

## **Ireland Vinayaka Temple (IVT)**

22, Northumberland Road, Ballsbridge, Dublin 4

Company Number 384769

Main Contact: Viswanathan Vaidyanathan (Company Secretary)

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## Executive summary

Ireland Vinayaka Temple Limited is a registered charity organisation (CHY16032) established in 2004, primarily focusing on serving the Hindu community in Ireland comprising individuals from India, Sri Lanka, Malaysia, Mauritius, South Africa, UK, USA and other parts of Europe living in Ireland.

IVT operations is primarily to run a regular Hindu temple open daily offering prayer services. Other activities include offering Hindu Priest services to the individual family events, increasing awareness of Hindu culture in Ireland through cultural events, facilitating visits to the Hindu temple by local schools, promoting Indian music & dance, meditation and other community activities. The organisation has grown rapidly and is approaching its 12<sup>th</sup> year since inception and has witnessed an ever increasing demand and support from the local Hindu community to increase the frequency of devotional and cultural activities.

Currently the temple operations are conducted in rented premises at Ballyroan Community Centre(BCYC), Rathfarnham that is under South Dublin County Council. The congregation size varies between 80 – 100 people on a weekly basis and on important occasions as many as 300 – 400 devotees per day visit the temple.

IVT commenced its daily operations on September 1<sup>st</sup>,2011. This was achieved through the appointment of the first resident Hindu priest in Ireland Mr. Muthukumarasamy Renganathan, originally hailing from Tamilnadu, Southern India. He was given permission to enter state under visa category 'Minister of Religion' by Department of Justice & Equality. We have successfully completed four years of temple daily operations as on September 1<sup>st</sup>,2015.

In the four years, our priest apart from presiding over the daily temple in Ballyroan Community Centre premises has also conducted community prayer meetings in various parts of Dublin as well as in Galway, Cork & Limerick. He has also conducted Hindu ceremonial prayers in a number of member's residences. His service has helped IVT make progress towards its objectives and tremendously benefitted the Hindu community in Ireland.

## IVT Profile

### Vision

To establish a permanent place of worship & Spirituality for the Hindu community in Ireland.

### Mission

To Provide a place of worship for Hindus living in Ireland and Cater to their Religious, Spiritual and Cultural needs.

### Objectives

- Promote an understanding of the teachings, Philosophy and culture of Hinduism.
- Facilitate engagement of Hindu religious and cultural activities in Ireland
- Build, Maintain and operate a Vinayaka Temple for the community.

### Current Operating Model

- Daily temple meetings at Ballyroan Community Centre.
- Temple timings:
- Morning Timings: (*Monday to Friday*)  
8.00 AM to 10.00 AM  
Evening Timings: (*Monday to Friday*)  
18.30 hrs to 20.30 hrs

#### **Weekend Morning Timings:**

*Saturdays*-8.00 AM to 10.AM

*Sundays*-8.00 AM to 10 AM

#### **Weekend Evening Timings:**

*Saturdays*-15.30 hrs to 19.30 hrs.

*Sundays*-15.00 hrs to 18.30 hrs

- The make shift arrangements are through a temporary altar, placement of idol and devotional pictures.
- Since the start of daily temple operations, our average devotee turnout at temple increased in excess of 30% per month. The priest performs devotional services and chants special prayers.
- On a festival or an auspicious day there would be a large turnout of attendees for these meetings.
- Children activities are organised on the Hindu cultures and traditions.
- Cultural activities: Indian classical dance(Bharatanatyam) classes are run every Sunday

between 3:30 to 5:30 PM. Culture and tradition are preserved and passed on to the next generation through fine Arts. The ambience and the place where the art is learnt has a significant importance and a temple is regarded as the best place to impart this knowledge.

- In addition to our regular activities, IVT helps individual and family requests to conduct private prayers such as naming ceremony (i.e., christening) house warming, and other Hindu rituals)
- IVT organises on a yearly basis a large scale cultural event called LAYA (meaning rhythm) to promote Indian culture and also raise the funds for our organization.
- Currently all the temple activities are carried out by executive committee members, volunteers from the community and IVT expects these to be continued.
- Finances are organised through voluntary donations from the community and also through regular monthly subscriptions.
- Request for private prayers and special prayer requests at temple premises increased over 30% this year
- Devotee turnout increased by 30% from previous year
- IVT conducted special prayer requests as requested by devotees in Dublin County and other counties. In the last year between 30-40 such private pujas were carried out in devotee houses
- IVT participated in a Garda conference organized by the Garda Commissioner.
- Participated in a multi-faith meeting organized by Galway County Council.

