

livelihoods

today and tomorrow

April 2012



Information

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Happy Rama Navami! Happy Mahavir Jayanthi! Good Friday! Happy Ambedkar! Happy Bhoodan Day! Happy Earth Day! Happy May Day!

'Telangana' is hotting up again. Suicides and sit-outs in Parliament are going on!

Back to Elections, bye-polls!

Let us remember Gurudev Rabindranath and his Gitanjali!

Let the workers of the world unite! Let the press be free everywhere. Let there be fairness in the trade everywhere.

Let the Red Cross serve in peace. Let the nursing and caring be unto all. Let us celebrate the mother and the family and their care and love.

Let the information flow freely to everyone (particularly poor) who needs it. Let there be unity in cultural diversity for dialogue and development. Let us celebrate the biological diversity that exists around us.

Let there be enlightenment from Buddha.

Interaction, Communication and Information have grown with the life in general and the life of homo-sapiens in particular. Touch, tap, sound, messenger/message, drum beat, fire, smoke, colour, flag, cry, laughter/smile, tears, symbols, signs, pictures, language, music, songs, plays, stories, war signals, letter, morse code, telegram, telephone, cell phone, smartphone, wireless, radio, television, bits and bytes, computer, lap top, tablet, e-mails, sms, video-phone, skype, you tube, internet, files, folders, notes, books, reference books, dictionaries, encyclopaedia, telephone directory, CDs, education, training and capacity building, spying, market intelligence, learning and un-learning, folklore, campaigns, advertisements, boards, newspapers, magazines, audio, video and multi-media, films, online//offline courses, teaching, mentoring, e-governance all of these were/are/would be integral to any society/universe. Basic data organized is information, processed information applied is knowledge and wisdom is higher than the knowledge. Processed/applied information, knowledge and wisdom if available to the poor in their various spheres of life, health, education and livelihoods, would improve their lives and livelihoods. Earlier illiteracy has come in the way. Now, it is the digital divide. In the age of fast changing world, information on time holds the key.

Information is the record of transactions earlier and now, analysed for use. It includes databases. It includes algorithms. It includes the processes of generating knowledge, expertise etc., for processing. It includes best practices for people to follow. It includes do's and don'ts. It includes value-chain analyses and subsector studies. It includes, therefore, way forward, in terms of intervention, training, financing, proposals, management information system/monitoring and learning, results/indicators and performance against indicators, human resources and budget details. In this context, 'livelihoods' has focused on 'Information'.

Aruna Roy pioneered Jan Sunvai and subsequently supported passing of Right to Information Act, a watershed in transparency and accountability in the country. Social audits too have come. C-DAC's India Development Gateway (www.indg.in) runs a open source multi-lingual knowledge portal for the poor and their service providers. Rice is an evergreen enterprise. James Gleick's 'The Information' traces the history, presents the theory and emergence of information avalanches – to be read by all. 'Kshetram' discusses the livelihoods of the islands.

With the appreciation that information is power and knowledge is concentrated power in the hands of the poor to improve their lives and livelihoods, I remain thinking of ways to make them reach the poor.

G. Muralidhar

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'livelihoods' team

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Information: Knowledge is an important prerequisite for making 10 informed, rational decisions. The 21 st century has seen the industrial economy take on a new dimension- knowledge as a key input in production. In large-scale industries, knowledge is being considered as a catalyst for greater efficiency. The world in general has shifted into a “knowledge era”.		
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I saw your livihoods magazine April 2012. The Panchayat article is very informative. Bangle making also good. Common man interview is good. It is happy to provide place to common persons in your magazine.

Thank you..

Sravan

Medak

International Workers Day - 1 May



Power Tariff Hike Gives a Jolt To Domestic Consumers, TamilNadu:

The sharp rise in power tariff coming into effect from Sunday has caused severe resentment among domestic consumers, especially those in the low and middle income groups. Coming as it does at a time when consumers are reeling under severe power cuts, the tariff revision has given a jolt to consumers belonging to different sections of society. Though the tariff revision was on the cards after the Tamil Nadu Generation and Distribution Corporation (TANGEDCO) submitted a proposal to the Tamil Nadu Electricity Regulatory Commission (TNERC), many city residents feel that the government could have intervened to defer the enforcement of the revision or at least made some changes to cushion the impact on domestic consumers.

'Direct The Elderly to 1090 Helpline'

Bangalore: Police station house officers from across the city were sensitized on how to help senior citizens who may have non-legal issues, at a workshop jointly organized by Elders Helpline (1090), Nightingales Resource Training Centre and the National Institute of Social Defense here on Saturday. According to Shiv Kumar, convener of Elders Helpline, most police officers were not equipped to deal with issues such as isolation, deprivation, non-communication and financial boycott, which the elderly often face from their younger family members. "That is why they need to redirect such cases to the Elders Helpline," he said. "To be fair, the police cannot resolve these issues," said Mr. Kumar. But, a little patience and concern would go a long way, he said. "There are trained professionals who specialize in providing for the emotional needs of the elderly. **Rs.1,850 cr. Subsidy For**

Drought-Hit Farmers, Hyderabad:

An amount of Rs.1,850 crore will be distributed during the forthcoming Praja Patham program, to the farmers in the listed 878 mandals affected by drought prevailing in the State

towards input subsidy as compensation against the crops they had lost in 2011. Disaster Management Commissioner T. Radha said the amounts, however, would be disbursed online. District Collectors have been asked to convene the local-level bankers' consultative committee meetings immediately to facilitate opening of accounts by the farmers. The government is going forward with this year's round of Praja Patham, another mass contact program like Rachabanda usually organized during summer for a period of 20 days from April 15 to May 5 to identify and solve summer-related problems of people at local-level.

Punjab Has a Big 'Grains Problem'

Chandigarh: With Rabi harvest season round the corner, Punjab faces the problem of storing about 115 lakh metric tonnes (MT) of wheat that will arrive in the grain markets. The storage facilities are almost clogged with 135.5 lakh MT of previous stocks of wheat and rice. After reviewing the situation, Chief Minister Parkash Singh Badal decided to call on Prime Minister Manmohan Singh and Union Food Minister K.V. Thomas to seek their personal intervention for the expeditious evacuation of the existing stocks to other States. Mr. Badal was apprised that the Union government, through the Food Corporation of India, had worked out steps to create covered space to store an additional 71 lakh MT of grains. While the State government went ahead by floating tenders for the construction of this capacity, the Centre, without taking Punjab into confidence, reduced the allotted space to 51 lakh MT, after diverting 20 lakh MT of storage facility to other States. Even after the construction of the sanctioned space, Punjab would have to store around 30 lakh MT of wheat on unscientific plinths and have a shortage of covered space for the next rice crop. Mr. Badal asked Food and Civil Supplies Minister Adesh Pratap Singh Kairon to intensify efforts for the Union

government's prompt clearance for the creation of space for scientific storage of at least 25 lakh MT in the State. He directed the Chief Secretary to coordinate with the Union Ministry of Agriculture and Food and settle pending issues related to procurement by the FCI.

Local Resources to Be Used to Build Roads Under PMGSY, Bellary:

All weather roads being laid under the Centrally-sponsored Prime Minister's Gram Sadak Yojana (PMGSY) has come as a boon to villages that were hitherto deprived of road connectivity in Bellary district. In the last decade, around 614-km stretch of road was built at a cost of Rs. 111 crore. Tokenahalli, a border village in Sandur taluk, Moorthanayakanahalli in Kudligi taluk, Akka-Tangiyarahal, Virupapur tanda in Sirguppa taluk were among several villages that benefited by the road connectivity provided under the scheme. It may be mentioned here that *The Hindu* had reported in May 2005 that in Tokenahalli village, even after 58 years of independence, donkeys were the only means of transport in the absence of bus services for want of motorable roads. Now bus services have been introduced. "Earlier, people of Basarkod had to take a circuitous route to reach Bellary. With a new road being laid between Gudadur and Basarkod, the distance will come down by about five km", Mr. Gadilingappa of Basarkod village said while talking to *The Hindu*. "The broad good quality road being laid has made us happy as we are able to carry bigger loads of our agricultural produce", farmer Vannurappa says.

Economists See a New Role For

Micro-finance: Micro-finance practitioners and financial experts participating in the colloquium threw new light on micro-credit, SHGs and marketing of products and services as crucial factors for chartering the course from micro-finance to livelihood promotion for lakhs of poor

households across the country. Experts made important suggestions for expanding the SHG movement from savings and credit operations to creation of sustainable livelihood opportunities through some ground-breaking initiatives. The two-day colloquium was organized jointly by Jaipur-based Centre for Micro Finance (CMF) in collaboration with Rajasthan Gramin Ajeevika Vikas Parishad. Eminent economist and Rajasthan State Planning Board Deputy Chairman V. S. Vyas, who inaugurated the event, said the nationalization of banks in 1969 had prompted them to address the needs of the rural poor and created an atmosphere leading to inclusive banking. Describing credit as a potent instrument for development and poverty alleviation, he emphasised the need to "graduate from micro-finance to livelihoods". Sir Ratan Tata Trust secretary F.J. Gandavia said the Mumbai-based Sir Ratan Tata Trust was supporting the livelihood promotion activities for the past 10 years and suggested that clusters and federations of SHGs be formed in the rural areas to get better results of their activities. Centre for Microfinance chairman Anil K. Khandelwal said the potential of the SHG sector was very high and it could revolutionize the entire concept of poverty alleviation at the grassroots. He said the quality of SHGs should be improved and attention shifted from merely increasing their number.

Private sector for livelihood initiative in Adivasi districts, Mumbai: The Centre has plans to invite private sector contributions for the Bharat Rural Livelihoods Foundation (BRLF) for India's Adivasi-dominated districts, including the "Naxal-affected" ones. Union Minister of Rural Development Jairam Ramesh has called upon top companies to support the initiative. "I have written to the Tatas, Reliance, Infosys, Wipro. It will be a public-private-partnership model. The Foundation will be an independent body with a full-time professional CEO. On April 27 we have called a

meeting of non-government organizations, donors and State governments. We are hoping to get a good response from the private sector," Mr. Ramesh told reporters on Saturday on the sidelines of a review meeting with the National Bank for Agriculture and Rural Development. Mr. Ramesh said the Foundation "will work with civil society organizations" directly in 170 Adivasi districts. "Its function will be to build institutions and capacity of NGOs working in livelihood areas, such as dairy, watershed management, women's empowerment, in these difficult districts." The Foundation will raise an initial corpus of Rs. 1,000 crore, of which Rs. 500 crore will come from the Centre and the remaining from the private sector.

FCI Gives Green Signal For Building Modern Silos in 10 States, New Delhi: In a major step forward to augment capacity for storing food grains for the public distribution system, the Food Corporation of India (FCI) has notified 10 sites in as many States for construction of modern silos which shall be declared as mandis enabling farmers to directly sell their produce there. The decision was taken at the meeting of the FCI Board of Directors here. With fresh stocks of wheat in the mandis, storage is a major concern with the Food Ministry. There is a sense of urgency in the government to accelerate creation of additional storage space to prevent rotting of grains stored in the open as well as to keep enough stocks to fulfil its obligation under the proposed National Food Security Act to provide by law subsidized food grains to the poor. The government had appointed M/s Mott McDonald as consultants for conducting a feasibility study on creation of modern storage facilities. The consultant submitted the final report to the Planning Commission last November.

6,000 Milk Cooperative Societies to be Formed, Chennai: As many as 6,000 new milk co-operative societies would be formed in the State in a bid to bring milk producers outside the co

-operative ambit into the fold, Minister for Dairy Development V. Moorthy said here on Wednesday. Inaugurating an orientation program and releasing a handbook for veterinarians, non-government organizations (NGOs) and district coordinators, he said this project would be taken up under the Strengthening Grass-root Milk Structure Scheme which is implemented in 60 taluks in 12 districts where milk yield is low and more than 50 per cent of the revenue villages do not feel the impact of the dairy co-operatives. According to an official release, this scheme will be implemented by NGOs, district co-coordinators and social workers.



Agni-5 launch is a major milestone: The 5000 km range Agni-5 was launched on 19 April. Defense Minister A K Antony described the maiden test flight of Inter-Continental Ballistic Missile (ICBM) Agni-5 as an "immaculate success" and a "major milestone". "The immaculate success of the Agni-5 is a major milestone in the country's missile research and development program," he said. The about 5,000 km range Agni-5 was launched from a test range at Wheeler Island off the coast of Odisha at 0807 hours and took 15 minutes to reach its target in the Southern Indian Ocean. ❖

Aruna Roy

Aruna Roy (b. 1946) was an IAS officer until 1974. She resigned from the IAS to join the SWRC until 1983 and set up the Mazdoor Kisan Shakti Sangathan, a group which is a working example of a transparent organization. She is a strong supporter of the movement for Right to Information, which succeeded in getting the Rajasthan Right to Information Bill passed.

In 2000, Aruna Roy was awarded the Ramon Magsaysay Award for Community Leadership and International Understanding, jointly with Arputham, the President of the National Slum dwellers' Federation.

After earning her master's degree, Aruna refused to settle for the kind of life that awaited most other Indian women of her circumstances: homemaking. She was determined to be different. In an article she wrote in 1996, she said, "As a woman, I wanted to work and not get married and pass into the limbo of passivity. Of the one hundred people from all over India who qualified for the IAS that year, Aruna was one of only ten women. In 1974, she resigned from the civil service and joined her husband in Tilonia, Rajasthan.

Aruna was twenty-eight when she first arrived in the small village of Tilonia. She chose Tilonia, to understand socio-economic realities but also to work with individuals and to recognize faces-to work. It was during this period that Aruna also began to realize how effective information can be in mobilizing people. Her awakening was inspired by a Dalit (lower caste) woman named Naurti. After the land ceiling act villagers in Sohargarh sought the help of Aruna and her companions to claim the 25 acres of forest land encroached by the land lord in that area. Their campaign yielded results.

The successful resolution of this dispute over land established the activists' credibility. At the same time, the villagers came to realize that there was strength in numbers. After deliberating for a year, the people of the area decided to form an organization. Five thousand people gave their blessing to the formation of the Mazdoor Kisan Shakti Sangathan (MKSS), or Organization for the Empowerment of Workers and Peasants.

