

# December 2011

# Strategic Plan 2012-2014

# *Preface*

# *Strategic Planning Process commenced on 17th September 2011 to identify, understand and formulate strategies to revitalize the Noolaham Foundation.*

*The discussions, documented at the Noolaham Google group, Annual Reports (2008, 2009 & 2010), the information documented at Noolaham Foundation Website (*[*www.noolahamfoundation.org*](http://www.noolahamfoundation.org)*), Roadmap and the Article of Association of the Noolaham Foundation of Sri Lanka, were reviewed. During the process participatory tools were employed. Collected Information was triangulated through Skype calls and Skype conferences.*

# *The stakeholders revisited the strategic framework and formulated mission, objectives and guiding principles. By December 2011, the process culminated in producing Strategic Plan 2012-2014, Noolaham 2020, communication plan, Annual work plan 2012, Policy on Intellectual Property, Operational framework and digital preservation standards.*

**Mission**

Document and preserve all spheres of knowledge related to Sri Lankan Tamil Speaking communities and make accessible to all

**Objectives**

Engage in and support preservation and digital archiving of written, print, multi-media and electronic resources related to Sri Lankan Tamil speaking communities

Document, preserve and digitally archive ethnography and knowledge bases such as dialects, belief systems, myths, rituals, folklore, games, indigenous medicine, law and administrative systems, technologies and arts of mainstream and marginalized communities

Provide knowledge and information services to ensure free and open access thereby support educational, research and development endeavors related to Sri Lankan Tamil speaking communities

Build communities of practice, processes, technologies and standards of archival, library information sciences through communication, networking and collaboration

**Guiding Principles**

# Unity

# Entities of Noolaham Foundation shall exist in different geographical, legal and political territories. Noolaham Foundation always ensures unity in its strategic framework, its design, programme, budget and communications.

# Openness

# As the driving force of Noolaham Foundation is centered on open data, open access and open knowledge, it does not charge the end-users for accessing its archive. It expects end-users not to use the contents for individual or corporate economic gain.

**Transparency**

# All of Noolaham’s operations strive to be open and transparent. Our commitment includes detail accounting reports, comprehensive governance, programs, and outcome information dissemination and responsiveness to request for information.

**Unbiased**

# Noolaham Foundation is an unbiased entity. While it engages volunteers from different political thoughts, parities and stands, it does not allow volunteers to use Noolaham Foundation for their political engagement and leverage. Noolaham Foundation shall take appropriate measures to ensure from being politicized or being labeled.

**Volunteerism**

Volunteerism is the basis for all Noolaham operations. The Annual work plan will be formulated giving emphasis on volunteer contribution, to optimize the overheads and performance targets for each team.

**Collaboration**

Noolaham strives to avoid duplication and repetition of work, thereby promote synergy among similar organizations in digital documentation and preservation. Noolaham Foundation shall support institutions to complete projects if such collaboration optimize the productivity and vice versa.

**Participation**

Broadening and strengthening the participation of the stakeholders of Noolaham Foundation is part and parcel of the Noolaham culture. It consults with all the stakeholders to take or review the policies and decisions that affect the business of Noolaham Foundation. The Noolaham shall introduce mechanisms

**Noolaham 2020**

**Objective 1**

**Engage in and support preservation and digital archiving of written, print, multi-media and electronic resources related to Sri Lankan Tamil speaking communities.**

|  |  |  |  |
| --- | --- | --- | --- |
| **Code** | **Title** | **Milestone** | |
| Objective 1.1 | Digital Library Projects | Books | 25,000 |
| Objective 1.2 | Periodicals - Magazine & Journals | 38,000 |
| Objective 1.3 | Periodicals- Newspaper | 105,000 |
| Objective 1.4 | Booklet, Reports, Souvenirs, Felicitations and Memoirs | 25,000 |
| Objective 1.5 | Posters, leaflets, invitation, factsheet | 10,000 |
| Objective 1.6 | Dissertations and Abstracts | 1,500 |
| Objective 1.7 | Electronic Resources | 60% |
| Objective 1.8 | Manuscript Archives | Ola leaf Archive | 1,500 |
| Objective 1.9 | Letters Archive | 2,000 |
| Objective 1.10 | Diaries and other hand written documents | 2,000 |
| Objective 1.11 | Multimedia Archives | Audio Archive | 7,000 |
| Objective 1.12 | VideoArchive | 5,300 |
| Objective 1.13 | Photos and images, map, drawings | 21,200 |
| Objective 1.14 | Web Archives | Web News Archive | 75% |
| Objective 1.15 | Web Site Archive | 75% |