## **External Activities**

- Participated in school initiatives to educate the students on Hindu culture.
- Participation in multifaith community based programmes organised by the Department of Integration and Culture.
- IVT successfully organised fund raising event to support Tsunami victims in the year 2004.
- Participation in BCYC Open day event to talk about Hindu Culture and explain our operations to anyone who visited our stall.
- Participation in Festival of Lights by setting up a stall to showcase Hindu culture and also to offer prayers to devotees.
- Facilitated school and university students visit to temple to offer kids a chance to experience Hindu culture.
- Participation in DCU – Interfaith day to talk about Hindu Culture and explain our operations.
- Participation in Educate Together school in Applewood, Swords to talk about Hindu Culture and explain our services.

- Conducted special service to devotees in Limerick, Galway and Cork.
- IVT was involved with BCYC in BCYC centre for promoting religion, culture and arts from Asian continent.
- Facilitate visit to a hindu temple by local schools and other educational institutions.
- Help organisations like OPW in organizing Indian cultural events.
- Organised a mass puja for the Mauritian Hindu community.
- Addressed function organised by Garda Commisioners
- Address several multi-faith events

## **IVT Financials**

Ireland Vinayaka Temple Limited company limited by guarantee and not having a share capital. The company has a registered charity status and the company accounts are audited by external auditors on a yearly basis as per accounting principles. The accounts are filed to the revenue in line with the financial and company requirements. The audited account information can be obtained from CRO.

Auditors: The Company appointed HSM, 2A Ashbourne as Auditors and are continuing in the office for the year 2015-2016.

Bankers: The Company bank accounts are maintained with PTSB, Stillorgan, Co Dublin and Bank of Ireland at Kilkenny.

## Marketing plan

### Our Devotees

IVT's devotees are residing in Dublin and other counties in Ireland including Northern Ireland. The majority of the support comes from devotees predominantly resides in and around Dublin. A number of new devotees registrations and regular support increased by approximately 30% in the past one year and demands for priest services are increasing regularly. Registered devotees will receive regular updates on IVT activities through email campaigns, SMS and Website. Moreover, devotees regularly make contact with the priest and through the temple mobile for requesting special private pooja and also making reservations for sponsoring in the temple pooja.

Devotees send their feedback or requests for any devotional services to be performed at their place or at temple through IVT email id : [feedback@ivt.ie](mailto:feedback@ivt.ie). Such requests are also received via temple contact phone and also by personal visit to the temple.

### Revenue Generation and tools used:

**Salesforce.com:** All email campaigns, surveys, member updates, new member registrations are done through Salesforce.com. Salesforce.com also offered us to use internal domain secured website for publishing the content on IVT new devotional products, marketing campaigns, event registrations, generate email templates to suit our operating model with inbuilt templates. IVT use the functionalities provides by salesforce.com required for running its operations.

IVT website [www.ivt.ie](http://www.ivt.ie) is currently being maintained and administered by volunteers and executive committee members. The content on regular events, weekly prayers, special prayers, cultural events, updates on IVT roadmap is published on website regularly. IVT receive emails from devotees requesting for new devotee enrolments and enquiries for arranging priest for private pooja and other special pooja requests from IVT. Devotees besides making standing order payments through bank can also make regular online payments through paypal towards sponsoring some of IVTs devotional products online. In addition to this, IVT organises community special prayers / pooja in Limerick and Galway. As devotees in this region have grown over the past number of years and demand for priest services from IVT has grown significantly.

IVT has previously successfully conducted cultural event such as 'LAYA'. Moreover, IVT conducted cultural event in Ballyroan Community Hall to promote Hindu culture to local community which was very well received by the local community.

IVTs cultural events also promoted using Salesforce.com email campaigns, Surveys, website updates, newspaper advertisements, communication through forums, radio announcements etc.,

IVT has received support from local multimedia companies such as LeCool for marketing and campaigning our devotional/cultural events. The communication through this channel has certainly brought awareness about IVT activities among various communities in Ireland.

Doras in Limerick – a non profit organisation supporting all ethnic minority organisations in Limerick and other counties has offered us to support in campaigning our activities through their communication channels/media.

