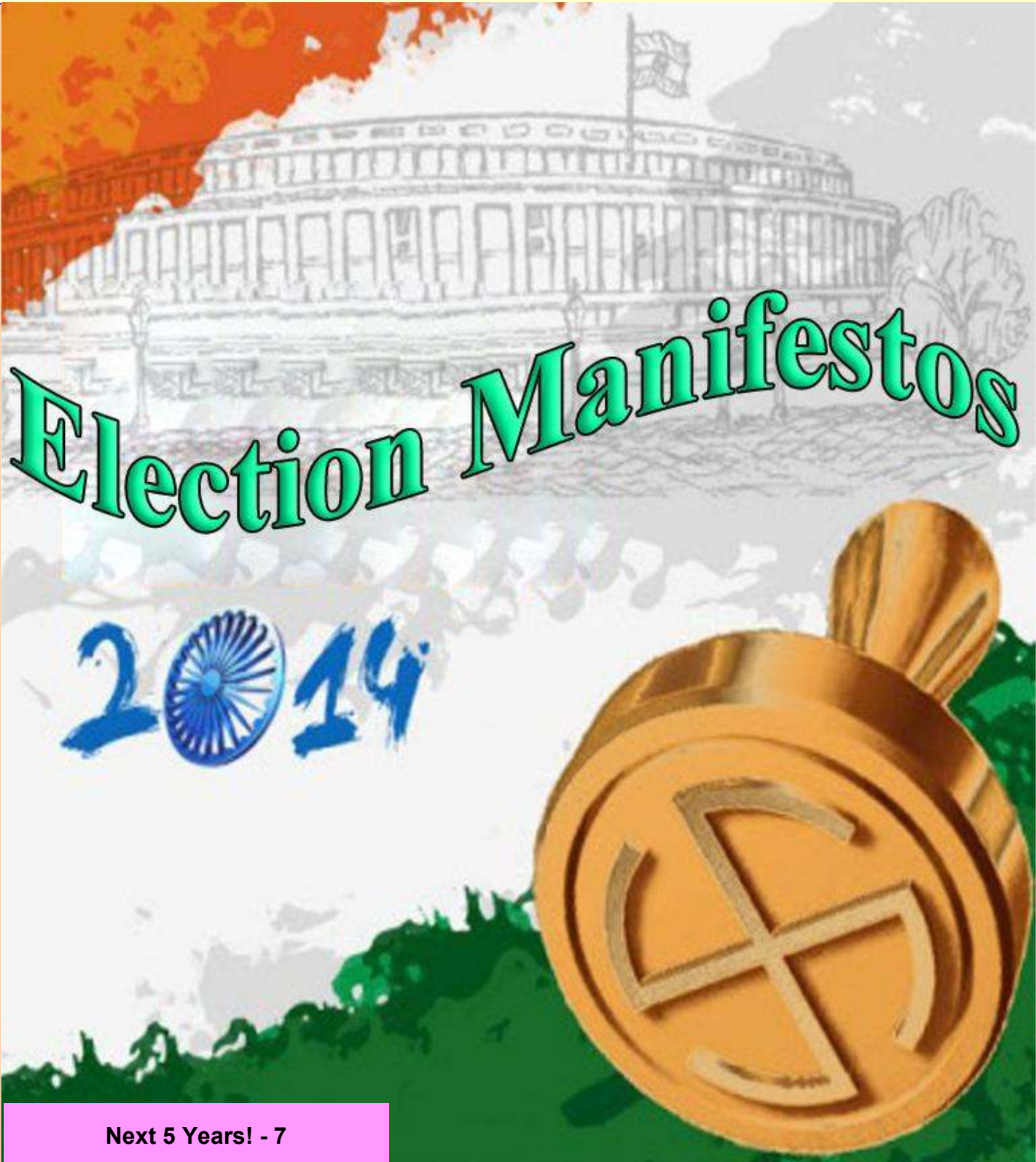


livelihoods

today and tomorrow

April 2014



Next 5 Years! - 7

Happy Rama Navami! Happy New Year!

Happy Ambedkar!

Bifurcation picks up pace under President's Rule!

9-phase General Election is still on!

Elections include Manifestos by various contesting parties. While most manifestos remain largely unread by the common voter, the essential content comes across to her/him through campaigns, advertisements, slogans etc. Voter gets one more input for taking her/his decision of voting. The winning party/coalition pools up the promises in their manifestos and develop a Common Minimum Programme for the ruling party/pre-poll/post-poll coalition. Most manifestos present only the intentions and do not tell how they would achieve these. The incumbent ruling parties do not explain the progress against the Common Minimum Programme announced when they took oath. Many a time these are part of formality. In this context, 'livelihoods' has explored 'Election Manifestos'.