**Objective 2**

**Document, preserve and digitally archive ethnography and knowledge bases such as dialects, belief systems, myths, rituals, folklore, games, indigenous medicine, law and administrative systems, technologies and arts of mainstream and marginalized communities**

|  |  |  |  |
| --- | --- | --- | --- |
| **Code** | **Title** | **Milestone** | |
| Objective 2.1 | Cultural Memory | document and preserve dialects, beliefs system, myths, rituals, folkloreetc | 40% |
| Objective 2.2 | Ethno medicine | Document and preserve medical anthropology | 40% |
| Objective 2.3 | Personalities | document and preserve arts and personalities | 40% |
| Objective 2.4 | Traditional science, technology and crafts | document and preserve | 40% |
| Objective 2.5 | Villages and Community Profile | document and preserve | 40% |
| Objective 2.6 | Organizations | Schools, Temple, church, Mosques, Theatre, Libraries | 40% |
| Objective 2.7 | Historical and archeological object documentation | document and preserve historical sites, archeological site, traditional building architecture | 40% |
| Objective 2.8 | Documentation of Arts (dance, music, drama, koothu, games) | document and preserve | 40% |
| Objective 2.9 | Art, Cultural and Literal Events , | Document and preserve on regular basis | 40% |

**Noolaham 2020 (Continued)**

**Objective 3**

**Provide knowledge and information services to ensure free and open access thereby support educational, research and development endeavors related to Sri Lankan Tamil speaking communities**

|  |  |  |  |
| --- | --- | --- | --- |
| **Code** | **Title** | **Milestone** | |
| Objective 3.1 | Information Architecture | Portal (Valaivaasal - A-Z) | 70 % |
| Objective 3.2 | Ayalaham -Metadata/catalog | 70% |
| Objective 3.3 | Classification View –Keywords | 100% |
| Objective 3.4 | Classification view- Subject heading | 100% |
| Objective 3.5 | Classification view - Dewey Decimal Classification | 100% |
| Objective 3.6 | Collection management | Latest Edition of Magazine ( Ithazhaham) | 70% |
| Objective 3.7 | Latest Edition of Newspaper (Vaasihasaalai) | 50% |
| Objective 3.8 | Special Collection (Muslim Archive) | 90% |
| Objective 3.9 | Special Collection (Upcountry Archive) | 90% |
| Objective 3.10 | Special Collection (Dalit Archive ) | 60 % |
| Objective 3.11 | Special Collection (Women Archive) | 60% |
| Objective 3.12 | Dataset Development | Dataset- Bibliography (both archived and non-archived) | 60% |
| Objective 3.13 | Dataset - Communities and Villages | 60% |
| Objective 3.14 | Dataset - organizations | 60% |
| Objective 3.15 | Dataset- Who’s Who | 60% |
| Objective 3.16 | Events : Nihalvukal | 60% |
| Objective 3.17 | Publications | Books - Monographs and Compilations | 20 |
| Objective 3.18 | Translations - Into and from Foreign Language | 10 |
| Objective 3.19 | Periodicals - Journals and magazines | 2 |

**Objective 4**

**Build communities of practice, processes, technologies and standards of archival, library information sciences through communication, networking and collaboration.**

|  |  |  |  |
| --- | --- | --- | --- |
| **Code** | **Title** | **Milestone** | |
| Objective 4.1 | Research Support | Technical and Financial support for the individuals or group for engaging in documentation | 200 |
| Objective 4.2 | Collaboration: Institution | Organizations engaged in preservation, governments, academic and research institutions | 20 |
| Objective 4.3 | Publishers (Content Contributors) | 50 |
| Objective 4.4 | Foster User Community | Foster User Communities | 20 |
| Objective 4.5 | Conference | Organize international and national conference | 6 |

**Background**

Project Noolaham was initiated in January 2005 by like-minded young people. All the inputs were typed in by volunteers. Scanning was introduced as a means of digitizing by the end of 2006. The first funded project began in 2006 to accelerate digitization using the direct monetary contributions. Until mid-2007, Project Noolaham maintained a manually created website using HTML pages and links.