In the winter of 1994, the work of the MKSS entered a new and groundbreaking phase when the activists initiated the concept of jan sunwais, or public hearings, as a means of fighting corruption and asserting the people's right to information. MKSS raised the issue of the right-to-information for the first time at the grass-roots level.

MKSS to initiate a series of jan sunwais, or public hearings, so that this information could be publicly shared, allowing villagers to voice out whatever evidence they had concerning corruption and giving public officials a chance to

defend themselves. The first jan sunwai was held on December 2, 1994, in the village of Kot Kirana in the Pali district of Rajasthan.

Through the jan sunwais, the MKSS made four demands of the state government: (1) transparency, i.e., the public display of all documents pertaining to government-funded development projects; (2) accountability, i.e., fixing responsibility upon those who have defrauded the people; (3) redress, i.e., the return of defrauded funds so that the money can be used for what was intended; and (4) people's audit, i.e., the regular perusal by citizen-appointed auditors of government accounts for anomalies and graft.

MKSS staged a dharna for 6 months in 1996 for the RTI bill to be passed in the years following its initial foray into the struggle for the people's right to know, several Indian states passed right-to-information laws, including Rajasthan itself in 2000. And, more significantly, after many trials and false starts, and after many attempts by politicians to derail or defang the proposed legislation, in October 2005 the Right to Information Act took effect in all of India.

Through the years, the MKSS has also made its voice heard on human rights and women's issues. As Aruna puts it, "We cannot dissociate ourselves from them because you can't say that you fight for minimum wages but not fight violence against women.

In 2000, Ms. Roy was awarded the Ramon Magsaysay Award for Community Leadership. In 2010 she received the prestigious Lal Bahadur Shastri National Award for Excellence in Public Administration, Academia and Management.

She has also been a member of different public hearings, tribunals and people's commissions including the "Concerned Citizens Tribunal", which investigated the organized violence and killings of innocent people in Gujarat in 2002. Today, she is a member of the MKSS, the National Campaign for People's Right to Information, NAPM, PUCL and similar campaigns.

Of all her achievements in the last twenty-five years, Ms. Roy is proudest of the fact that her work continues to thrive upon honesty and transparency, without compromising her values. Not one to rest on her laurels, she continues to work for the promulgation of the people's right to information from the grass roots. "Our right to information leads us to the right to govern ourselves. It's the beginning of a hard struggle," she once said. "Manzil abhi bahut doorhain. (The goal is quite far off.) I assure you we shall succeed." Aruna Roy is one of the 1000 women proposed for the Nobel Peace Prize 2005. ❖



Islands of India

An island is a piece of land surrounded by water on all sides. The Lakshadweep and Andaman and Nicobar islands are two major archipelagos of India. They are classified as Union Territories (UTs).

The Lakshadweep islands lie in the Arabian Sea off the Kerala Coast and have a total area of 32 km making them the smallest UT in India. The Lakshadweep also has the distinction of being the only coral Islands in the country. Though 32 islands constitute Lakshadweep, only 10 are inhabited. Though it is a Muslim-majority area today, the first settlers on the Lakshadweep were Hindus & Buddhists. There is a striking similarity between the sand in Lakshadweep and the Aravalli range (Rajasthan). Geologists consider the Lakshadweep sand banks an extension of



the Aravallis. The sand banks contribute to the beauty of the islands and are draw a large number of tourists. The population of these islands is around 51,707 (2001 census). The lifestyle of people on Lakshadweep is similar to that of Kerala. Malayalam is the most widely spoken language in Lakshadweep.

Most people on the island are engaged in fishing as their primary occupation. Coconuts are the main cash crop in the area. Coir and rope making industries are also major livelihoods. Tourism industry is emerging in a big way in these islands. They are well known for biodiversity and the natural beauty.

Andaman and Nicobar islands are located in the Indian Ocean. They are located within 1200kms range from Calcutta and Myanmar. They consist of 572 islands, of which only 38 are inhabited, with a total population of 405,000 (2001 census). 67% of the population are Hindus, 24% Christians, 8% Muslims and 1% belong to other communities. Most of the islands are covered with thick forests and mountains. Nearly 86% of the land covered with forests. Port Blair is the capital city of the islands.

The Andaman and Nicobar islands are home to some of the most primitive tribes in the country. Many of these tribes are on the verge of extinction, thanks to rapidly declining population. For example, the Onges community is a hunter-gatherer tribe whose population is decreasing day by day. Presently, its population is only 105. The people generally eat rice, wheat and daal, fish, tortoise eggs and crabs.

The Andaman and Nicobar have abundant natural resources and home to a large number of animal and plant species. There are 9 national parks on the islands, making it a tourism hotspot. The beautiful beaches, bio-diversity and islands lure tourists to the islands. The tourism industry is rapidly growing and is becoming an important component in the local economy.

The people in the islands depend on agriculture for their livelihoods. But only 6% of the land is utilizing for agriculture purpose. Paddy is the major crop in the Andaman islands. Coconut and areca nut are cultivated in Nicobar Islands. Vegetables, oil seeds, pulses and peppers are cultivated both in Andaman and Nicobar islands. They also cultivate fruit crops like Sapota (Chickoo), Mango, Banana, Orange, Pineapple and Papaya. Cash crops such as palm trees, cashew and rubber trees are also cultivated. The islands have rich mineral resources like copper, lime stone, selenite, gold, sulphur, nickel and chromate.

Shell handicrafts are one of the major income sources in Andaman and Nicobar. The shells are made into decorative items, ornaments and table lamps, etc. These items have a good demand across the world. Besides shell handicrafts, timber and wood products are also made on the islands.

There are 1374 small scale industries and handicrafts units in Andaman and Nicobar. The small scale industries engage in paints, varnish, polythene-bags making, fiber glass, flour mills, soft drinks and beverages.

In Andaman and Nicobar islands, fishing is the main source of livelihood for the locals. The islands are surrounded by an 8293 sq. km. water area. Fish like tuna, mullets, barracuda, sardines and flying fishes are abundantly available in these water bodies. Shark fishing is also popular but has been banned of late.

Livestock rearing is another major income source of the people in 14 islands. The people rear cattle, buffalo, goat and pigs. Poultry also became an important economic resource to the people.

Particularly "Tuna" fish has international demand. In fishing sector there is lot scope to provide livelihoods to the people. Tourism and handicrafts are the other major industries. ❖

Inclusion's SHG Highway!

Happy Rama Navami! Happy Ambedkar! Happy Mahavir Jayanthi! Good Friday! Happy Bhoodan Day!

The theme of the World Health Day (7 April) this year is Ageing and Health.

The streams of thought and work that continued to dominate the month include Six Capitals of the Livelihoods of the poor and the vulnerable and Scaling-up.

Budget is yet to pass, theoretically. Cumulonimbus rains are all across. Meteorology Department confirms more or less normal monsoon this year too. Governors have been shuffled a bit and search for Presidential candidate(s) is on. Sachin Tendulkar, Rekha Ganesan and Anu Aga get nominated to Rajya Sabha. Bye-polls announced.

We hear that Aadhar database and PAN Card database are going to feed each other.

Prime Minister's Rural Development Fellows are undergoing a rather brief induction. Hope it meets their requirement!

Quickly the first colloquium towards establishing Rs.1000 Crore Bharat Rural Livelihoods Foundation discussed modus operandi and way forward for supporting civil society initiatives in 900 blocks in 170 tribal-dominant districts across 9 states to begin with. The program funds would be leveraged from Government and other sources. It would be wise that this Foundation focuses on a single-point agenda of building and nurturing institutions of the poor and for the poor and the human resources for these institutions.

We seem to be acknowledging finally that there is no rural livelihoods promotion model with wide applicability. We seem to be shooting in the dark. The gap between the educated employment and not-so-educated employment is widening. The dynamic nature of the markets has been hitting the producers and consumers very hard. The job growth projections by various government and other players is likely to boomerang as the match between the needs of the employers and aspirations of the employees is weak. The visible and invisible high rates of interest on loans make many activities less feasible. Livelihoods collectives are still not-at-large and ubiquitous as they should have been.

While the absolute poor as a percentage of the population may have come down, the poor who remained poor have become poorer, particularly in the poorer areas. The vulnerable have become more vulnerable. The decentralization is not ensuring inclusion. SHGs are not up to the fight to assert their rights and entitlements. Digital divide is impacting the poor more. Inclusion of the homeless, extremely poor and other vulnerable people, the aged, physically challenged, in SHGs and supporting them is the new challenge, while we have discovered 'SHG' way for the poor women.

Agencies that want to work for the livelihoods of the poor, and institutions of the poor are not able to find required competent human resources even now, when the scale is

insignificantly small. Government programs suck the human resources that work with CSOs and CBOs in an unusually large scale. Surely, soon enough, the programs themselves will not be able to meet their HR need. They may end up with people without adequate technical, people and entrepreneurial skills. They need to be adequately inducted and trained in these aspects. Further with time, the emerging CBOs in large numbers need HR in huge numbers.

CBOs – SHGs, SHG Federations, Producer companies etc., - need enabling environment for them to thrive and service their members. They need funds and skills for fund management.

The government programs need to promote convergence, partnership and linkages on a large scale. The culture of working together has to be promoted, without promoting multiple membership in different NGO programmes at various levels. Even the CSOs need to work together. If we support civil society action (core), can they mobilize the program from the government programmes?

We hope BRLF becomes sensitive and conscious to all these trends and issues.

Sriram was reflecting on Financial Inclusion: Once we put all our eggs in the cooperatives (local peoples' institutions, responsive to the problems of their members) to reach out to the poor. The cooperatives needed the initial capital and the state was happy to give and cooperatives worked for some time as local independent enterprises (a la Mulukanoor), or as public sector undertakings. Slowly the state has overloaded with various tasks like distributing rations, providing fertilizers and be the last point of delivery for all state benefits. Agricultural debt waiver was announced twice. Finally, they lost and lost the share and stature in the rural credit market. It was the story of the last decades.

Are we heading the same way in SHGs?

After the cooperative movement was waning, it is the turn of SHG movement. SHGs are the new institutions of the poor women that could deliver. SHGs operate on market-based principles, asking for nothing but to be treated as any other clients with the privileges of a bank account, access to a loan and to transact with the banks. They are growing at break-neck speed. Most government 'schemes' are getting loaded on them. Their bank linkages are picking up. The growing savings would, if not taken back by the members, meet their credit needs in due course. Interest subvention on par with the priority farm credit is announced by the Finance Minister (effective rate is 4%). Many SHGs do not pay interest on savings. Then this should work! Let us hope inclusion lives long, defying Sriram's prognosis, **if we do not overload state's various schemes and programs on them.**

That is not enough. We still have to mobilize and nurture high-calibre young men and women to stay and work with/for the poor for reasonable periods and offer love. ❖

Perspectives

G Muralidhar

Information

Knowledge is an important prerequisite for making informed, rational decisions. The 21st century has seen the industrial economy take on a new dimension- knowledge as a key input in production. Knowledge is being considered as a catalyst for greater efficiency. The world in general has shifted into a “knowledge era”.



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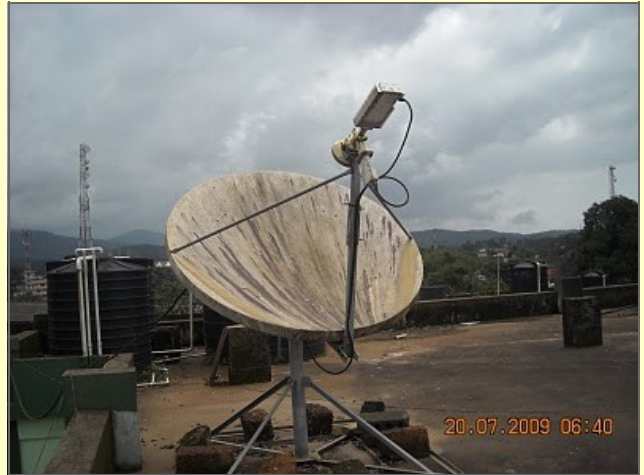
In the 19th and 20th centuries, mass communication had already made information creation and access less tedious. With the introduction of user-friendly IT, information access and creation has become uncomplicated. However, this is just one side of the coin.

Many believe that online knowledge platforms such as Wikipedia and social networking sites have The ratio of internet usage, newspaper readership, radio listeners, TV viewership is highly skewed in favor of the developed nations. 88% of all internet users live in the rich world. A demographic analysis of the other 12% will reveal that they are the rich in the developing world country.

Put together, a new dimension of poverty has emerged- information poverty. Information is the currency that an individual requires to be an active participant in society. Knowledge is empowerment. This is evident in the amount of money and resources spent on awareness generation in development programs. Poor suffer due to this lack of access to knowledge at multiple levels. They are left with little option but to resort to local, outdated sources of knowledge and quite often leads to their exploitation. Due to their lack of awareness, they sell their produce at prices that are well below the market rates.

In reality, the so-called knowledge revolution has encompassed only a fraction of the world’s population. It is the portion of the population that already had access to numerous knowledge resources and could afford, access and use modern technology. Moreover, knowledge platforms are managed and influenced by educated, middle and upper strata of society. Therefore, it is not surprising that the media mostly panders to the needs of only a section of the society. Despite the depth of knowledge in the modern age, it has failed to cover the needs of a wider audience.

When we talk about reaching out to the poor with knowledge or spreading awareness among the poor, it is first important that we understand that the poor’s knowledge needs are distinct from the “mainstream”. Their vulnerabilities and realities determine their knowledge requirements and access to resources. They need useful and simplified knowledge that is easily available at various platforms. Traditional sources of knowledge among the poor such as local



resource persons, leaders, etc. that often carry outdated information and are fast losing relevance in a world where the shelf-life of information has reduced greatly.

