

## The Challenge



Professor John Bailey and Veronica Doubleday at the Eid Festival at Goldsmiths College. John has an international reputation as Head of Afghan Music at Goldsmith's.

They entertained the audience with Afghan songs and music using traditional instruments

'To support the work of the New Deal for Communities (NDC) and Lewisham Council by helping Afghanistan and Asian Community Organisation develop and use Web technology to enhance their communication, visibility and effectiveness to their UK members and in their Afghanistan homeland.

The charity has two main objectives; Firstly to assist the Afghanistan and Asian Community to integrate happily into UK Society and secondly to solicit help and assistance from Central Government and local organisations where this is available. The community is widespread in many cities and large towns.

We needed to have a system that can reach out to address the needs of the community and another to help us to communicate with those that are in a position to help us.

A further requirement is our work in raising money to finance our efforts, some of this comes from our community who pay a small subscription per year to receive our newsletters and quarterly magazine; other amounts are from donors and grants. In both case we attempt make sure we keep them up to date with regular communications.

## Project Details

*"Afghanistan and Asian community have helped with the teaching of English and other training to their expatriate friends. Helping them integrate into their host country"*

We wanted a website where we could create the content ourselves; we also wanted one that could maintain a list of members and other interested individuals in a variety of categories. Basically to keep the names of our members of the Afghanistan and Asian community with the ability to maintain a list of addresses and where possible other contact details such as Phone, Mobile phone and E-Mail.

We wanted to have an easy way of letting our community know what was going on, what events we are organising and giving us the ability to create lists of attendees for catering purposes etc.

The community is spread throughout the UK with an obvious concentration in London however we also wanted a system that will permit us to create local sites in other towns and cities around the UK which we could integrate into a easy-to-manage structure

Our database includes friends and helpers too and we want to include them in our newsletters and events; this is important to us because as expatriates we want to keep others informed of our efforts in helping to rebuild our homeland from the destruction of two decades of war.

Our service partners, Objective Internet, provided initial training and technical support but my team soon found their feet. We are now learning from user experience and feedback to add features to help provide even more help.



# Afghanistan and Asian Community Organisation

*"Establish a community infrastructure that helps the individual gain confidence and to participate"*

*"UK with poor English and no opportunity to enter the world of the internet, which is increasingly an essential for work"*

The next challenge is to roll out the benefits to the immediate community within the London area and then to break down the population into self-supporting regional entities which receive support from the centre.

In addition we want to develop the skills of the community; many have come to the UK with poor English and no opportunity to enter the world of the internet, which is increasingly an essential for work. The solution provided by New Cross Gate New Deal for Communities give us all of these things.

Objective internet has given us valuable support and shown us how to use the system and create our mailing lists. We feel the robust nature of the software and the fact it is maintained for us is a great benefit.

## Conclusion

The Afghanistan and Asian website is in its infancy; we have loaded our existing data and are constantly adding more. We have objectives to meet which the website will make it easier to measure.

Our Community and those helping us can see the for themselves the practical changes on the site and feel assured their support is both welcome and appreciated.

Our immediate experience of the system followed the loading of the names and addresses is that suddenly we have a database the leadership can access and quickly communicate with the membership. We have a method of cheaply collecting the modest membership fees and are already making big time & cost savings with automatic e-mailing and reduced postage.

To visit the web pages go to:  
[www.afghanistan-asian.org.uk](http://www.afghanistan-asian.org.uk)

For more information on this  
project  
contact  
Roger Panton  
Objective Internet

01256 338490  
[roger@objectiveinternet.com](mailto:roger@objectiveinternet.com)



To visit Afghanistan and Asian web pages go to.  
[http:// www.afghanistan-asian.org.uk/](http://www.afghanistan-asian.org.uk/)

For more information on this project contact  
Roger Panton  
Objective Internet

01256 338490  
[Roger@objectiveinternet.com](mailto:Roger@objectiveinternet.com)

*Objective Internet the Objective Choice*