In June 2007, Joomla was selected as the content management system and thereafter migrated to Mediawiki. The first collaborative digitization began when Project Noolaham digitized the entire publication of the Women's Education and Research Center in 2007.

Noolaham Foundation was formally launched in 2008 with the objective to preserve printed documents and research papers related to Sri Lankan Tamils by archiving them; to create a Tamil digital library accessible to all; to engage in research; and to collaborate with agencies that undertake similar efforts. In 2008 Thamizha organization donated another server. Technical support was provided by Noolaham volunteers to another digitizing effort, Thamizham Digitizing Project.

Two papers were presented by Noolaham Foundation in 2009. The first was submitted at the '37th Literary Meeting' held in Oslo, Norway, the second, titled *Local Language Content Preservation through digitization and Archiving* at a conference hosted by the University of Moratuwa, Sri Lanka. Until the end of 2009, projects were dependent on unpredictable random monetary contributions.

Noolaham Foundation Sri Lanka was incorporated (GA 2390) in May 2010. In 2009, systematic financial planning was implemented. Total monthly expense of the Foundation was defined as Rs 100,000 and 12 sponsors for each month were also identified. As a result the Foundation achieved 83% of its targeted monetary inflow in 2010. The total financial contribution received in 2010 exceeded the 2009 amount by 55%, and the number of donors had also doubled.

Vaasikasaalai 2010, digitizing more than 1000 newspapers, was implemented in 2010. Awareness raising sessions, volunteer meetings and digitization training workshops were organized to outreach wider audience.

The foundation has extended financial assistance to Suvadi, Keetru website and Aayvakam (IIRAA). Publishers such as Tamiliyal, Kalachuvadu, Gnanam, Kaalam, Thai Veedu, London ThamilarThakaval, Vaikarai, ChinthanaiVaddam, Anpuneri, and Oodaru archive digital versions of their publications at Noolaham.

Noolaham Foundation has already taken initiatives to establish chapters in various countries UK, Canda, US and Australia to strengthen the Noolaham activities. In Sri Lanka, a Noolaham branch is established in Jaffna located at Jaffna Public Library. Initiatives are taken to establish another branch in Oluvil, in the Eastern province.

**Achievements and Milestones 2005-2011**

**Organizational milestones**

* Project Noolaham founded 2005
* First project utilizing funds 2006
* First office space 2007
* First fund raising activity 2007
* First collaborative project 2007
* Foundation established 2008
* Paid staff 2009
* First annual report for previous year 2009
* Separate website for Foundation 2010
* Foundation formally registered 2010
* First Newsletter 2011
* First strategic planning 2011

**Digital library Milestones**

Noolaham Digital Library is one of the largest Indian language digital libraries. By November 2011, it contains details about more than 10,000 documents related to Tamil speaking communities.

* 100 documents December 2005
* 5,000 documents December 2009
* 10,000 documents November 2011

By November 2011, Noolaham digital library includes

* Books and other publications written by more than 2,000 authors
* Publications by more than 1,450 publishers
* Books published in 100 years

By November 2011, Noolaham has digitized

* More than 3,500 books
* More than 3,500 numbers of 400 magazines
* More than 1,700 newspapers
* More than 1,200 pamphlets

During 2011, a dataset with details of more than 1000 organizations has been compiled and is available at Noolaham digital library.