Do not miss reading Leo Huberman's classic - 'Man's Worldly Goods'. Read about Mithilanchal in 'Kshetram' and Jarawa Tribe in 'Sukshetram'.

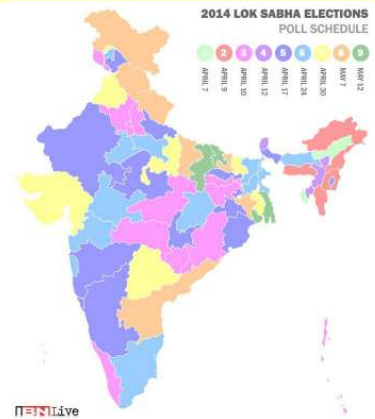
'Legend' introduces 'MS Swaminathan'. 'How to' supplement discusses 'How to write a case study?' Usual e-links introduce a video (Livestock, Life and Livelihoods), book (The Alchemist by Paulo Coelho), LEAP (Nandamuri Nagar Village), and value-chain/subsector (Tobacco/Salt farming).

Daily notes for the month are presented as part of the e-livelihoods learning course. This month, it is capsule 4: Value-chains and Subsectors.

With the faith and hope that you find the issue a useful read, we remain.

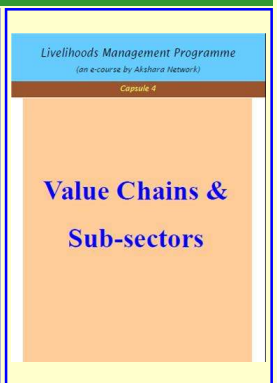
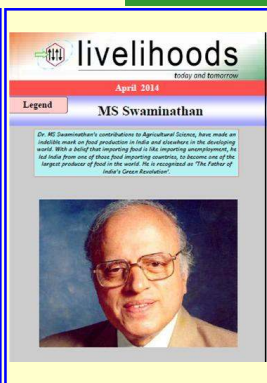
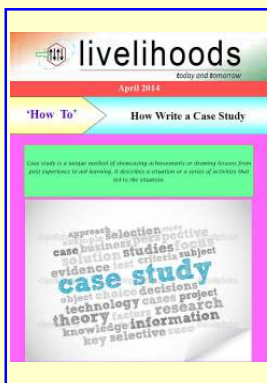
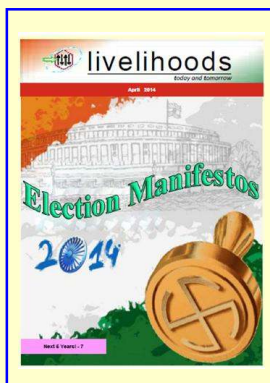
the 'livelihoods' team

World agricultural production has grown on average between 2 and 4 percent per year over the last 50 years, while the cultivated area (permanent cropland and arable land) has grown by only 1 percent annually. More than 40 percent of the increase in food production has come from irrigated areas, which have doubled in size. (Source: Food and Agriculture Organization: FAO)



Lack of continuous guidance and close monitoring may not achieve good results.

Latest 'livelihoods' Supplements e-course



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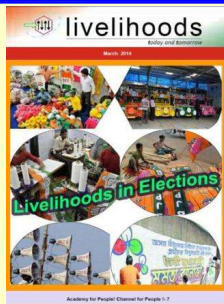
e-book The Alchemist

v-book Livestock, Life and Livelihoods

e- course Capsule: 4 Value Chains and Sub-sector

Supplement; How to do How to Write a Case Study

Supplement: Legend MS Swaminathan



'livihoods' March 2014 is fine and informative. It is providing space for the community based organizations. It is a good thing.

Coordinator

Adilabad Elder's Association

Received 'livihoods' March 2014.

Its a great work and service providing by you and your AKSHARA team members, enriching

the updated knowledge, and information to the readers.

Excellent cover story of Elections Livelihoods, it is very interesting and guide to the community workers to facilitate the interested and poor, entrepreneurs for good income generation.

Sriramula Srinivas; Additional Project Director, IKP-TPMU-ITDA-K.R.Puram, Andhra Pradesh

Thank u so much for sending the livelihoods update.

Regards,

Dr.Nayak



Can new government fulfill the people's aspirations in the country?