To add to this are high-levels of illiteracy among poor that has prevented them from making use of knowledge resources such as newspapers. This is why audio-visual media such as TV and radio have become popular among the poor. While these media have gone a long way in bringing awareness among the poor, there is still a vacuum left by the absence of a knowledge platform that meets the specific, local needs of the poor, in their language. Given the centralized operation of TV, radio and newspapers, the information they carry is usually nationally relevant.

Further, web content (the dominant knowledge resource) is often analogous to English content. This in itself is a major constraint in a country where only a little above 10% know English.

Therefore, the challenge in ushering the poor into the knowledge era needs to be dealt at multiple levels. New developments such as the rapid spread of mobile

The Development Support Centre (DSC), Gujarat runs a radio program titled -“*Sajjata No Sang Lave Kheti Ma Rang*” that is aired every Thursday evening for 15 minutes on All-India Radio. It is broadcasted from Ahmedabad, Vadodara and Rajkot Stations. It covers the entire state of Gujarat and reaches over half a million listeners. The main aim of the radio program is to promote improved agricultural practices amongst farmers, with particular focus on the needs and priorities of small and marginal farmers in drought-prone regions. There is also a feature of the ‘SMS’ service. Sajjata Sangh has tied-up with RMC (Reuters Market Light) and farmers can get SMSes on agriculture related issues. They can also call and speak with an expert. DSC has organized ‘Shrota Mandals’ (listeners’ groups) around this radio program and has groomed one person as a village contact to popularize and anchor the radio program in the village. The program is aired from Ahmedabad, Vadodara and Rajkot Stations in the “Kheduth Mandal” (Farmers Organization) section at 7:20 PM. It covers the entire state of Gujarat and reaches over half a million listeners.

technology among the poor and a growing consciousness among development functionaries to bridge the knowledge gap are positive trends.

The poor have already shown their capacity to use the ICT medium in other spheres such as microfinance and livelihoods. With the penetration of mobile phones to remote areas, poor have been able to carry out financial and business transactions.

There have already been numerous initiatives in the country to provide the poor with relevant knowledge at easily accessible entry points. These initiatives have mostly concentrated on providing valuable information on livelihoods or on other dimensions of development such as health and nutrition, education. On the whole however, much of this has been in an “awareness generation” mode rather than have a trained focus on creating a tangible knowledge platform for the poor.

Broadly, knowledge dissemination to the poor is working at three levels: establishing the infrastructure to access ICT, providing relevant knowledge to the poor and creating an environment that is conducive to accessing information (Right to Information).

For long, knowledge dissemination to the poor was primarily through mass media such as print, TV and radio. Given the high production costs in these media, very few ventured into meeting specific knowledge needs of the poor. Moreover, low literacy among the poor prevented them from making full use of these media. Internet, with its potential for hosting a wide variety of information in numerous languages, came as a solution. Though easy to use, the IT medium needed some basic infrastructure-computer and an internet network- too lavish for a country that was grappling to provide drinking water and sanitation to all its citizens. Slowly, the potential for IT to be an effective channel for knowledge delivery was realized and efforts began to build infrastructure to support this medium.

The government has taken an interest in reaching the poor with ICT applications, especially in establishing infrastructure for ICT. It introduced the Village Knowledge Centres (VKC) scheme with the aim of establishing tele-centres in every village of the country. The purpose of setting up the VKC is to not just disseminate knowledge to the poor but to establish the infrastructure for them to access the IT medium. The knowledge centre is equipped with VSAT technology and internet facilities. It is connected to a central studio that receives and answers the queries of the villagers. Similarly, Indian Space Research Organization (ISRO) has established Village Resource Centres to provide “space enabled

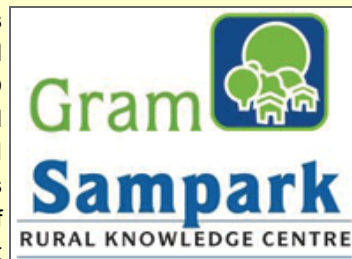
technology services directly to the rural population”. While ISRO provides the physical infrastructure and technical support, it has tied with a number of development organizations and

education institutions to provide the knowledge inputs. 275 VRCs have been set up till date across 16 states and 3,000 programs such as e-Governance, tele-fisheries, weather forecasting, land and resource management have been conducted through the VRCs.

Under the National e-Governance Plan (NeGP), the government has set up Common Service Centres (CSCs) at the village level. The CSCs provide video, voice and data content and services, in the areas of e-governance, education, health, telemedicine, entertainment. They also provide other services including selling application forms, certificates, and utility payments such as electricity, telephone and water bills.

A Public-Private-Partnership (PPP) model has been adopted for establishing and running these centres, allowing private players and NGOs to be partners in the project. Each CSC is to be operated by a Village Level Entrepreneur (VLE) who would help the community in using the web/ICT sources at the centre. The CSC project was approved in 2006 and hoped that 100,000 CSCs would roll out by March 2011. As of 2012, only 97,558 have been established in 33 state and UTs.

One of the important partners of ISRO in the VRC project



In Chittoor district of Andhra Pradesh, grassroots journalism is gaining momentum. Navodayam (which means `new dawn` in Telugu) is a local newspaper run by SHG women and was launched on August 15, 2001. Navodayam aims to (a) to amplify the voice of the rural poor; (b) to put rural women in charge of news coverage; (c) to place information within the reach of the rural poor; and (d) to adapt journalism as a tool for empowerment of women. Though the project is totally sponsored by the government, the women involved with the newsletter have been able to retain their independence and there is no editorial interference from the government. What makes Navodayam distinct from other magazines is it is the first of its kind news letter that is completely managed by the poor, not much educated women.

Launched as a quarterly newsletter in Telugu with just eight pages, it has grown to a 24-page month. More than 60 reporters have worked for the magazine so far and it currently has 10 staff reporters and 20 contributors. The magazine prints 20,000 copies and has a readership of more than 200,000 - much more than the state wide readership figures of some of the leading AP dailies. It won the UNFPA Laadli Media Special Jury Award for the year 2009

is the M.S. Swaminathan Research Foundation which started the Grameen Gyan Abhiyan (GGA) initiative in 2007 to make “every village a knowledge centre”. The GGA floated the National Alliance for Grameen Gyan Abhiyan that has brought together organizations working towards bridging the rural-urban digital divide. The alliance points to an important trend that knowledge platforms need to take into consideration. There are numerous infome diaries that the poor have access to- service providers, local leaders, media (print and electronic), government departments, etc. In order to ensure that the knowledge divide is effectively filled, it is important that these diverse players are brought on the same plane. The knowledge creation and dissemination sector by itself is huge. To add to it the dimension of meeting the requirements of such a large, diverse population makes it even more gigantic. Further, the purpose of creating and disseminating this knowledge is to help the poor graduate out of poverty. This calls for concerted efforts from various quarters. No one player can entirely take up the responsibility of meeting the entire knowledge needs of the poor, but this responsibility can be broken down into several tasks, with organizations having different expertise doing their bit.

In the bid to making the poor an informed part of the citizenry and bringing them at par with the “mainstream” the repositories of knowledge that exist with the poor should not be ignored. Many a time, knowledge platforms are used to propagate a certain kind of lifestyle and try to impose on society what is right and what is not. The answer to this partly lies in one of the distinct characteristics of the knowledge era- democratization of knowledge platforms. Websites such as Wikipedia are testimony to this democratic trend wherein people are enabled to decide the content and monitor it. Increasing literacy and IT literacy and the spread of mobile phones are promising trends that would aid in making knowledge platforms an instrument of empowerment in the hands of the poor.

This trend of knowledge of the poor, by the poor and for the poor is already visible in the community radio initiatives. For long, many NGOs and CSOs demanded for the right to set up community radio stations which finally culminated in a Supreme Court



verdict that vindicated their stand. Even though there is no formal legislation to create a space for community radios, quite a few have been initiated by NGOs across the country to aid the development process. Myrada’s *Namma Dhwani* in Kolar, Karnataka, Deccan Development Society’s Sangham Radio, and Ujjas Radio by Kutch Mahila Vikas Sangathan are a few examples.

Providing Relevant Knowledge

A major challenge in creating a knowledge platform for the poor is to make the content relevant to poor. The linguistic, cultural and regional diversity of the poor in our country further adds to the challenge. The vulnerabilities of the various demographic sections determine their knowledge requirements and their access to knowledge. Meeting such micro-knowledge requirements requires that there be knowledge generating and disseminating forces working closely with the poor. Knowledge creation and dissemination too ought to be decentralized in order to meet locale-specific knowledge needs. Further, the knowledge should be available to the poor in various forms and through various entry points.



ITC’s e-Choupal is an example of how relevant and easily accessible information can transform the livelihoods of the poor for the better. The agriculture scenario in India is plagued by many perils- fragmented lands, lack of proper infrastructure, uncertain weather conditions and too many intermediaries (or middle-men). Instituting a source of information easily accessible to the farmers could go a long way in reducing these hurdles. ITC realized that the internet could help filling this gap.

Still, low literacy levels among the poor would prevent them from actually using these information kiosks. A

Choupal Sanchalak (the chief farmer) was appointed to facilitate the interface between the website and the farmers in the village. The Sanchalak is provided with the necessary inputs from the Choupal's functionaries at the cluster and higher levels.

Today, ITC reaches out to 4 million farmers in 40,000 villages through 6,500 e-Choupal kiosks. The farmers receive information regarding weather conditions, market prices and other relevant bits of information that have significantly contributed to the decision-making power of the farmers. Not only does e-Choupal provide information on the market prices, but it also provides information on the prices the farmer's produce can fetch elsewhere. This motivates the farmers to adopt better methods of agriculture that will yield high-quality crops. The e-Choupal provides inputs to the farmers to enhance their agriculture practices. Therefore, e-Choupal provides holistic solutions for small farmers, helping them with valuable information at all stages. The e-Choupal model has proved to naysayers that given the right platform, the poor too can make good use of IT and be knowledge-seeking citizens. E-Choupal basically first tried to meet the generic needs- market information, weather information, etc. of the farmers. Once engaged, it tried to solve farmer-specific or area specific needs of the farmers. It helps the farmers aim at selling in bigger markets and not buckle under pressure to sell in the local markets.

India Development Gateway (InDG) is a multi-lingual online knowledge platform that aims at meeting the knowledge needs of the poor. The portal provides information and knowledge in numerous domains of social development in 10 languages (9 Indian languages + English). The portal works through a network of tele-centre operators and grassroots organizations in order to reach out to the poor. InDG also allows the users to upload and share content on the portal, an important move towards the "communitisation" of the knowledge platform.

One of the first moves to create a democratic environment for accessing information came in the form of the Right to Information. The passage of the Right to Information Act in 2005 hoped to usher in a new era of transparency in the country. The Act empowers the common man to seek information from the government. Besides empowering the average citizen, the Act especially hoped to empower the vulnerable and marginalized. Government departments are an important source of information for the poor. Often, the poor are harassed by the government officials and are forced to give bribes to retrieve valuable information. The Right to information Act sought to put to an end to such instances. But, 7 years into its implementation, questions are being raised about its effectiveness in helping the poor



access information. To be able to use the RTI to fight for rights (to entitlements) one needs to have basic literacy, a luxury for most poor. It is often the case that government departments produce volumes of department orders and memos as "information" rather than providing information in a simplified manner.

Knowledge is considered to be instrumental in the development process of the poor and aiding their graduation out of poverty. For long, spreading knowledge among the poor has been through mass media such as print and electronic media. As print media requires minimum literacy which most poor lack, audio-visual media such as TV and radio grew to be widely accepted and used by the poor making knowledge dissemination much simpler. Yet due to high costs of producing programs on these media, the information delivered to the poor is often generic.

Internet, with its potential for ubiquitous reach and low investment costs, has enough space to host demographic and geographic specific knowledge. This opportunity has not been reaped well by non-poor.

Over the past decade or so, the web has grown beyond being an enabling communication medium. This tremendous growth of the web has not been augmented by parallel developments in the electronics industry that have made mobile phones and laptops affordable, encompassing hitherto excluded vulnerable sections of the population. This promising trend provides hope for the creation of knowledge platforms for the poor, managed by the poor. When it comes to knowledge for the poor, the challenge goes beyond making information & knowledge resources available to the poor but also to make it relevant

Rice Business

Gopal Reddy (65) belongs to Tirupati, Chittoor Dt. He lives with his wife Jayamma (50) and two sons. His elder son Rajendra has studied M.Tech and is working as a teacher in Narayana Junior College, Hyderabad. Gopal's second son, Surendra is an M.B.A and works as a lecturer in an MBA college in Tirupati. Gopal's daughter, Rajyalakshmi is a housewife.

Gopal has been running the rice business since his youth. He finds that the business has perennial demand and relatively risk-free. Gopal collects the paddy directly from the farmers Naidupet, Nellore and Gudur. Gopal is particular about maintaining transparency in the business. Recently, Gopal expanded his business to Nellore district. Every day, he goes out to collect money for rice installments.

He buys the paddy in bulk and stores it in godowns. He mills the paddy as per the demand. On an average, he gets enough rice milled for around 50 households in Tirupati and 100 Households in Nellore in a month. In order to assist him in these operations, Gopal hired one person from Nellore and one from Tirupati.

Particulars of Rice Business:

S. No	Particulars	Amount
1.	Godowns (1yr Advance)	18000.00
2.	Paddy cost for 1 year: Gilakara Masura =90,000kgs	10,32,948.00
	Monthly Expenditure	
3.	Electricity Bill	400.00
4.	Godown Rent	2500.00
5.	Labor cost	3000.00
6.	Godown maintenance	1000.00
7.	Paddy bags & Rice bags Stitching after filling (300 bags)	3800.00
8.	Naidupet to Tirupati Transport charges	3000.00
9.	Local Transport charges	2000.00
10.	Paddy & Rice Bags purchasing (150 bags)	1600.00
11.	Miscellaneous	4000.00
	Total Expenditure:	1,06,779.00
	Monthly Income	
	Rice sold (5000 kgs)	1,50,000
	Total Monthly Profit	43,221.00

Gopal makes 25kg and 50kg bags of rice that he delivers to his customers. They are fairly easy to transport. Although he runs a successful business, it does come with a few risks. From time to time, he faces problems during the time of buying paddy and procuring rice. There are also issues regarding the quality of rice, for which always makes sure to test the quality of rice before packing each bag, in order to ensure the best product for the consumers.