**www.noolaham.org : End User Statistics**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Reported peiord | Unique visitors | Number of visits | Pages | Hits |
| 2009 | **40,870** | **73,111** (1.78 visits/visitor) | **1,033,118** (14.13 Pages/Visit) | **2,388,555** (32.67 Hits/Visit) |
| 2010 | **142,634** | **239,880** (1.68 visits/visitor) | **2,733,020** (11.39 Pages/Visit) | **6,283,038** (26.19 Hits/Visit) |
| 2011 | **113,975** | **205,529** (1.8 visits/visitor) | **2,516,891** (12.24 Pages/Visit) | **7,261,609** (35.33 Hits/Visit) |

**In 2011 alone!**

|  |  |  |  |
| --- | --- | --- | --- |
| Location |  | Pages | Hits |
| India | in | 898,368 | 2,691,296 |
| Sri Lanka | lk | 750,750 | 2,392,973 |
| United States | us | 174,096 | 413,056 |
| Australia | au | 87,461 | 197,104 |
| Great Britain | gb | 84,850 | 231,817 |
| Canada | ca | 79,951 | 226,028 |
| European country | eu | 56,183 | 144,730 |
| Singapore | sg | 46,203 | 110,608 |
| Germany | de | 44,202 | 126,985 |
| Malaysia | my | 38,846 | 105,647 |
| France | fr | 35,352 | 81,431 |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Month | Unique visitors | Number of visits | Pages | Hits | Bandwidth |
| Jan 2011 | 7,000 | 13,029 | 160,175 | 435,138 | 2.65 GB |
| Feb 2011 | 7,516 | 13,807 | 166,355 | 473,480 | 2.89 GB |
| Mar 2011 | 8,815 | 16,395 | 207,552 | 580,474 | 3.88 GB |
| Apr 2011 | 8,093 | 14,334 | 175,307 | 482,929 | 2.86 GB |
| May 2011 | 9,161 | 16,986 | 200,513 | 559,050 | 3.65 GB |
| Jun 2011 | 9,100 | 15,528 | 175,267 | 499,197 | 3.42 GB |
| Jul 2011 | 10,859 | 19,189 | 216,972 | 648,353 | 4.26 GB |
| Aug 2011 | 10,877 | 19,550 | 284,775 | 701,800 | 4.48 GB |
| Sep 2011 | 11,679 | 20,452 | 238,139 | 707,611 | 4.31 GB |
| Oct 2011 | 9,986 | 17,954 | 229,590 | 690,675 | 4.22 GB |
| Nov 2011 | 10,782 | 20,139 | 247,623 | 806,924 | 4.27 GB |
| Dec 2011 | 10,107 | 18,166 | 214,623 | 675,978 | 4.43 GB |

**Opportunities and Challenges**

**Opportunities**

Today, we are living in a knowledge society. Creating, using, sharing and preserving knowledge is critical economically, culturally and politically. To this end, Information and Communication Technologies (ICTs) are playing an ever more prominent role. In Sri Lanka, access to Internet is increasing via computers and mobile devices. Noolaham Foundation is positioned to leverage these technologies to aid education, development and cultural preservation.

As the majority of population in Sri Lanka comes online, the need for native language content increases. Digital collections of knowledge resources are a critical component in native languages, local ICTs and content. As a pioneering Sri Lankan institution in digital resources development, Noolaham Foundation is positioned to play a leadership role catering to Tamil speaking communities.

In the past seven years, Noolaham has established a track record for coordinating and collaborating across borders to build digital commons with more than 10 000 items. These resources are freely accessible to all. However, this is only a small fraction of the knowledge resources available or needed. Until now we have only focused on published printed works and there is a vast opportunity to develop multi-media (audio, video, websites, software) resources.

The Sri Lankan Tamil communities have a rich array of knowledge bases yet to be documented and preserved including: oral stories, performances, dances, games, technologies, music, traditional medicine, tacit practices, political and economic systems and life histories. These valuable assets are endangered due to globalization and other political-socio-economic conditions. We have a small window of time to capture and share this ancient knowledge.

There are large first generation and second generation Tamil Diaspora communities in Europe, North America and India who still have a connection to home and are able to contribute. Due to currency conversion small Diaspora contributions magnify our resources.

Transparent accounting and reporting of the accounts and activities on the website, Annual reports and open meetings have positioned the Foundation as a trustworthy organization. Using high standards, effective processes and cutting edge technologies, Noolaham Foundation is building the institutional and social framework required to continue and expand its activities. With the support of volunteers, benefactors and users, we can achieve our mission and objectives.

**Challenges**

The volunteers who engage with Noolaham Foundation at different levels are committed and dedicated individuals, comes from different countries with different background. The majorities of the volunteers are young and have very limited experience in managing programs and corporate entities. Volunteers have concerns over institutionalizing Noolaham Foundation as it becomes a white elephant. Number of factors especially different point of view on the strategic direction Noolaham Foundation have cause negative impact on team spirit and the performance.

