**Overview of Ashram Website Requirements April 2019**

**Main Objectives:**

1. The website has 2 primary objectives – 1) to inform people about the Ashram and 2) to encourage donations to their projects.
2. A professional appearance, but development and ongoing running costs kept low
3. Note that no website or infrastructure currently exists. Ie, No domain name, payment gateways or hosting have been acquired.
4. Initially the website will be in English only

**Content:**

1. Ease of navigation is important so that guests can find what they want quickly.
2. The requirements for most pages are relatively simple – text, photos and videos which will be provided. Outlines of identified pages (based on topics) are provided at the end of this document.
3. A robust mechanism to accept donations (International and Indian) into the Ashram’s bank account, and meet all legal requirements for these donations.
4. Standard ‘About’ and ‘Contact Details’ pages are also to be included

**Development**

1. Ideally text, photos and videos could be readily updated as events occur by the Ashram (rather than having to ask the developer to perform updates).
2. Asolution using existing robust online web design tool (such as Wix, SquareOne etc) with custom tailoring / add-ons could be proposed to minimise costs (rather than a complete custom build). Either solution would be accepted.
3. Designed so that the website can be expanded over time easily and at limited cost

**Topics to be included and some initial thoughts:**

1. On the home page include a large photo and welcome text. Also details on any program that the Ashram wishes to highlight.
2. About the Ashram

* Ashram History – including the Ashram’s lineage
* One page dedicated to the previous Ashram Guru including pictures and videos
* Current head of Ashram

1. Pages for each of the Ashrams major activities

* Free Sanskrit School (including donations for supporting the students)
* Goshala (including donations to support the cows)
* Free food program for all
* Free accommodation for pilgrims,
* Sewa supporting continued education of pundits, sants, and the elderly etc
* Special programs that may be offered…. (Secondary importance)

1. Pages for Ashram spiritual contributions

* 4 temples on site
* Yagya and Abhishekum programs
* Margh mela and kumbha mela sewa

**Note:** How this information is placed on pages can be designed once the project is commenced, however all these topics will need to be covered.