Gopal feels that the success of his business is due to his practices in storing the paddy and rice, making gunny bags, collecting installments on time, maintaining accounts efficiently and maintaining good customer relations. ❖

Disability Should Not Limit Us!

Rajyalakshmi, 35, from Gogulapalli in Nellore is physically challenged. She runs a fancy “bangles” store in her village. In an interview with “Livelihoods”, she shares her experiences and challenges as a person with disability.

Q. Tell us about your family.

A. My family consists of five members: mother, father, brother, sister, and myself. I am the oldest among my siblings. I am not married.

Q. What do you do for a living?

A. I run a fancy store for women. I started this shop with a loan of Rs.20,000. My brother gave me financial aid in purchasing the goods and saris. On an average, I earn between Rs.700 and Rs.1000. I sell various plastic items useful for household needs and also fancy items for ladies such as imitation ornaments, bangles, ladies’ chapels, stickers, etc. I purchase these items in bulk from a wholesale market in Nellore. I also run a small sari business and a chit fund.

Q. What is the net profit that you earn from this business?

A. Discounting all expenditures, I have Rs.400 to Rs.600 left as profit.

Q. Tell us about your saris business. When did you start it?

A. My father gave me the support to start this business initially around 2006. First, I started this business in my house, later opening a dedicated shop. Inside the house, my father looked after some aspects of this business such as accounting. To expand my business, I took a loan and purchased saris from Kavali wholesale market. I make approximately Rs.1000 to Rs.1500.

Q. How do you sell the saris and fancy items?

A. In my house, saris are sold with an option for monthly installments with Rs.2 interest. My margins are relatively low when customers purchase the saris without any financing. In my store, I sell at wholesale rates and fixed rates depending on the quantity of order. I make a profit of Rs.50- Rs.100 per sari. My profits for fancy items vary from as low as Rs.2 or Rs.10 all the way till Rs.50 or Rs.70.

Q. Tell us about your savings’ chits business? When did you start this?

A. In 2010, I started this business with the help of my family and neighbors’ good will. First, I started a Rs.20,000 chit. Now, I even started Rs.50,000, Rs.1,00,000, and Rs.2,00,000 chits. These chits are managed around my shop and house.

Q. How do you manage these three businesses at once? Does anyone help to you?

A. There is no hardship at any level. I am able to manage individually, and sometimes my mother sits in the shop when I’m forced to focus elsewhere. I faced lot of social challenges from the beginning, but now things have stabilized.

Q. How do you maintain customer relations in all three businesses?

A. Sometimes I can be strict in collecting the chits since there is no scope for leniency in money matters, I need to be very sensitive but at the same time vigilant because people can easily abscond. I deal with sari installments in a similar manner, by understanding and being sensitive towards every customer.

Q. What did you do before venturing into business?

A. My father was a tailor, and I learned many tailoring works from him. I also assisted him in hemming, khaza’s, stitching the sari falls, etc. I also had to take up some of my mother’s responsibilities when she went to visit her siblings; I woke up early in the morning and helped my brother get ready for going to work every day.

Q. Have you joined any SHG?

A. Yes, I am a member in a SHG group called the Raja Rajeswari Podupulakshmi group. Our group started in 2008. There are a total of ten members who belong to BC castes. We opened an account in Andhra bank Haranadhapuram and took two loans so far. I became a leader two years after joining the group.

Q. What kind of challenges did you face while running the shop? Was there anything personally related to you?

A. I didn’t face any major problems with the shop; I did face some social problems of my own which I took in my stride. I overcome my problems with the support of others; my family, SHG members, and neighbors are always helpful towards me.

Q. Do you have any message or lesson that you would like to share to others?

A. We should not feel depressed because of disability. One must stand up and face the problem with courage, finding alternative ways of living happily. That way, the disability wouldn’t be able to limit our lives beyond a certain point. Otherwise, the problems would make one feel very helpless about life. ❖



Print Media

The Invention of paper and printing changed the world's history. The advent of the first newspaper in India occurred in the capital city of West Bengal, Calcutta. James Augustus Hickey is considered the "father of Indian press" as he started the first Indian newspaper from Kolkata, the 'Bengal Gazette' or 'Calcutta General Advertise' in January, 1780. This first printed newspaper was a weekly publication. In 1789, the first newspaper from Bombay, the 'Bombay Herald' appeared, followed by the 'Bombay Courier' in the following year. Later, this newspaper merged with the Times of India in 1861. These newspapers carried news of the areas under the British rule.

The first newspaper published in an Indian language was the Samachar Darpan in Bengali. The first issue of this daily was published from the Serampore Mission Press on May 23, 1818. Samachar Darpan, the first vernacular paper was started during the period of Lord Hastings. In the same year, Ganga Kishore Bhattacharya started publishing another newspaper in Bengali, the 'Bengal Gazette'. On July 1, 1822 the first Gujarati newspaper, the Bombay Samachar, was published from Bombay, which is still in existence. The first Hindi newspaper, the Samachar Sudha Varshan started its circulation in 1854. Since then, the prominent Indian languages in which newspapers had been published over the years are Hindi, Marathi, Tamil, Malayalam, Telugu, Urdu and Bengali languages.

The newspapers collected their news from the news agencies. India has four news agencies namely, the Press Trust of India (PTI), United News of India (UNI), Samachar Bharti and Hindustan Samachar. Newspapers and magazines in India are independent and usually privately owned. About 5,000 newspapers, 150 of them major publications, are published daily in nearly 100 languages. Over 40,000 periodicals are also published in India.

The periodicals specialize in various subjects but the majority of them deal with subjects of general interest. During the 1950s, 214 daily newspapers were published in the country. Out of these, 44 were English language dailies while the rest were published in various regional languages. This number rose to 2,856 dailies in 1990 with 209 English dailies. The total number of newspapers published in the country reached 35,595 newspapers by 1993 (3,805 dailies). Newspaper sale in the country has increased by 11.22% in 2007. By 2007, 62 of the world's best selling newspaper dailies were published in countries like China,



Japan, and India. India consumed 99 million newspaper copies as of 2007, making it the second largest market in the world for newspapers.

But since 2005 the number of paid-for Indian daily newspaper titles has surged by 44% to 2,700, according to the World Association of Newspapers. That gives India more paid-for newspapers than any other country.

Indian papers come at a less price; so many households buy more than one daily. Revenues are driven by advertising. In the year to March 2010, the amount spent on newspaper ads in India increased by 30%, the swiftest increase in the Asia-Pacific region, according to Nielsen India, a market-research firm.

Even more growth may lie ahead. If 200m Indians read a paper daily, that still leaves a billion who don't. The Federation of Indian Chambers of Commerce and Industry, a trade body, and KPMG, a consultancy, predicted that in the next four years the newspaper industry's revenues will grow by 9% a year, to \$5.9 billion.

A newspaper at first was nothing more than a paper which gave news. Today, it has become a tremendous force for good and evil in the world. It not only continues, as before, to give news but also comments on them, criticizes the people and the government, deals with social, political, industrial and religious questions, reviews books and periodicals, ventilates grievances and does many other things. In fact there is hardly any public activity of man which does not come within the purview of the modern newspaper. We can say that there is huge influence of newspapers on the people. It also won't be an exaggeration if we say that newspapers are also responsible for the development of the nation.

The work force in news paper industry has drastically come down in the recent past as most of the work is done by the computer and the sophisticated mechanical equipment. The process of gathering news starts with the reporters and photo journalists. Almost every village has a stringer and a regional content editor as a part of decentralized system. From this stage the content goes to a series of editorial filters like sub editor, news editor and editor. After the editing desks the content goes to the page maker which is computerized. The mechanical staff like printers and floor men take over from here and the printing is started. Not much of the man power is needed here as the



computerized systems auto correct the technical mistakes if any.

After the printing is over the paper is given to an agency for distribution or they distribute themselves to the retailers, as most of the papers are doing these days.

The paper necessary for newspaper printing is imported from countries like Russia, Bangladesh and Canada. Procurement of this paper is done through a Government agency. Distribution of the paper is also done by the Government as the book printers and the newspapers have quota depending on the circulation of the paper.

The employees in the news papers depend on the circulation of the paper, for example if the circulation is 14 lakhs the employees are 1400. There is an approximate economic ration. Regional newspapers have more staff than the English papers as most of the content needs to be translated into regional languages.

To start a small newspaper:

Printing and publishing of newspapers and periodicals within India are governed by the Press and Registration of Books Act, 1867 and the Registration of Newspapers (Central) Rules, 1956.

According to the Act, no newspaper or periodical should bear a title which is the same or similar to any other newspaper or periodical already being published, either in the same language or in the same State, unless the latter is also owned by the same person.

In order to ensure compliance of this condition, the Government of India has appointed the Registrar of

Newspapers, also called the Press Registrar, who maintains a register of newspapers and periodicals published in India.

The Office of the Registrar of Newspapers for India is headquartered in New Delhi, and has three regional offices at Calcutta, Mumbai and Chennai to cater to the needs of publishers in all corners of the country. Addresses of the offices and the areas under the purview of each are given below

1. The Office of RNI, West Block 8, Wing 2R.K.Puram, New Delhi - 110 066 Phone No.2610 7504/26108432, Fax No.26176553 Headquarter verification the following states.Jammu & Kashmir,Himachal Pradesh, Punjab, Haryana,Chandigarh, Delhi,Uttar Pradesh, Madhya Pradesh, Rajasthan.and Entire country. For circulation,
2. The Regional Office of RNI, MSO Building, Block 'DF', 2nd Floor, PO:CC Block, Salt Lake, CALCUTTA-700064, Phone No.337 8494 For: West Bengal, Bihar, Orissa, Sikkim, Assam, Nagaland, Manipur, Tripura, Arunachal Pradesh, Mizoram, Meghalaya, Andaman & Nicobar Islands,
3. The Regional Office of RNI, A - 1 Wing, Ground Floor, New C.G.O. Complex, CBD Belapur, New Mumbai - 400 614. Phone No.27572953
- For: Maharashtra, Gujarat, Goa,Daman & Diu, Dadra & Nagar Haveli.
- 4.The Regional Office of RNI, B Block, B Wing, 1 Wing, (B-

The National Readership Study 2005 (NRS 2005) Key Findings

Press adds 34 million readers in the last 2 years. Press continues to grow, adding 21 million readers between 2002 and 2005. Over the last 3 years the number of readers of dailies and magazines put together among those aged 15 years and above has grown from 179 mn to 200 mn - a growth of 4% every year. (Note: Recently the scope of NRS has been expanded to include those aged 12 years and above but the 15 years age cut-off has been applied for the sake of comparison with NRS 2002.)< There is still significant scope for growth, as 314 million people who can read and understand any language do not read any publication. It is not just affordability that is a constraint, since 21 million of these literate non-readers belong to the upscale SEC A and B segments.

There are nearly as many as rural readers as urban readers: Of the 200 mn readers, as many as 98 mn are from rural India and 101 mn from urban India.

Newspapers add substantially to the reader base: The reader base for dailies/ newspapers increased from 155 mn in 2002 to 176 mn this year - an increase of nearly 14% over three years. However the growth in reach of dailies is less than the literacy growth of 21% in the same period.

The highest read Hindi Daily in India now surpasses a readership of 21 mn.: A list of top 10 dailies and magazines is enclosed. As many as 7 of the top 10 dailies have consistently improved their rankings in the last three years. Dainik Jagran has taken the top slot even though the previous year's No.1 Dainik Bhaskar has also grown handsomely. This is because the number of literates in UP, Bihar and Jharkhand (strong Dainik Jagran markets) has grown explosively - while Dainik Bhaskar has not been as fortunate in its strong markets.

Decline of audience for magazines: Magazines overall show a decline in the reader base, both in urban and rural India. The reach of magazines has declines from 86 mn in 2002 to 69 mn in 2005. Magazines have lost 19% of their reach since 2002.

The time spent on press medium has increased over the <>years: An urban adult now spends on press and TV an average of 17 hours a week; on press 4.9 hours and TV 11.8 hours. The time spent on radio is 10 hours a week. The time spent by the average rural adult on press and TV together is 14 hours a week and that on radio is 9 hours a week

Press increases its share of urban media day: Today the average urban adult spends 42 minutes per day reading dailies and magazines and 1 hour 42 minutes watching TV. The average reading time used to be 32 minutes and the average viewing time 1 hour 40 minutes 3 years ago. Contrary to expectations, press has increased its share of the day at the expense of TV - it accounts for 30% of the time spent, up from 24% three years ago.

2-B), CGO Complex, Rajaji Bhavan, Besant Nagar, [forms.asp](#) to view links to the details of each of the forms. CHENNAI - 600 090 Phone No.24911275. Also click on <http://rni.nic.in/stapap.asp> for instructions on For: Tamil Nadu, Andhra Pradesh, Karnataka, Kerala, how to start a newspaper. Pondicherry, . Lakshadweep.

The Press Registrar is assisted by a Deputy Press Registrar and four Assistant Press Registrars one each at the headquarters and the regional offices. There is also a Senior Circulation Officer and five Circulation Officers two at headquarters and one each in the regional offices to assist the Press Registrar in assessing the circulation claims of newspapers.

The following forms are required to be submitted to the Registrar of Newspapers for India in order to start a newspaper in India.

Title Verification; Title Registration; Declaration; Ownership Statement; Ownership Change; Annual Statement; Foreign Direct Investment; Import of Printing Machinery; Import of Newsprint; Daily press newspapers; Exemption under FCRA; Return for Imported Newsprint; No Foreign Tie-up Affidavit and Indigenous Newsprint. Click on <http://rni.nic.in/>

You may contact the Registrar of Newspapers for India at: - Office of The Registrar of Newspapers For India, Ministry of Information And Broadcasting, West Block VIII, Wing 2, R.K. Puram, New Delhi -110066.

Phone - (011) 26107504, Fax - (011) 26189801. E-mail - rni.hub@nic.in

Presently print media is facing internal and external challenges. Internally competitors increased and maintain cost hugely increased. New technology introduced and paper designing highly developed , it became more attractive and district level publishing units established. It requires a more investment to run paper.

