it can achieve its social and environmental objectives or succeed as the sustainability concept for Project Why.

Just as no commercial business can start without capital investment, and very few commercial businesses make a profit immediately, Planet Why similarly needs initial investment and support during its development phase.

Because business investors normally expect returns that a social business cannot achieve, we have to look to non-traditional sources for the start-up backing we need.

That is why we ask you to read this.

Let me be clear: we are not just another charity asking for more handouts. Our proposition is different. We are offering you the opportunity to join us and enable us to become very much more self-sufficient financially.

The social business we propose makes sound business, social and environmental sense. We know we can make it a success and by working with the right partners, we will reach that goal more quickly, efficiently and effectively.

This is no dream. It is rooted in reality. We have already taken the first step – we own a prime site, ideal for this particular social business.

Let me now tell you a bit about Planet Why – our guesthouse with a difference that will make a difference – and our vision for the future. You also need to know about Project Why, our finances, the legal position etc. All these are covered in more detail in the annexes – referred to below and listed at the end - so if what you read here interests you, do read them too.

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### PLANET WHY (Annex 1)

Planet Why Guest House will offer travellers a chance to enjoy authentic Indian hospitality and culture in a clean, well-run, reasonably priced place, furnished using local materials. Because the site is near the Delhi green belt, but close to the Metro, the proposed motorway, and the airport, guests can mix quiet rural days with the bustle of central Delhi. While it would be a good base for a complete one to two week holiday, or for a longer period for those seeking time to relax and immerse themselves in India, it would also be ideal for travellers looking for somewhere to start and/or end their wider travels in India because of its closeness to major roads and the airport.

Given India's fast-growing economy, and Delhi's booming tourist industry, an obvious opportunity for commercial investment is the hospitality sector. It is well publicised – in The Lonely Planet, for example - that there is a shortage of reasonable and comfortable guesthouses in the Delhi area. A common European comment is that there is “nothing very good between the cheap backpackers' accommodation and westernised hotels or five star luxury”.

We know from our research that social businesses can work in hospitality. One of the strongest examples is the Ninos Hotel in Cusco ([www.ninoshotel.com](http://www.ninoshotel.com)) where profits from the guesthouse support child aid projects.

In addition, as well as the growing trend for visitors to want to support 'local' or 'authentic' places (sustainable or fair-trade tourism), more people are asking to stay in environmentally sensitive, low carbon accommodation (green or ecotourism) and an increasing number want to combine some volunteering with their holiday (voluntourism). Planet Why will be able to cater for all these currently niche but potentially large segments of tourism.

Another reason we have chosen hospitality is that it offers a wide range of unskilled and semi-skilled jobs, enabling people with disabilities and those who have had little education or training, to be able to work in the sector, with proper support. Tourism and hospitality, through the multiplier effect, can also help regenerate an area.

Planet Why will also have, on site, a residential home where adults with disabilities, vulnerable women and their children, will be able to live and be cared for in a sheltered environment, while gaining marketable skills, a sense of their own self-worth, and as much independence as each is capable of.

Because Planet Why will be part of the local community, with some of its workers also drawn from the area around, it will benefit from the crèche, primary and secondary schools we offer, as well as from the income and jobs generated by the steady flow of

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foreign tourists. We intend to involve local people in the cultural side (such as dancing, cooking, yoga and art lessons) and in the practical (because we will need auto rickshaws and drivers, fresh fruit and vegetables, milk, bread, laundry, etc.). While our aim will be, over time, to provide many of these services ourselves, we will always seek to source and staff locally what we cannot ourselves offer.

We bought the Planet Why site for 8.2 million rupees in 2008. It measures 978 square meters. The site consists of two adjacent plots, each having its own entrance (to ensure privacy for guest house residents).

The guesthouse will have 10 rooms (five with disabled access) with a reception area, lounge and common areas. The care centre will cater for up to 10 people with disabilities and a maximum of six women, but with extra space for a further 6 for short-term use. (Architect's plans are at Annex 2.)

The centre will have activity rooms, classrooms, computer centre and crèche, so that we can offer a wide range of training and community based activities. Further space will be available in the large basement (where the utilities will be housed). (For more on training, see Annex 3.)

Planet Why will be extremely environmentally friendly. Based on the principles of the eminent architect, Laurie Baker ([www.lauriebaker.net](http://www.lauriebaker.net)) it will use solar energy, geothermal heating and cooling, rainwater harvesting, and grey water recycling. (See Annex 4.) It will be a model green business for the local community.

On current prices, we plan to charge around 1500 rupees per night for a standard room (compared with the Government approved Bed and Breakfast rate of between 2000 and 3000Rs per night in Delhi and a typical rate of 5000).