In an effort to achieve the goals IVT has set in our roadmap i.e seek support from county councils, business communities and politicians, IVT has made some progress in the last 4 years in this area.

We were able to make a good relationship with property and marketing divisions of South Dublin County Council, Fingal County Council. Some of the local businessmen are kind enough to support us in IVT's endeavours for achieving its goals.

## Operational Plan

### Daily operational Activities:

Ireland has, for long, shown a strong commitment to promote equality, racial harmony and promotion of the cultural interests of its ethnic minorities. The Government and local bodies have sought to encourage and support the work of voluntary organisations that promote the social and cultural integration of its entire people. The objectives and activities of IVT fully reflect these policy ideals and are primarily designed to their total implementation. This organisation currently makes every effort to meet all the requirements of its followers including such major services as the conduct of traditional Hindu weddings, music, language classes, dance, yoga, private poojas and special poojas on major Hindu festivals. This organisation conducts these activities throughout Ireland especially in Dublin, Cork, Limerick and Galway as density of Hindu community is spread across more in these counties. Majority of these activities have to be performed by a fully qualified Hindu priest well versed in Sanskrit and qualified to perform rituals in a temple. Our resident priest Mr. Muthukumarasamy Renganathan performs rituals such as bathing the Murtis (the statues of the Gods/Goddesses), performing pooja/prayer, a ritualistic offering of various items to the Gods.

Over the years, IVT's feedback has been one of tremendous support to its objectives and there has been a consistent demand to increase the level of service from the organisation. At present all its prayer meetings and socio-religious functions are held daily to serve the needs of growing population of Hindus in Ireland, hailing from countries as diverse as India, Sri Lanka, Malaysia, Mauritius, Singapore, Nepal, UK, USA, South Africa and Ireland among others. Although precise figures are not currently available, it is believed that on a very conservative estimate, between fifteen to twenty thousand Hindus are resident in the country at present.



## Management and organisation

IVT has a two tier organization for its operations.

- 1) Board of Trustees and Directors
- 2) Executive Committee

### Board of Directors:

The Principle role of a director is governed by the Articles of association and their responsibility is mainly to foresee the operations of IVT and maintain the legal requirements and financial matters. The Board meets once in a year to conduct the business of Directors meeting and the Annual General Body meeting. Directors are elected to the board during these meetings. Secretary and Treasurer are also appointed during these meetings for the next financial year. Other than above, if any emergency meetings are required, all the directors will be requested to attend the meeting. Board has nominated executive committee members for day to day operations and the Board of directors generally do not intervene in the executive committee decisions unless it is essential. The Company Secretary usually conducts the business and is responsible for all company records and maintaining the minutes. The entire book keeping is done by the treasurer and financial details are audited and maintained and audited by external auditor under his supervision. All the directors work on a voluntary basis and do not receive any remuneration.

### Directors

- Dr. K. Srinivasan
- Mr. C. Shyam Sundar
- Mr. Bala Krishnan
- Mr. Koushik Chandrashekar
- Mr. Bhanu Prakash Darbha
- Mr. Vijay Kholi
- Mr. Vinay Dewan
- Dr. Dilip Shiwaji Jondhale
- Dr. Jasbir Sing Puri

Company Secretary: Mr. Viswanathan Vaidyanathan

**Executive Committee:**

Executive committee consists of some of the Board of Directors and also external members who work on a voluntary basis for IVT and run day to day operations of IVT.

Executive Committee operations are divided into the following major areas

- 1) Overall Program Management
- 2) Operations
- 3) Marketing
- 4) Cultural
- 5) Property and Other related matters
- 6) Treasury.

The team members takes help from volunteers from the community for the running the IVT Temple operations. The committee elects office bearers once in an year and each person will be assigned a role from the above operational areas. The person responsible will ensure that IVT operations in his area are running smoothly and all the demands of IVT objectives are met.

The executive committee meets on a regular basis. The overall program manager will foresee the operation of the committee and conduct the business during the meetings and maintain the meeting records.

## **Active Executive Committee Members**

- Mr. Viswanathan Vaidyanathan
- Mr. Kumar Subramanian
- Mr. Amarendra Darisa
- Dr. K. Srinivasan
- Mr. Bala Krishnan
- Mr. Bhanu Prakash Darbha
- Shankar Gopalakrishnan