The second challenge from electronic media and internet. Most of the people are accessing information from electronic media and internet. It is becoming biggest challenge to the print media. ❖

Leadershift

A **leader** is a person who influences a group of people towards the achievement of a goal. Leadership can be defined as one's ability to get others to willingly follow. Every organization needs leaders at every level. Leaders can be found and nurtured if you look for the following character traits. The perception, responsibilities and attributes of a leader have changed with time. In his book *Leadershift*, author **Emmanuel Gobillot** explains the changing nature of leadership brought about by the demands of modern work environment. A few excerpts:

A leader with vision has a clear, vivid picture of where to go, as well as a firm grasp on what success looks like and how to achieve it. But it is not enough to have a vision; leaders must also share and act upon it. Jack Welch, former chairman and CEO of General Electric Co., said, "Good business leaders create a vision, articulate the vision, passionately own the vision and relentlessly drive it to completion." A leader must be able to communicate his or her vision in terms that cause followers to buy into it. He or she must communicate clearly and passionately, as passion is contagious.

Action is the mark of a leader. A leader does not suffer "analysis paralysis" but is always doing something in pursuit of the vision, inspiring others to do the same.

There are two kinds of turbulence we face as leaders. One is short term –obvious, highly destructive and broadly felt. This is the type of turbulence that has been front of mind for most leaders recently as they have attempted to deal with the consequences of the sudden collapse of our financial system and the economic downturn this engendered.

As each day passes, the way leaders create value become less effective. The levers leaders rely on- experience, knowledge, effort and power are being eroded by four major trends vis. demographic, expertise, attention and demographic trends. The first type of turbulence questions our effectiveness as leaders, the second kind question the very essence of leadership.

The first trend eroding the levers leader rely on to create value is the demographic trend. In a nutshell, we now find ourselves with multiple generations with multiple socio cultural backgrounds working alongside each other. Each brings with its own hopes, fears, expectations, and experience that other generation do not understand and to which they cannot relate.

As leaders we rely on our experience to shape our leadership styles. The way we lead is the outcome of whom we are and the situations in which we find ourselves. We risk becoming irrelevant if we fail to resemble the

experience of leader we need.

Organizations exist to overcome the contractual costs of managing multiple relationships. Their very existence however also means that some people who may be able to add value are also excluded from them. As technology develops, it is now possible for networks to create value in much more inclusive, and therefore powerful, way than organizations can. As result, the expertise that drives organizational value now resides in a network of relationship outside the managerial reach of the organization itself. This raises questions about the very value of organizations and, by association, their leaders.

As human beings, we are all bombarded by messages and information. Unable to make sense of them all, we look to communities to help us focus. We rely on a few brands. We read only couple of newspapers. We follow the same blogs. This selectiveness is our way of cutting through the information clutter and the demands on our attention.

Action is the mark of a leader. A leader does not suffer "analysis paralysis" but is always doing something in pursuit of the vision, inspiring others to do the same.

We are all becoming familiar with the so called dotted lines of matrix organizations. We also know how difficult it is to work within them. Now imagine living in a world of dotted lines. The world is one the democratic trend is preparing for us. Numerous forms of free agency are appearing. An organization is now a complex system of relationships most of which sit outside a leader's span of control.

The **demographic and attention trends** are direct threat to the control we rely on today for effective organizations whilst the expertise and democratic trends mean structures are no longer experienced as legitimate.

Mass participation communities do not rely on structures and control for effectiveness. Rather, they rely on roles underwritten by the need of their participants. These roles can be split between engaged participants in the building of the community and involved participants who depend on the community but are not shaping it.

Dependents, platform creators and rebels transact with organizations on the basis of the social engagement of others. Masters, shapers and participants are social engaged because of the transitional involvement of others. Future success means building communities that people want to engage with rather than continuing to structure roles and create segments to make them want to transact.

Not only do the trends eradicate the effectiveness of

structures in gaining control over resources, they also force us to question the need for leadership. The presence of a leader in communities is not to govern, in order to mitigate for a perceived lack of trust, but rather to help the community construct the social norms and ties that bind it to a common effort.

Complexity is not the critical business issue. The stress that it puts on us is. Clarity does nothing to remove that stress. The key to effective engagement is simplicity. Simplicity is about realigning participant's intellectuals and emotional outlooks. It's a combination of two elements.

First comes simplification, which plays an important role in eliminating legacy process and system that no longer add value. Second element is coherence. Coherence is the ability to highlight the interdependence of a system.

The role of leaders is to become a crossroads the community always stops at when deciding what it stands for. This they do best by consciously articulating their view of where the organization can go.

The second building block to any organizational effort, after engagement, is alignment. Leaders must answer two critical questions. How do I ensure that the community members understand their involvement in the social process? And how do I make sure that the people stay aligned behind the mission.

Both of these are answered with a plan. But as plan will invariably become obsolete in the face of change, it is better to have a community able to make sense of the evolving environment and respond appropriately to changes. This is achieved through narrative environments that enable free exploration of options whilst retaining an intact notion of the overall mission.

The role of the leader is to facilitate the narrative-helping participants and the community define who they are, what they aspire to and how they hope to get there.

We use two types of roles to define what we are accountable for. There are the roles created by the organization for the fulfillment of its purpose and the roles individuals build for themselves to gain fulfillment in their lives. As a result of the four trends, the organizational role we need to be fulfilled and the social role individuals want to fulfill become conflicted.

To be effective, leaders will need to help participants relate the task they need fulfilled to their self image rather than create ever more sophisticated roles for them to embrace. Whilst organizations will still need to define roles in order to break the creation process into manageable and economical blocks, leaders will need to use a process of dialogue to help participants reinforce their self-image

through the completion of these necessary tasks.

In the long run, commitment is crucial to leaders. To get it they are willing to pay for it. But commitment cannot be brought. To secure it, leaders must look at their organizations through two new, non financial lenses.

The first is to realize that both parties involve in the relationship have to love what they do. To be successful the organization needs all involved embracing their task and identity themselves with the narrative.

The second is that a social rather than

economic incentive can be created by focusing on the community rather than the individual. For leaders this may be somewhat counter-intuitive as we have been told as leaders that we need to understand what motivates an individual and focus our efforts on maximizing that motivation. But what matters to functioning of our communities is not what motivates individual rather that they direct that motivation to making the community stronger.

Conversations are the lifeblood of social engagement. Do not believe anyone who tells you that actions speak louder than words. They are wrong for two reasons. First there cannot be any action without words. Even commands are words. The only way to secure engagement, alignment accountability and commitment is to involve the community in a discussion on its direction.

Second, there cannot be effective and efficient actions without conversations. Issuing an order may give the impression of action but it is one sided action. The person issuing it needs to accept the fact that it is only their view that will carry the day. This not only limits the potential for engagement but also slows down implementation as community members try to reconcile their view of the world with the directive issued. The only way to sustain engagement is to accept that the leader's role is to help the community create its own story and history through a process of relating and conversing.

A leader's is to take the first step, without trying to second-guess or fearing what might lie ahead. Our future lies in our ability to march proudly into our future- at some times leaders and at others followers -working together, building on each other's strengths. ❖

Complexity is not the critical business issue. The stress that it puts on us is. Clarity does nothing to remove that stress. The key to effective engagement is simplicity. Simplicity is about realigning participant's intellectuals and emotional outlooks. It's a combination of two elements.

The Reply of Chief, Seattle

In 1854, "The Great White Chief" in Washington made an offer for a large area of Red Indian land and promised a "reservation" for the Indian people. The reply of Chief, Seattle has been described as one of the most beautiful and profound statements on the environment ever made which is given below.

How can you buy or sell the sky, the warmth of the land? The idea is strange to us.

If we do not own the freshness of the air and the sparkle of the water, how can you buy them?

Every part of this earth is sacred to my people. Every shining pine needle, every sandy shore, every mist in the dark woods, every clearing and humming insect is holy in the memory and experience of my people. The sap which courses through the trees carries the memories of the red man.

The white man's dead forget the country of their birth when they go to walk among the stars. Our dead never forget this beautiful earth, for it is the mother of the red man. We are part of the earth and it is part of us. The perfumed flowers are our sisters; the deer, the horse, the great eagle, these are our brothers. The rocky crests, the juices in the meadows, the body heat of the pony, and man --- all belong to the same family.

So, when the Great Chief in Washington sends word that he wishes to buy our land, he asks much of us. The Great Chief sends word he will reserve us a place so that we can live comfortably to ourselves. He will be our father and we will be his children.

So, we will consider your offer to buy our land. But it will not be easy. For this land is sacred to us. This shining water that moves in the streams and rivers is not just water but the blood of our ancestors. If we sell you the land, you must remember that it is sacred, and you must teach your children that it is sacred and that each ghostly reflection in the clear water of the lakes tells of events and memories in the life of my people. The water's murmur is the voice of my father's father.

The rivers are our brothers, they quench our thirst. The rivers carry our canoes, and feed our children. If we sell you our land, you must remember, and teach your children, that the rivers are our brothers and yours, and you must henceforth give the rivers the kindness you would give any brother.

We know that the white man does not understand our ways. One portion of land is the same to him as the next, for he is a stranger who comes in the night and takes from the land whatever he needs. The earth is not his brother, but his enemy, and when he has conquered it, he moves on. He leaves his father's grave behind, and he does not care. He kidnaps the earth from his children, and he does not care. His father's grave, and his children's birthright are forgotten. He treats his mother, the earth, and his brother, the sky, as things to be bought, plundered, sold like sheep or bright beads. His appetite will devour the earth and leave behind only a desert.

I do not know. Our ways are different than your ways. The sight of your cities pains the eyes of the red man. There is no quiet place in the white man's cities. No place to hear the unfurling of leaves in spring or the rustle of the insect's wings. The clatter only seems to insult the ears. And what is there to life if a man cannot hear the lonely cry of the whippoorwill or the arguments of the frogs around the pond at night? I am a red man and do not understand. The Indian prefers the soft sound of the wind darting over the face of a pond and the smell of the wind itself, cleaned by a midday rain, or scented

with pinon pine.

The air is precious to the red man for all things share the same breath, the beast, the tree, the man, they all share the same breath. The white man does not seem to notice the air he breathes. Like a man dying for many days he is numb to the stench. But if we sell you our land, you must remember that the air is precious to us, that the air shares its spirit with all the life it supports.

The wind that gave our grandfather his first breath also receives his last sigh. And if we sell you our land, you must keep it apart and sacred as a place where even the white man can go to taste the wind that is sweetened by the meadow's flowers.

So we will consider your offer to buy our land. If we decide to accept, I will make one condition - the white man must treat the beasts of this land as his brothers.

I am a savage and do not understand any other way. I have seen a thousand rotting buffaloes on the prairie, left by the white man who shot them from a passing train. I am a savage and do not understand how the smoking iron horse can be made more important than the buffalo that we kill only to stay alive.

What is man without the beasts? If all the beasts were gone, man would die from a great loneliness of the spirit. For whatever happens to the beasts, soon happens to man. All things are connected.

You must teach your children that the ground beneath their feet is the ashes of our grandfathers. So that they will respect the land, tell your children that the earth is rich with the lives of our kin. Teach your children that we have taught our children that the earth is our mother. Whatever befalls the earth befalls the sons of earth. If men spit upon the ground, they spit upon themselves.

This we know; the earth does not belong to man; man belongs to the earth. This we know. All things are connected like the blood which unites one family. All things are connected.

Even the white man, whose God walks and talks with him as friend to friend, cannot be exempt from the common destiny. We may be brothers after all. We shall see. One thing we know which the white man may one day discover; our God is the same God.

You may think now that you own Him as you wish to own our land; but you cannot. He is the God of man, and His compassion is equal for the red man and the white. The earth is precious to Him, and to harm the earth is to heap contempt on its creator. The whites too shall pass; perhaps sooner than all other tribes. Contaminate your bed and you will one night suffocate in your own waste.

But in your perishing you will shine brightly fired by the strength of the God who brought you to this land and for some special purpose gave you dominion over this land and over the red man. That destiny is a mystery to us, for we do not understand when the buffalo are all slaughtered, the wild horses are tamed, the secret corners of the forest heavy with the scent of many men and the view of the ripe hills blotted by talking wires. Where is the thicket? Gone. Where is the eagle? Gone.

The end of living and the beginning of survival. ❖

India Development Gateway (InDG)

India Development Gateway (InDG) is a country-wide initiative dedicated to meet the knowledge requirements of the poor. It is a key initiative of Centre for Development of Advanced Computing (C-DAC), Hyderabad. C-DAC is a premier, research and development organisation under the Department of Information Technology (DIT), Government of India. C-DAC was established in 1988 to meet technology requirements in the country and pioneered the creation of the PARAM super-computer series. Presently, the organisation has centres across the country working in numerous fields of technology- High Performance Computing and Grid Computing, Multilingual Computing, professional electronics, software technologies, health informatics and education and training.

The poor have not been able to reap benefits of the “knowledge revolution” catalysed by IT.

Though large volumes of knowledge are freely available, much of it is not relevant to the poor. Moreover, low access to ICT has also prevented the poor from using this knowledge. InDG intends to fill in this knowledge gap and bridging the digital divide by providing knowledge and knowledge products and services to the poor customised to their needs and in the regional languages.

The portal was conceptualised in 2004 by DIT with the aim of filling in the gap created in the absence of a dynamic knowledge resource catering to the poor. By 2007 a framework for the portal had been designed and piloted in Andhra Pradesh, Jharkhand and Tamil Nadu. InDG was formally launched in 2008 by Hon. President of India, Smt. Pratibha Patil. Initially, in 2008, InDG provided knowledge in 6 languages across 5 domains. It experimented in knowledge dissemination, including using Common Service Centres (CSCs) as vehicles of reaching out to the poor content creation through resource organisation and State Resource Groups (SRGs). Gradually, more domains, languages and products were added to the portal. Today, it provides information in 10 languages (9 Indian languages + English) across six domains (Agriculture, Primary Education, Social Welfare, Health, e-Governance & Rural Energy). Besides knowledge, InDG also offers online products and services (e-Vyapar, Ask an Expert, Weather Forecast, etc.) and offline knowledge in the form of CDs.