Planet Why will be run by an organisation registered under Section 25 of the Companies Act of India which means that a company can be established 'for promoting commerce, arts, science, religion, charity or any other useful object' provided that the profits, if any, or other income is applied for promoting only the objects of the company and no dividend is paid to its members. (Annex 5)

Our financial forecasts (Annex 6), based on an occupancy rate of 60%, show a comfortable rate of return. On an occupancy rate of 75%, we would have sufficient to cover all the costs of the residential home, and on 100%, we would be in surplus. We will have opportunities to supplement our earnings through our other activities on site (including training and the provision of additional services to guests and local people). Once Planet Why is established, we will move many of our existing Project Why



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activities to it, thus saving on overall costs. (See Annex 7 for a more detailed explanation of our model of financial sustainability for Project Why.)

The land has already increased in value since it was purchased earlier this year. Any investment therefore has that as security. In addition, we know that the site would also be suitable for other commercial propositions, such as a residential home for elderly people, housing units, etc.

PROJECT WHY (See Annexes 8 and 9 for more details on the history/legalese)

The Sri Ram Goburdhun Charitable Trust, using the name 'Project Why', is a non-governmental, not-for-profit organization, engaged in education support and life-skills enhancement. It was created in May 1998 by Mrs Anouradha Bakshi, and she continues as Founder Director. She works closely with her Board of Directors, steered by a small Executive Committee. This flexible and adaptable organizational form has led to steady growth and dynamic, responsive development. Project Why now employs about 50 staff (paid at the minimum wage) and supports over 700 children. All castes and creeds and many ethnic groups work in and are supported by Project Why, whose staff structure is based on ability and equality.

Project Why has been funded from the outset by a mix of the founder's personal money, small networks of friends of the project, volunteer created networks, a wider alliance of EU supporters (initiated by Enfances Indiennes), and international support stimulated by the web presence. Currently, it costs 38,867,600Rs p.a. to run.

All these sources have been generous but none can be relied on to fund the project indefinitely or at a predictable level so, from the outset, efforts have been made to generate income directly. Despite many attempts, none was successful – for a variety of reasons, including the legal and regulatory restrictions placed on a charity making and selling for profit – but the long-term goal of a higher degree of financial self-sustainability remains. That is why we are working to establish Planet Why.

The first goal of Project Why was to empower under-privileged and illiterate/semi-illiterate parents to support and guide the educational needs of their children. Using local talent – from the same communities as these parents and children – we have created jobs and developed an effective educational and training programme that now covers crèche to senior ages and also includes a computer centre, a women's centre (with skills training and support) and a foster home.

Project Why aims at teaching people from an early age the way to empowerment so they can find the solutions for themselves. This has been shown to be the most effective way

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to bring about long-lasting and meaningful change. Already, the positive results of this approach can be seen in the slums of South Delhi where the project is currently based.

Planet Why embodies our core principles: we are taking constructive action ourselves to solve the problem of our uncertain long-term funding.

WHAT WE OFFER/WHAT WE NEED FROM YOU: one or more of the following:

- make a straight donation, named or anonymous
- organise a fundraising event or scheme
- offer corporate sponsorship (type to be negotiated)
- make available an interest free long-term loan
- or low interest long-term loan with interest holiday until Project Why achieves an agreed level of profit or other milestone
- take an equity stake (% to be negotiated in relation to sum offered)
- make an investment for social as well as/rather than financial return
- give 'in-kind' help: expertise e.g. business planning, financial management, marketing etc
- give 'in-kind' help: goods/services e.g. building, decorating materials/labour, furniture, furnishings etc.
- with your business experience, come up with something else of value to us.

### NEXT STEPS

More detailed information is available if you are interested in taking this further. Please read the annexes and contact us if you have any specific questions or need additional data. We will happily discuss any aspect with you or your advisers. You are also welcome to visit Project Why and the Planet Why site.

We plan to start work on Planet Why as early as possible in 2009 so we are ideally looking for serious expressions of interest by the end of December 2008, with firm commitments in place no later than the end March 2009.

We guarantee our partners a positive and rewarding experience.

Anouradha Bakshi

Founder Director of Project Why and Planet Why

LIST OF ANNEXES REFERRED TO ABOVE, AVAILABLE SEPARATELY

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1. Planet Why - A Brief Overview
2. Planet Why - Architect's Plans for Guest House and Home
3. Planet Why - Training
4. Planet Why - A Green Building
5. Planet Why - Legal Status
6. Planet Why - Cost Summary and Forecasts
7. Planet Why - The Financial Sustainability Concept
8. Project Why - A Brief History
9. Project Why - Legalese
10. Project Why - Budge

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