Nonexistence of a strategic framework, volunteers find it difficult to take decisions in a systematic and purposeful way. Therefore they are unsuccessful in developing processes, systems, mechanisms and managerial attitude that are essential to achieve the common goal, shared by the volunteers.

Volunteers of Noolaham Foundation have taken initiatives to establish global chapters in the countries where Tamil speaking communities live. Initiatives to reach wider participants could not achieved due to various reasons includes; politically polarized Tamil communities and activists, lack of inter personal communication, and ineffective channel of communications in place.

Fund Raising activities mostly depends on very few volunteers. Diversifying the donor base could be not materialized as anticipated, as the volunteers were not armed with proper plan and support from rest of the Noolaham Foundation. Fund raising was pursued by capitalizing personal relationships of few volunteers and eventually it could not last for longer period. There was very little effort is taken to mobilize resource by promoting the Objectives of Noolaham Foundation.

Noolaham Volunteers were success in reaching the scholars and academics and formed advisory committee. The Advisory committee is less active. Volunteers could not establish the mechanisms to tap the identified resources systematically.

Being an organization striving to preserve the knowledge base of the Tamil speaking communities in Sri Lanka and working with diverse group of people with different political stands, it hardly establishes good practices for the volunteers so that to avoid from branded as a political entity. Branding Noolaham Foundation as a non-political and educational organization is yet to be achieved.

As Noolaham Foundation engages in preservation with the emphasis on open access, it has taken due consideration of the possible copyright litigation by the intellectual property owners. Its initiative to develop a policy on intellectual property and an action plan to implement is still at initial state.

Digital preservation in Tamil could not phase with other languages. The much awaited, Tamil optical character recognition (OCR), for instance, could revolutionize digital preservation in Tamil. Application of information and library science is still in early stage in Tamil. Although innovations could revolutionize digital preservation in Tamil, Noolaham Foundation could not invest on research and development due to financial constraints.

As the main focus was on expanding the digital library with diverse publications, the best practices and standards on digital preservation has not established due to various factors including financial crisis, limited human resources for preservation activities, inability to purchase sophisticated preservation equipment to ensure productivity and quality.

**Prioritized Strategies**

The strategic planning process has prioritized six strategies for Noolaham Foundation over the three years The strategies were formulated to make use of the strengths and opportunities of the foundation to address the issues and challenges identified during the process and to archive the agreed targets by 2014.

### Formulate strategic framework

### Organization development

### Resource Mobilization and Collaboration

### Global Transformation

### Observance of ethical and professional standards

### Advocacy and Communication

Prioritized Strategy 1

Formulate a Framework[[1]](#footnote-1)

**Formulation of Mission, Objectives and Guiding principles**

1. Revisit Noolaham mandate
2. Formulate Mission, Objectives and Guiding Principles (formulated)

**Formulate Noolaham Roadmap 2020**

1. Collaborative process to ensure wider audience
2. Develop Noolaham Roadmap 2020 ( formulated)

Prioritized Strategy 2

Organization Development

**Develop accountable and transparent governance structure:**

1. Develop a clear accountability mechanism
2. Develop a collaborative, consensus decision making mechanism.
3. Implement a professional project management system.
4. Develop control systems

**Develop system and procedures**

1. Develop and adopt Policy Procedure and Programme Manual, Human Resource Manual, Finance Manual by Jan 2012
2. Volunteers and staffs nominated for Teams( Finance, IT, Programme and Communication) and mobilized
3. Develop and approve mechanisms for information sharing amongst the stakeholders (Internal and external reporting etc.)