Agriculture domain

Agriculture domain offers knowledge and tips on efficient agriculture practice. InDG provides information pertaining to



agricultural policies, schemes, Credit sources, Crop Production, Agricultural Best practices, on and off farm enterprises and various products and services. The portal also encourages discussions on agriculture related topics.

The portal offers detailed information right from the cultivation of crops to its marketing. Recently it has introduced a new weather based agriculture management related link, which provides district wise weather forecasts, weather based state and district advisories and tips to farmers depending on the weather conditions.

Health Domain

Health being one of the priority sectors of the country with primary focus on women and children, this portal aims to create awareness by providing useful health related information to the rural communities. Since most of the problems in health can be tackled by only providing awareness, this portal plays a pivotal role in meeting the millennium goals of the country. There are many schemes geared up by the government towards this goal which need to be utilized by people for whom it is meant. Reaching to each and every target group is a challenge for the government, so this portal is an initiative towards this direction of reaching the unreached. InDG also maintains a database of health service providers, treatment facilities and support systems which will prove to be beneficial for the community as well as other organizations working for the people. The gateway provides detailed information on maintaining women health, first aid, nutrition and child health soliciting the development of people.

Primary Education domain

Primary education is the foundation for the social and economic development of any nation. The online platform of InDG offers a step towards making education a fundamental right. It caters to the needs and demands of students, teachers and other academic departments by providing online resource materials, videos and smart visuals. The topics such as child rights have also been touched upon to empower the young population about their rights. Not only is the portal an effective medium to promote primary education it also offers free career guidance to the children. By the immediate need of working upon the quality of education, this platform documents best practice from across the nation in the field of education. The government having known the importance of education has launched a number of schemes and policies for the benefit of the people whose information can be obtained from this online platform.

Social-welfare domain

Social welfare domain's aim is to administer to the poor their entitlement of basic necessities. With the increasing incidence of poverty and similarly large number of programmes, this portal gives thorough information on the different schemes and their benefits. It addresses the policies related to women and child, tribal, old, minority, the vulnerable and the unorganized sector as a whole. The domains bifurcates information pertaining to each of the categories of people and regionally. Apart from acting as an information exchange it also delivers services and latest news to these groups of people. The collaborative approach of the consortium allows for the linkage with various departments, services and information that one can find all the relevant information under one window. On browsing about the tribal welfare, the platform offers information related all the schemes meant for the tribals, Acts passed in favour of the tribals, forests rights, products produced by them, the list of different organizations working for their benefit and much more- all at one place. Isn't it so much clearer, consolidated and informative than any other source available? The portal resumes an activist mode by way of empowering the masses about the necessary government interventions and the entitlements.

Rural- Energy domain

Increased energy conservation, improved energy efficiency and enhanced energy production from renewable sources can definitely lead India in general and rural areas in particular to become self sustainable communities. The rural energy vertical provides information on the above aspects with inspiring stories that would motivate you to use them and derive the associated benefits. The immediate need is the adoption of low cost technologies which while being

cheaper are also renewable. Livelihoods of the people can be improved through sustained efforts in promoting such technologies at the village or individual level. It becomes more challenging when the population which is being addressed lacks technical knowledge. This is where this portal comes in handy for the institutions as well as people in providing access to technical knowledge, links, video based demonstrations and best practices across the nation. The portal has tried to document all the rural innovations and policies which will aid into making the lifestyle of rural people better. All the service providers with their contacts have been data-based for the use of common man.

e- Governance Domain

The public sector no longer has the luxury of waiting to find and implement solutions to the development challenges. To help governments address the urgent need of becoming more efficient and responsive, this gateway delivers the benefits and requirements for enabling government transformation and modernization through effective e-government programs. E-Governance in India has reached at the transformational stage and providing various services to citizens, business and government organization, offered by Central Government agencies and different State Government departments. Rising service demands, narrowing constraints and new technology are met by this new ICT tool. The major focus of e-Governance vertical of www.indg.in portal is to support the ongoing e-Governance movement in India by providing one stop information access to available online citizen services, state specific e-Governance initiatives and awareness about online legal services, mobile governance, RTI etc. Keeping in mind the importance of empowering the VLEs, InDG has included a new section "VLE Corner" to enrich them with resource materials and providing a platform to share their experiences in their own language. RTI Act has been given due importance in this platform which is meant to invite accountability and delivery.

Outreach

InDG is a one-stop interactive knowledge platform for generating and sharing knowledge. The application of this knowledge is in the hands of the poor, their service providers and development organizations. InDG only makes the information available to the poor through various modes and forms. However, InDG is interested in ensuring that the knowledge reaches the poor and ties up with various development functionaries to this effect.

It services rural communities either directly or through collaboration with first level service providers such as Common Service Centre (CSC) operators. Apart from service providers, InDG also reaches out to the poor through a

Online Products and Services

1. Ask an Expert- Provides expert opinions/solutions to queries from users
2. e-Vyapar- online buying and selling platform
3. Dynamic Weather Information System- Provides 3-day weather forecast
4. Employment news- Provides information on national level job notifications
5. General Knowledge Quiz- Quiz for school children
6. Dynamic Market Information-Provides information on market prices to users
7. VLE corner- interactive platform for CSC operators
8. Recaller- Reminder for important financial deadlines

jects.

InDG also provides 8 online products and services on the portal. Ask an Expert is a popular product through which users can get specific queries answered by experts. InDG also offers information on market prices to farmers through the Dynamic Market Information service. The information is delivered to the end users on their mobile phones. InDG has also introduced an online marketing platform- e-Vyapar where producers across the country can post their products for sale. The portal also provides weather forecasts for 3 days for blocks, something even the Met department does not do.

number of partner NGOs which use its content in their pro-

InDG could evolve into a national knowledge exchange for rural communities and the development community that works for them. ❖



World Earth Day

Biodiversity & Climate Change

A seminar on Biodiversity, Wetlands and Climate Change organized by *Indian Environmental Society GLOBE Regional Office for Asia-Pacific* from 6-8th of September, 2010 was held at Goa. The three day Seminar included paper presentations, discussions, suggestions & recommendations followed by field visits. The seminar was an attempt to bring out the significance of wetlands, biodiversity and mitigate the effects of climate change.

Introduction:

Indian Environmental Society organized the seminar with the sole objective of spreading awareness and motivating people especially youth to help save our environment. The seminar highlighted the significance of these issues whose relevance in today's world is highly substantial. The link between climate change and biodiversity has long been established. Although throughout Earth's history the climate has always changed with ecosystems and species coming and going. Rapid climate change affects ecosystems and species ability to adapt and so biodiversity loss increases. Climate change is projected to affect all aspects of biodiversity.

Changes in biodiversity at ecosystem and landscape scale, in response to climate change and other pressures would further affect global and regional climate. From a human perspective, the rapid climate change and accelerating biodiversity loss risks human security. It can bring about a major change in the food chain upon which we depend, water sources may change, recede or disappear, medicines and other resources we rely on may be harder to obtain as the plants and fauna they are derived from may reduce or disappear. There is a dire need to conserve our rare species and water bodies which are already on the path of destruction. The impact of climate change needs to be tackled effectively and conducting such seminars could be a small step towards attaining this goal.

ISSUES COVERED

The seminar focused on three broad categories related to environment namely:- Biodiversity, Wetlands and Climate change

These three issues are considered to be most crucial for sustenance of life on earth. As 2010 is being celebrated as the International Year of Biodiversity, it is our responsibility to reduce the current rate of biodiversity loss at the global, regional and national level. *Biodiversity loses* has serious economic and social costs for any country. The poor countries will be worst affected as the interdependence between man and environment in these societies is very significant and any imbalance in the ecosystem may shake the very survival of these people. The international community has recognized biodiversity's important role in supporting human life, which led to the 1992 founding of the Convention on Biological Diversity, a legally binding global treaty.

Projections for the future related to climate change are very risky and dangerous and hence adaptation and mitigation efforts should be put into place from this very moment. In

spite of so many Conventions on climate change, very little has been achieved of the set goals. It is very important to stabilize greenhouse gas concentrations in the atmosphere at a level that would prevent dangerous anthropogenic interference with the climate system. Emphasis should be put on energy conservation, use of renewable source of energy, abatement of air pollution, afforestation and wasteland development.

Wetlands are amongst the world's most productive ecosystems and provide a wide array of benefits. The knowledge of importance of wetlands among the masses seem to be less. Areas which remain waterlogged or submerged under water, seasonally or throughout the year are termed as wetlands. They are among the world's most productive environments. There has been a drastic reduction in the number of wetlands found on the surface of earth. According to estimates, global freshwater consumption raised six fold between 1900 and 1995 – more than double the rate of population growth. One third of the world's population today lives in countries already experiencing moderate to high *water stress*. By 2025, two out of every three people on Earth may well face life in water stressed conditions.

The three-day Seminar started with inaugural address by Dr. Desh Bandhu and Dr. R. K. Garg. The inaugural address included the relevance of issues related to environment and their increasing threats. In an era of rapid industrialization and urbanization man has conveniently ignored the element of environment. Climate is most affected by human interference. Both the dignitaries brought forward the significance of holding such Seminars as they fulfill the primary aim of sensitizing individuals and encouraging their participation.

Highlights of his presentation were:-

- He brought forward the link between Wetland, Biodiversity and Climate Change focusing on the importance of each attribute.
- Each variable was dealt individually indicating the major causes, importance, impacts, threats and relations between them.
- Threats each one of the variable is facing today have been comprehensively dealt. Causes and consequences of human interference in nature were also discussed in the presentation.
- A set of suggestions related to conserving Biodiversity and Wetlands was also given by Dr. Garg.

Dual Impact of Climate Change: Intensifying vulnerability
Presented By: Achala Gupta, TISS, Mumbai

Abstract: Ms. Achala through her paper highlighted the vulnerability aspect as an impact of Climate Change. She viewed certain ecosystems to be at a *higher risk* than the others. Various occupational groups who live in high risk habitats or geographical regions, and groups whose livelihoods are dependent upon the natural resources that are at higher risk thus face a greater threat from climate change.

The vulnerable section contributes least to the phenomenon of climate change but is most affected by the adverse effect of it. They live in the most deplorable conditions without basic amenities. The paper included the *phases* of climate change since ice age and human's growing interaction with nature and its negative impact on climate change. It was an attempt to understand the nexus between *poverty and vulnerability* that would severely impact the remedial measures taken by any country with significant level of poverty.

Marine Biodiversity Conservation and Management in India.
Presented By: P. Nammalwar, GAIA International Organization (NGO), Chennai, Tamilnadu.

Abstract: The coastal marine ecosystems play a vital role in India's economy by virtue of their natural resources, potential habitats and wide biodiversity. India has a long coastline of 8129 kms with Exclusive Economic Zone (EEZ) of 2.5 million sq.km which is an important area both for exploration and exploitation of natural resources. Marine biodiversity affords enormous economical, environmental and aesthetic value to human kind. Humans have long depended on marine aquatic resources for food, medicine and materials as well as for recreational and commercial purposes such as fishing and tourism.

Climate Change and its Impact *Presented By: Pooja Hirde, Abhinita Das, Rishi Shrivastava & Chandrapal Singh Kanoj.*
Abstract: The paper highlighted the causes and impacts of Climate Change. Through their presentation, speakers tried to bring into picture the main sufferers of climate change i.e. the 'poor people'. Certain areas which will be worst affected by climate change in India were also enlisted in the paper such as the coastal states of Maharashtra, Goa and Gujarat face a grave risk from sea level rise, which could flood land.

Gender analysis has been done focusing the *vulnerability* aspect of climate change, centered on women who unfortunately will have to face the brunt of change. Women's limited access to resources and decision-making processes increases their vulnerability to climate change.

Bio-Diversity Vis a Vis Sustainable- a Human Right Perspective

Presented By: Sindhuja R. Abstract: The adverse impact of Climate change is almost felt everywhere and bio diversity is not an exception to it. The biological resources found both in the land and water are the threat of Climate change and needs immediate measures to mitigate the same. Without preserving and sustainable use of the biological resources, it is highly impossible for us to meet the food requirements of the future generations.

The presentations were inclusive of extensive field research which included observations, data handling, data analysis and conclusions based on the study.

CONCLUDING REMARKS

Dr. Garg while concluding said that the issues discussed at the Seminar were of global concern and do not deserve to be neglected. He emphasized on people's participation towards attaining a common goal of conserving the environment. Biodiversity and wetlands form two pillars of our environment and any disturbance caused leads to harmful outcomes. Climate change which is a by product of

this disturbance hence needs to be tackled effectively. He on the behalf of IES thanked all the participants for their active participation and interests concerning such a vital issue. At the end of the seminar, ideas were exchanged by the participants and each one expressed their views and concerns of climate change and suggested certain guidelines to be followed in general.

RECOMMENDATIONS OF GOA SEMINAR

1. Awareness should be generated about the harmful consequences of human pressure on different Ecosystems such as lakes, Sanctuaries, hill areas etc.
 2. Improve people's participation for wetland and biodiversity conservation.
 3. Engage youths in action as they are the future of our country.
 4. Decision makers should be provided orientation training on the topics like wetland, biodiversity and climate change
 5. A quarterly newsletter on the issue of biodiversity wetland and climate change should be published and distributed widely among various stake holders
 6. Training centers on biodiversity, wetland and climate conservation should be set up at regional and national level
 7. School/Student Scientist's Association/ congress should be formed and trained on research activities on climate, wetland and biodiversity
 8. Regional, national and international cooperation should be promoted for the exchange of information on the issues related to biodiversity, wetland and climate change
 9. Problem solving and action oriented case studies on biodiversity, wetland and climate change should be taken up and instructional materials on this should be prepared
 10. The members of the association/ congress should be engaged in research activities in their locality and share the outcomes.
 11. Conducting seminars on a more regular basis as they act as a motivator in encouraging the local population.
 12. A network of scientists/ Environmentalist should be formed and strengthened Increase awareness level of people regarding the issues.
- Improve people's participation for wetland and biodiversity conservation.
 - Engage youths in action as they are the future of our country.
 - School/Student Scientist's Association/ congress should be formed and trained on research activities on climate, wetland and biodiversity
 - The members of the association/ congress should be engaged in research activities in their locality and share the outcomes.
 - Conduct of Seminars of this sort on a more regular basis as they act as a motivator in encouraging the local population.
 - A network of scientists/ Environmentalists should be formed. ❖

Intellectual Property Rights

Intellectual Property Rights (IPR) refers to a set of rights instituted to protect unique inventions and creations. These creations or inventions can be literary or artistic works including words, phrases, symbols, and designs. Common intellectual property rights include copyrights, trademarks, patents, industrial design rights and trade secrets.

Geographical Indication Act:

Geographical Indication (GI) is the newest addition to Intellectual Property Rights (IPRs) and defined as Indications, which identify a good as originating in the territory of a member country, or a region or locality in that territory, where a given quality, reputation or other characteristics of a good is essentially attributable to its geographical origin. In other words, some geographical regions acquire a reputation for origin of a product with some specific quality and uniqueness. It is the quality or reputation that distinguishes the product from others all over the world. When a geographical Indication acquires such reputation, there may be attempts by others to utilise it for their known advantage. Such action by others harms both innovator and consumers of the products. The original producer loses a part of the market share of his product and the consumer gets counterfeit goods without original quality and uniqueness. Keeping these aspects in mind, geographical Indications are included as an important part of Trade Related Intellectual Property Rights (TRIPS) agreement, 1994.

Key elements of Act:

The Indian parliament passed the Geographical Indications Act (Registration and Protection) Act 1999 in December 1999. The Geographical Indications (Registrations & Protections) rules were also come into being in the year 2002. The act has come into force with effect from 15th September 2003. Under this act, the Central Government has established a "Geographical Indications Registry" with all India jurisdictions at Chennai, where the right-holders can register their respective GIs. The GI Act is to be administered by the Controller General of Patents, Designs and Trade Marks, who is the Registrar of Geographical Indications.

It is interesting to note that though Article 23 of TRIPS provides a higher level of protection to GIs relating to wines and spirits only, the corresponding provisions in the Indian Act does not restrict themselves to wines and spirits alone. Rather it has been left in the discretion of the central government to decide which goods or classes of goods should be granted such a higher level of protection. This discretion has deliberately been maintained by Indian Lawmakers with the aim of ensuring the 'absolute' protection of Article 23 for the GIs associated with products of India's export interest.

Once a product registered under GI Act, the applicant or a group of applicants can be registered proprietor of that product. In order to identify the goods, which can be

registered under GI, the act stipulates that the persons dealing with three categories of goods are covered as producer for GI registration i.e. (i) agricultural goods including production, processing, trading or dealing of such goods (ii) natural goods including exploiting, trading or dealing of such goods, (iii) handicrafts or industrial goods including making, manufacturing, trading or dealing of such goods.

Current Status:

The GOI has established the 'GI registry' at Chennai with all India jurisdiction. Till March 2010, 120 goods have been registered under the act and many more are in pipeline. Some of the well known GI goods are Darjeeling tea, Pochampalli ikkat, Chanderi handloom, Basmati rice, Alphonso mango etc.

Intensive studies have been carried out in Europe on impact of GI and *rural livelihoods*. Studies have shown that consumer is ready to pay premium for the GI certified products indirectly increasing the income of rural community. But in India these kind of studies are yet to come into picture.

Conclusion:

IPRs grant the right-holder (a person or a company) a period of near monopoly control over the production, sale and use of an invention. The high costs involved in obtaining an IPR means that it is only those with considerable resources who can afford them: most IPRs are held by large corporations. Many inventors and investors claim that IPRs enable them to recuperate the costs of research and development (R&D) and are thus essential for stimulating

innovation. As most IPRs are of limited duration, proponents say they provide a balance between the privileges granted to the right-holder and society's interest in having access to novel development in the arts, science and technology. Critics argue that there is little evidence to suggest that IPRs promote innovation and some studies suggest that IPRs actually impede research.

The particular conditions that IPRs may need to increase investment in innovation – like sufficient purchasing power or large enough markets – are absent in most of the world. This means that even where IPRs encourage innovation they only do so for the benefit of those who already have money. The temporary monopolies provided by IPRs almost always increase the price and limit access to the protected goods and services, making it very difficult for those without sufficient capital to access IPR-protected innovations.

Another important consideration concerns IPRs on living organisms, such as plants, seeds or genetic material: can nature be owned? The very concept of ownership of life forms is antithetical to many peoples' religious or moral views. ❖

Victory of Wisdom

Out of Poverty

Satyannarayana, who is 30 years old, lived in **Jonnawada** in Nellore DT. He failed 10th class after which he quit his education. His father, mother, brother, sister, sister-in-law, and two brothers' sons also live under the same roof. His family relies on agriculture for their livelihood. His sister, even at age 39, remained unmarried due to her physical disability. Initially, his family faced many economic hardships and several crises within his relatives.

Once he quit schooling, he decided to join a mechanic shop and work as a laborer and learn the tricks of the trade. Within a year, he became an expert in scooter mechanics, earning great money for his skills. With the help of another man, he took over 3 Cents space for a mechanic shed near the Muttukur bus stand in Nellore. It took an initial investment of Rs 10,000 to commence business operations. It ran successfully for a good period of time, but suddenly started stooping because of the lack of space for parking and repair works. The road in front of his shop expanded, cutting down his space terribly. This change caused him to shut down the business before any further losses. Rather than giving up, he thought innovatively and started a fancy business with the help of his sister at the same location. Although he struggled when there were certain cases of manhandling and attempted political annexation, he fought for his property, which is now

undisputedly and rightfully his own.

He kicked off the chapels business and fancy store with triple the investment as before: Rs 30,000. His sister started to help him sell various plastic items and fancy ladies wear. Not surprisingly, the business proved to be very successful because of their selection of the apt area for such a business plan. It was located on the main road, a popular and crowded area, located close to a bus stand and a vegetable market. He took customer satisfaction very seriously, addressing people with very smooth words such as uncle, aunty, sister, brother, etc. He also maintained friendly relations with the co-owners. He joined an organization where he buys chapels from a select group of vendors. They go to Hyderabad, purchase a bulk of chapels, complete the transaction, and come back. The parcel would arrive after two to three days. His sister's shop worked in a similar manner. He started chits with a saving amount, hoping to save money for his brother's sons and well as for the needs of his own children and sister. He still manages to satisfy the women in the family by buying gold for his wife, sister, mother, and sister-in-law.

The primary reasons why Satyanarayana became well settled are: he stretched for victory using knowledge and wisdom, he maintained good cooperation with his family, and thought in a stable, long-term manner. ❖

The Effects of Unrealistic Plans

Broken Lives

Chandrasekhar is 35 years old. He belongs to Nellore District but lives in Hyderabad with his wife. His parents live in Nellore. Chandrasekhar has one sister who is married and resides in Nellore. Chandrasekhar had one brother who expired a few years ago.

Chandrasekhar's father was care of his elder son's children.

Chandrasekhar pursued a B.Tech in Computer Science as per his parents' wishes even though his interest lay in Civil Engineering. Unfortunately, Chandrasekhar could not pass B.Tech which angered his parents. Unable to bear the pressure at home, Chandrasekhar left his parents' home and went to stay with his uncle. His uncle supported him thereafter and urged Chandrasekhar to complete his graduation. Once he was done with graduation, he came to Hyderabad where he initially stayed with his friends.

At Hyderabad, Chandrasekhar decided to start an employment consultancy firm. His friends and relatives were quite affluent and provided him with the initial capital and moral support to start the business. Chandrasekhar's clientele were graduates who were in search of jobs abroad. He established links with potential companies to recruit his clients. He received

call letters and opportunities for foreign interviews which he forwarded to his clients. He collected 30% fees from each candidate that got the job abroad. Soon, the profits began to grow and motivated Chandrasekhar to open another branch. He also took to a more lavish lifestyle, spending incessantly on liquor and parties.

At this time, he decided to step into the real estate sector as well. He went out of town to look at some fields for his real estate business. For these few weeks, all of the business responsibilities were put on the employees' shoulders. The employees misused the company resources and by the end of the 2008, the business was collapsing. All of his friends refrained from contacting him while his staff resigned from the offices in protest. He managed to mobilize funds and pay back his clients. Simultaneously, his real estate business too was in the doldrums and profits were hard to come across. He wasted lots of time and money on property that stopped growing.

He was unable to pay the rent and bills. His overconfidence and desperation to become rich led him to lose everything that he worked so hard for. His negligence caused him to start his life right from scratch. ❖

Importance of Adaptability

Jaya Sri is a volunteer in Project Karuna –HelpAge India. She hails from Raghavapur village in the Korukonda mandal, West Godavari district, Andhra Pradesh. She has studied only up till high school. Jaya Sri, 30, shares with “Livelihoods” about her work, family and future plans.

Q: Where do you work?

A: I work in Raghavapur and Bolleddupalem, two villages located close to each other. Bolleddupalem volunteers are currently dormant, which is why I am writing the village elders group books that I earlier mentioned.

Q: How did you join this project?

A: Some volunteers had resigned from their posts. I heard about the vacancy and approached the project staff. Soon after, the project staff hired me in November, 2011.

Q: Did you receive any training?

A: No, there was an orientation program for five days on conducting meetings and book keeping from ex-volunteers. Ex-volunteers instructed me very clearly.

Q: Tell us about your family.

A: I live with my husband, daughter and son. My husband is currently not working because he injured his leg severely during an accident last year, restricting him to bed rest. Earlier, he used to work as a wage laborer.

My daughter is studying in inter 1st year in Chaithanya Junior College at Kakinada. Junior colleges are taking students with highest marks per category from each mandal through DRDA (District Rural Development Agency). Chaithanya Junior college management took my daughter in the disability quota. My son is studying in the 9th class in our village high school. Since my husband is not in a position to work, I have to take care of the family. I have to adapt to situations quickly in order to keep my family stable.

Q: Tell us about your earlier work?

A: I used to work as a wage labourer. I received a daily wage between Rs. 50-Rs. 100 depending on the season and work. There was hardly any work available during the summer, during which we had to struggle to meet even the basic family needs.

Q: How many groups' books do you keep?

A: I keep books for 18 groups in Bolleddupalem and 22 groups in Raghavapuram, adding up to a total of 40 groups' books.

Q: How much do you earn in a month?

A: I earn a salary of Rs. 400 per month. In addition, each group pays me Rs 50/month. I receive a monthly total of Rs. 2400. Earlier, I made only Rs. 400.

Q: What are your responsibilities?

A: I do book-keeping for groups, conduct group level and VLF level monthly meetings, and write monthly reports. I also review each group twice a month.

Q: Did all elders join ESHGs?

A: No, some of them didn't join because they were not particularly interested in the program. We notice that more elders are now willing to join ESHGs.

Q: Can you tell us more about Project Karuna?

A: Project Karuna is a three year pilot program initiated in August 2008. Its objectives include:

Aiming to reduce the burden of aging and improve the quality of life of older people who are chronically ill including, but not restricted to those affected by HIV/AIDS.

The project has also established Elders Self Help Groups which focus on providing information, advice, and economic support to their local communities. The ESHGs also provide local communities with a voice to reach primary care providers and government, ensuring that the needs of older people are recognized, heard, and acknowledged.

Q: How many villages is Project Karuna working in?

A: Project Karuna is working in eleven villages in Korukonda mandal. There are 171 ESHGs with 11 Village Organizations and one Vruddula Mandal Samakhya under the project.

Q: Can you tell us more about ESHGs?

A: ESHGs are basically groups consisting of 10 to 15 elder members each. The members save 20-30 rupees every month. The members avail loans from their savings. Some groups also receive grants from HelpAge India (promoting agency). Elders are earning some income through small livelihoods. Some of the elders who are unable to work due to physical constraints receive financial support from the others who pitch in portions of their pension money.

They often collaborate and come up with cooperative activities to spend their time on. Some elders' groups have already started doing group business in rice and sarees. However, some still prefer to work individually on their own judgment.

Q: What according to you are the problems that the elders are facing?

A: Elders frequently suffer from health problems like joint pains, high blood sugar, high blood pressure, body pains, vision complications, and hearing problems. There are also chronically ill patients who suffer from T.B and HIV.

Q: Who monitors your work?

A: My project coordinator and several social workers monitor my work.

Q: Does HelpAge India conduct volunteer review meetings with the community?

A: Yes, on 5th of every month, there is an elders' mandal samakhya meeting. After the meeting, the volunteers review the important points of the gathering. MS leaders utilize this time to ask us important questions, review our progress, and answer our queries.

Q: Do you face any problems at work?

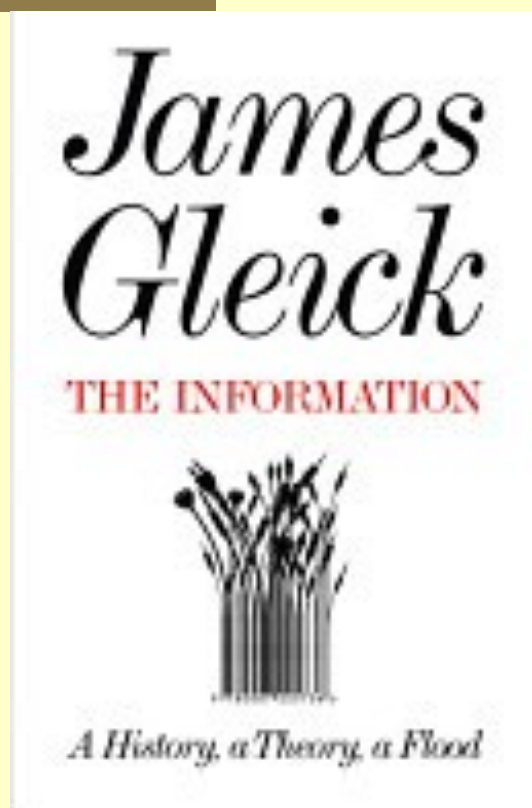
A: Not at work. But, I continue to face family and financial problems. I am obligated to take up the responsibility of the entire family, my husband's health, children's education, etc. The income that I receive is simply not sufficient.