**Infrastructure development**

1. Infrastructure Development and Procurement
2. Establish and operationalize online Programme and Finance Management system( global database)

**Skill development of staff and volunteers**

1. Learning need assessment
2. Support for skill development

Prioritized Strategy 3

Resource Mobilization[[2]](#footnote-2) and Collaboration

**Strengthen the volunteer base**

1. Develop volunteer management systems
2. Expand and strengthen volunteers
3. Establish systems for recognition

**Diversify donor base**

1. reach small-scale donors( individuals, trusts, small organization)
2. Reach institutions , governments, donor agencies

**Collaboration**

1. Identify local and international partners,
2. Enter Memorandum of Understanding ( both general and Project)

Prioritized Strategy 4

Global Transformation

**Form and strengthen Global Chapters**

1. Incorporate Noolaham Chapters in UK, Canada, Australia and United States of America by 2014
2. Develop operational framework and streamline global operation

**Form and strengthen Global Noolaham Network**

1. Form Noolaham Steering Board and operationalize in 2012
2. Form Programme, Finance, Communication and IT team enabling volunteers and staffs work together
3. Form Global Advisory Committees to advice on policy and strategic direction of Noolaham Network
4. Form and maintain volunteer base

Prioritized Strategy 5

Observance of Ethical and Professional Standards

**Policy on Intellectual property**

1. Develop and Implement Policy of Intellectual property
2. Create awareness about the Noolaham policy

**Establish system and procedures & control systems**

1. Develop and operationalize Preservation standards
2. Establish guidance for research support and collaboration

**Preservation standards conformant with International standards**

1. Preservation standards are developed and approved by January 2012
2. Preservation of documents are in compliance with the standards from March 2012
3. Audio, video and image standards are approved and implemented by March 2012

Prioritized Strategy 6

Advocacy and Communication

**Develop Communication and Advocacy Plan**

1. Develop a communication plan 2012-2014
2. Develop communication style guides and advocacy materials

**Strategic Communication**

1. Identify the themes and target audience for strategic communication by Dec 2012
2. Proactively use print and electronic media to promote the mission and values of Noolaham Foundation
3. Initiate National and community level advocacy ( workshops, seminars)

**Budgets Explained**

Noolaham Foundation depends absolutely on finance contribution from the well-wishers and donors for its operation to achieve its mission.

In this context, ‘Noolaham 2020’, is developed to outline the scope of the work and the fund needed to achieve the set targets (Page 6) in line with its strategic direction. Reader could see that there is a mismatch between the expected annual incomes from the well-wishers. For example, the forecasted income for 2012 is USD 22,000 from the well-wishers. However the fund needed to implement the proposed activities is USD 42,000.

In order to streamline the process, Noolaham Movement has created to funds namely Regular Resources and Other Resources. This is reflected in ‘Noolaham target 2012-2014’ (page 8)

**Regular Resource (RR)** is the Fund maintained by Noolaham Foundation for its operational management, routine activities and pilot projects. The main sources of contributions are from individuals, well-wishers, trusts, small scale donors.

**Other Resource (OR)** is the Fund maintained by Noolaham Foundation for projects identified in the Noolaham 2020. The main sources of contributions are from Noolaham Chapter’s income generation activities, donors, collaborations, governments and inter government agencies.

‘Noolaham Target 2012 -2014 and Needed fund’ (page 8) indicates the minimum annual fund needed for its survival **(Regular Resource).** It also outlines the fund needed to scale up the activities **(Other Resources)**.

Noolaham Movement envisages reaching out well-wishers and donors through rigorous resource mobilization campaign to generate resources to fill the gap.

**In 10 Years, Fund needed to achieve milestones in Noolaham 2020**

**In US Dollar**

**Regular Resources** – Minimum Fund needed for its operation and routine preservation activities

**Other Resources** – Fund needed to achieve its mission outlined in Noolaham 2020

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Year | In US $ | | |  | In Sri Lankan Rs | | |
| **Regular Resource** | **Other Resource** | **Total** |  | **Regular Resource** | **Other Resource** | **Total** |
| 2012 | 24827 | 25,215 | 92,418 |  | 2,731,000 | 2,773,600 | 10,166,000 |
| 2013 | 25,215 | 74,350 | 99,565 |  | 2,773,600 | 7,435,000 | 10,952,100 |
| 2014 | 25,610 | 81,109 | 106,719 |  | 2,817,052 | 8,922,000 | 11,739,052 |
| 2015 | 26,012 | 87,868 | 113,881 |  | 2,861,373 | 9,665,500 | 12,526,873 |
| 2016 | 26,423 | 94,627 | 121,051 |  | 2,906,581 | 10,409,000 | 13,315,581 |
| 2017 | 26,843 | 87,868 | 114,711 |  | 2,952,692 | 9,665,500 | 12,618,192 |
| 2018 | 27,270 | 67,591 | 94,861 |  | 2,999,726 | 7,435,000 | 10,434,726 |
| 2019 | 27,706 | 67,591 | 95,297 |  | 3,047,700 | 7,435,000 | 10,482,700 |
| 2020 | 28,151 | 67,591 | 95,742 |  | 3,096,634 | 7,435,000 | 10,531,634 |