Q: What is your future goal?

A: I hope to educate my children. My parents did not give good education to me and I realize what I have missed. As for me, I like this line of work and will continue to work with the community. ❖

Books

Book Summary



Name of the Book: The Information

Name of the Author::James Gleick

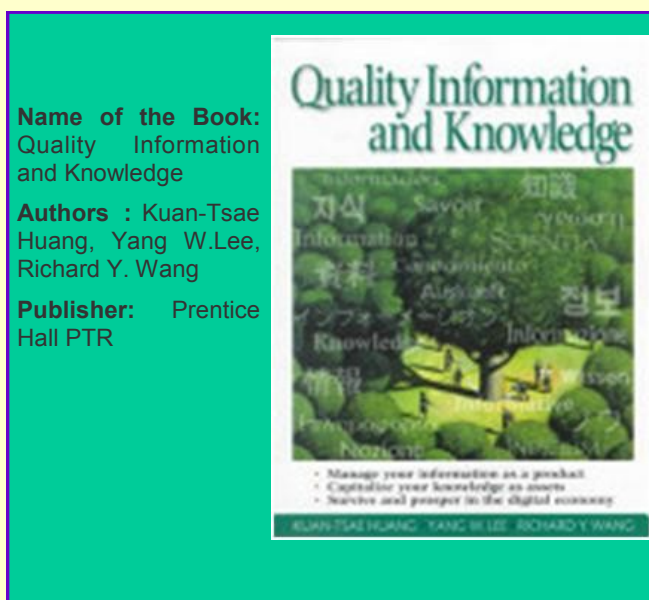
Publisher: Fourth Estate

James Gleick is the well known author in science and modern technology and he is the author of Chaos And

Genius which is the best seller. The book was selected National Book Award.

The book The Information A History, a Theory , a Flood a crowing work and a revelatory chronicle. The book presents how the information became the modern era's vital quality. It describes how the information became blood, fuel and life of our world.

James Gleick tells that the information technologies changed the principle nature of human consciousness. He describes the important figures contributing to the inevitable development of our modern understanding of information. The information is a story of how we got here and where we are heading. It will change the readers view about the information. ❖



Name of the Book:
Quality Information and Knowledge

Authors : Kuan-Tsae Huang, Yang W.Lee, Richard Y. Wang

Publisher: Prentice Hall PTR

Resources

C-DAC, (Centre for development of advanced computing): 'To emerge as the premier R&D Institution for the design, development and deployment of world class electronics & IT solutions for economic and human advancement' -Vision of C-DAC. It is a Knowledge centre with the components of Knowledge Creation, Knowledge Dissemination, and Knowledge Application to grow in the areas of Research & Development, Training and Business respectively. The R & D areas of the centre are e-Security, Embedded Systems, Ubiquitous Computing, e-Learning and ICT for Development.

<http://cdachyd.in>

India Development Gateway (InDG): It is a nation-wide initiative, supported by DEIT and executed by C-DAC, Hyderabad. InDG facilitates rural empowerment through provision of credible information products and services in local languages that respond to the real and strategic needs of the unreached especially women and poor. In the process, it catalyzes the use of ICT for collaboration and knowledge sharing among development stakeholders.

www.indg.in – Multilingual Portal

MKSS (Mazdoor Kisan Shakti Sangathan): It is a grassroots organization that was formed in 1990, working in rural Rajasthan. Its objective was to use modes of struggle and constructive action for changing the lives of its primary constituents — the rural poor. In the period leading up to its formation it had taken up issues of re-distribution of land and minimum wages. These were seen as the two basic issues of the rural landless and the poor of the area. <http://www.mkssindia.org>

Live and Work

Father was a hardworking man who delivered bread as a living to support his wife and three children. He spent all his evenings after work attending classes, hoping to improve himself so that he could one day find a better paying job. Except for Sundays, Father hardly ate a meal together with his family. He worked and studied very hard because he wanted to provide his family with the best money could buy.

Whenever the family complained that he was not spending enough time with them, he reasoned that he was doing all this for them. But he often yearned to spend more time with his family.

The day came when the examination results were announced. To his joy, Father passed, and with distinctions too! Soon after, he was offered a good job as a senior supervisor which paid handsomely.



Like a dream come true, Father could now afford to provide his family with life's little luxuries like nice clothing, fine food and vacation abroad.

However, the family still did not get to see father for most of the week. He continued to work very hard, hoping to be promoted to the position of manager. In fact, to make himself a

worthily candidate for the promotion, he enrolled for another course in the Open University.

Again, whenever the family complained that he was not spending enough time with them, he reasoned that he was doing all this for them. But he often yearned to spend more time with his family.

Father's hard work paid off and he was promoted. Jubilantly, he decided to hire a maid to relieve his wife from her domestic tasks. He also felt that their three-room flat was no longer big enough, it would be nice for his family to be able to enjoy the facilities and comfort of a condominium. Having experienced the rewards of his hard work many times before, Father resolved to further his studies and work at being promoted again. The family still did not get to see much of him. In fact, sometimes Father had to work on Sundays entertaining clients. Again, whenever the family complained that he was not spending enough time with them, he reasoned that he was doing all this for them. But he often yearned to spend more time with his family.

As expected, Father's hard work paid off again and he bought a beautiful condominium overlooking the coast of Singapore. On the first Sunday evening at their new home, Father declared to his family that he decided not to take anymore courses or pursue any more promotions. From then on he was going to devote more time to his family.

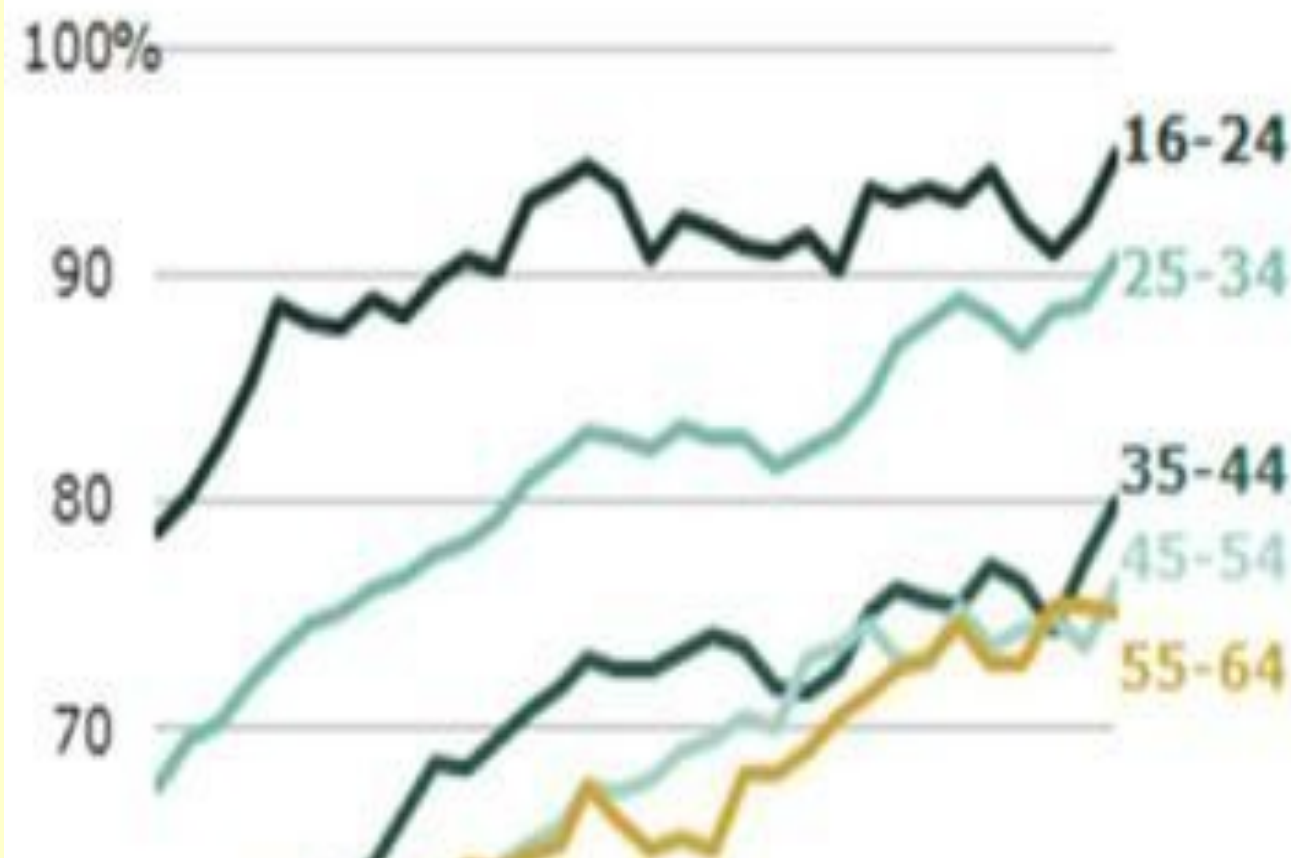
Father did not wake up the next day. ❖

A Gender Reversal On Career Aspirations

In spite of their educational advantage and increased presence in the workplace, women continue to lag behind men in terms of earning power. In 2010, women who were full-time or salaried workers had median weekly earnings of \$669, compared with \$824 for their male counterparts. Still, women have made big strides in attaining equal pay. In 1979, when

The Earning Curve

Women's earnings as a percent of men's, 1979-2010



data of this sort began being collected, women earned on average 62% of what men earned. After steadily rising for the past two and a half decades, the growth in the women's-to-men's earnings ratio settled around 2004 and has remained in the 80-81% range since then.

Today's wage gap is smaller among young workers than among their older counterparts. Among all workers ages 16 to 34, women's earnings are more than 90% of men's; this ratio drops for women ages 35 to 64, who earn 80% or less of what men earn across the board. While this could signal a changing workplace, women have tended to fall behind men as their careers progress, so it remains to be seen whether this is an age or generational phenomenon. ❖

Pickle Making

Shining Livelihoods



Selling Earthen-lamps



Declining Livelihoods

'Yoga'kshemam

Happy Ramanavami! Happy Mahavir! Good Friday! Happy Ambedkar! Happy Bhoodan!

Sachin, Rekha and Anu Aga have been nominated to Rajyasabha.

First Colloquium towards Bharat Rural Livelihoods Foundation that catalyses civil society action in the country is just concluded.

6L off/for/by the poor, individually, collectively and institutionally; and building individuals and institutions at various levels, of various hues and in various domains remain the key foci of our work. Commitment, Courage, Compassion and Communication are the key drivers.

We are in the business of influence. Then that should be the highest priority. This begins with influencing oneself first. I understand from Gary Zukav, this comes with complete commitment to this change.

- * Paying attention to emotions, thoughts, and intentions is critical because they influence what we are, what we say and what we do.
- * If we watch our behavior and reactions day-in and day-out, we learn about ourselves for influencing ourselves.
- * Of course, we need to have the courage to take responsibility for all our feelings, experiences and actions.
- * We need to practice integrity at all times.
- * We need to learn to release any distance from anyone and be present.
- * By consulting intuition and choosing intention first, we need to take next steps, trusting the universe.
- * And we need to enjoy life.

Jerry Rao says the common mistake we make is - being in a hurry - quick resolutions, quick answers, and quick fulfillments. We need to pursue patience. Lack of patience often precipitates to crises, which can be avoided. Remember doing right thing also requires a knack. His lessons for us include –

- * Write well (we cannot be good managers if we cannot write well);
- * Speak up (we cannot be silent for long);
- * Intelligence is not everything; Character, communication, friendliness and lateral networking are equally important, if not more;
- * Do not pursue what is the most fashionable; Look at something that is contra-intuitive;
- * It is important to be useful while trying to do something

different; Be the best in the field you have chosen;

- * Acquire broader-skills; We have to learn how to learn; We must know how to unlearn a particular thing quickly, given the need; and
- * Remember this skill of learning how to learn takes time – 20 to 30 years. If we do learn this skill really, we are going to do well in life.

Networking is crucial for a development worker. It is about mutual give and take. But we need to be careful about the members of our network. According to Dan Schawbel, we need to scan our networks for three types of people and if we spot one, we need to get rid of them from our networks. They include – the users (they always seek and take, they do not give); the backstabbers (they lead us up the garden path and let us fall; we need to listen to others in the network before we become sure); and the sketchballs (truly unreliable people – we cannot be in their company, they tarnish our image too and they can take us down)

Life goes on, without Manoharan physically with us. He is in our minds, thoughts and actions more than ever now. He is there on the earth. He is in the air. He is in the water. He is in the fire and he is in the sky. He is in the Panchabhutas that love us and make us live.

G Muralidhar

As Cumulonimbus rains in Delhi recently played havoc with the flight I was in and as a creepy 'insect' in Bihar crawled on the eye, ear, neck and the back to make you numb for more than 3 days, I realize there is no existence beyond usefulness now. I also realize, thanks to Krish, that love is the highest power we possess to be in complete harmony with the law of life. The more we love, the greater power we feel. Love makes our lives incredible, magnificent, joyous and harmonious. Love is in giving and in being useful. This needs to be pursued. Practice and pursuit of spiritual partnership with the universe guarantees this. Connecting and flowing as one is penultimate process before one becomes one with the one.

As we connect and flow with the soul of the universe, we give and love to be useful. In the love of the universe, we float and relish [viswasaakshatkarayogam](#).

Can we be there? **Yes, if we pursue Atma Yoga.** If we learn to love fully with dedication, determination and discipline; practice relentlessly with concentration; and reflect, earn the ability and give the universe what it needs without it asking! Krishna confirms – love with thoughts, words and actions is the surest way to the universe in its glorious whole.

Join us in the world of yoga – for love of life and blissful life of love - towards viswasaayujyayogayogasiddhi. You will not regret it. ❖



livelihoods

Energy and Biomass