**Noolaham Target 2012-2014 by Regular Resources**

Regular Resource(RR) is the Fund maintained by Noolaham Foundation for its operational management and routine activities.

|  |  |  |
| --- | --- | --- |
| Type/ Location | Achievement up to Oct 2011 | Target 2014 by Regular Resource |
| Monographs( Books) | 3492 | 10000 |
| Periodicals - Magazine & Journals | 3527 | 8000 |
| Periodicals- Newspaper | 1704 | 5000 |
| Booklet, Reports, Souvenirs, Felicitations and Memoirs | 1214 | 5000 |
| Posters, leaflets, invitation, factsheet |  | 200 |
| Dissertations and Abstracts | 1 | 1000 |
| Ola leaf Archive |  | 500 |
| Letters Archive |  | 1000 |
| Diaries and other hand written documents |  | 1000 |
| Audio Archive |  | 2000 |
| Video |  | 300 |
| Photos and images, map, drawings |  | 1200 |
| Personalities |  | 50 |
| Portal (Valaivaasal) | 6 | 300 |
| Publishers (Content Contributors) | 6 | 10 |
| User Communities | 2 | 10 |

**Fund needed for Regular Resources (In US $)**

|  |  |  |  |
| --- | --- | --- | --- |
|  | 2012 | 2013 | 2014 |
| Over Head | **5,464** | **5,464** | **5,464** |
| HR | 14,182 | 14465 | 14755 |
| Routine Activity | **5,182** | **5,285** | **5,391** |
| Total | 24,827 | 25,215 | 25,610 |

**Noolaham Profile**

|  |  |
| --- | --- |
| Registered Name | Noolaham Foundation |
| Established | 2005 |
| Registered Address | No.6-3/1, Indra Lane,Colombo 04 |
| Incorporated | May 2010 |
| Registration | GA 2390 |
| Governing Board/ Trustee | 1. RathinaIyerPathmanabaIyer 2. ShaseevanGaneshananthan 3. KopinathThillainathan 4. Seran Sivananthamoorthy |
| Company Secretary | SentitcumaranRamalingham |
| Bankers | Noolaham Foundation  Account Number: **1100063121**  Commercial Bank of Sri Lanka  Wellwatta, Colombo 06 |
| Auditors |  |
| Postal Address  (Colombo Office) | C/o Colombo Tamil Sangam,  No 7,57 Lane, Wellawatte, Colombo-06. |
| Address | Noolaham Foundation,  C/O Jaffna Public Library, Jaffna. |
| Telephone | + 94 773736743 |
| Email | [noolahamfoundation@gmail.com](mailto:noolahamfoundation@gmail.com) |
| Website | www.noolahamfoundation.org |
| Digital Library | [www.noolaham.org](http://www.noolaham.org) |
|  |  |
|  |  |
| Noolaham Canada | 1306 - 330 McCowan Road  Scarborough,  Ontario  M1J 3N3  Canada |
|  |  |
| Noolaham UK | 27-B High Street Plaistow London, E13 0AD  United Kingdom |

**Acknowledgement**

Noolaham Foundation extend its sincere thanks to those participate directly and indirectly in developing the strategic plan 2011-2014

**Resource Person**

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Web : [www.noolahamfoundation.org](http://www.noolaham.org)

Digital Library : [www.noolaham.org](http://www.noolahamfoundation.org)

1. *A strategic framework ensures that decisions concerning the future are taken in a systematic and purposeful way.*  [↑](#footnote-ref-1)
2. *Resource mobilization is a comprehensive process involving strategic planning for program funding, close communication and effective negotiation with donors, sound management of resources, improving image and credibility of the Organization and ensuring good coordination among all partners* [↑](#footnote-ref-2)