News

NSRLM, SERP and OMPLIS Sign 2 Years ; Andhra Pradesh:

CEO SERP, President OMPLI, Additional Secretary to the Government of Nagaland and Mission Director NSRLM after official signing of the MoU. Nagaland State Rural Livelihoods Mission (NSRLM), Society for Elimination of Rural Poverty (SERP) Hyderabad, Andhra Pradesh, and OMPLIS Orvakal Block, Kurnool District, Andhra Pradesh have signed a Memorandum of Understanding (MoU) initially, for a period of two years. The MoU was signed on April 15 at SERP, Hyderabad, Andhra Pradesh. The objective of the MoU is to strengthen the implementation capacity of NSRLM by arranging technical assistance and support from SERP and OMPLIS in the nine resource blocks.

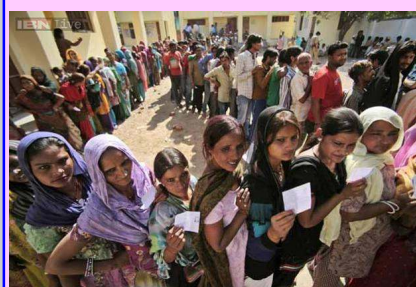
MGNREGA Work Timings: Keeping in view the prevailing heat wave conditions in the district, DWMA has changed work hours under MGNREGA with immediate effect. Hours of work in the morning are up to 10.30 a.m. and from 4 p.m. to 6 p.m. The wage earners must carry water bottles and workmates would ensure construction of sheds at workplace, according to an official release. ❖

Coconut Growers in Tumkur District Hit by Drought; Karnataka:

Coconut growers in Tumkur district are in distress as the palms are withering due to drought and disease. Compounding their woes is the delay in the distribution of relief by the district administration owing to the model code of conduct for the Lok Sabha elections. They have been reeling under drought for the last three years. However, the prevailing drought has brought down the yield to less than 50 per cent on about 36,502 hectares.

9% Growth to Cut Poverty by 36%; New Delhi:

A high growth will be imperative for the new government to pull more people out of poverty, create more jobs and increase the income of households hit by high price rise. If India is able to see a fast growth of nine per cent then the number of people below poverty line will be reduced to 17.7 crores at the end of fiscal 2019 against 26.9 crores at the end of 2012, according to rating agency Crisil. However, if India grew at 6.5 per cent then the number of poor during this period will be reduced to 22.6 crores. ❖



Innovative Programme to Boost African Fish Trade and Improve Livelihoods:

AFRICA - WorldFish, African Union Inter-African Bureau for Animal Resources (AU-IBAR) and the New Partnership for Africa's Development (NEPAD) Planning and Coordinating Agency recently launched an innovative programme that will improve the quality of life for small-scale fish traders in Africa, many of whom are women.

Improving Water Supply to Improve Livelihoods across Southern Africa:

Water resources are essential assets for economic development and livelihoods security in southern Africa. An integrated approach to water infrastructure development is key. ❖

Revanapally Gramaikhya Sangam

The Revanapally Gramaikhya Sangam (VO) is in Revanapally village, Pochampally mandal, Nalgonda district. This VO formed on 27 February 2003. There are 44 SHGs in the VO. Each SHG has 10 – 15 women members. VO Executive Committee (EC) was formed with 44 SHGs Presidents and selected five Office Bearers (OB) such as President, Vice-president, Secretary, Joint-secretary and Treasurer. One book keeper is working for VO.

VO conducts meeting on 16th every month. EC members attend to the meeting. Cluster Coordinator (CC) and book keeper also participate in the meeting. VO leaders invite the staff of line departments like Panchayath Secretary, Bank field officer, ANM, Anganwadi teacher etc to the VO meeting.

Financial situation: VO collected Rs. 30,000 as membership fee and share capital amount. Every SHG give Rs. 100 per month as saving amount to the VO. Total Rs. 4,40,000 saving amount collected from the SHGs and Rs. 11,000 interest earned on internal lending. VO had Rs. 2, 40, 000 Community Investment Fund (CIF) amount and it gave Rs. 2, 00,000 as a loan to SHGs from CIF amount.

Scheme

VO takes loan from Mandal Mahila Samakhya (MMS) on 6% interest and it

gives to SHGs on 12% interest rate as a loan. SHG give loan to the members on 24% interest rate.

VO formed six Sub- committees such as 1. Bank linkage committee, 2. MGNREG's committee, 3. Jobs committee, 4. Food Security committee, 5. Reconstruction and Rehabilitation committee and 6. Marketing committee

The VO maintains five types of accounts:

1. Marketing account for marketing of paddy
2. VO account for internal lending to SHGs
3. Insurance account for Abhaya Hastham, Jana sree, Aam -admi scheme
4. Streenidhi account
5. Health account for health programs implementation

Each committee has formed EC members. VO established Paddy procurement center in 5 September 2012 to procure paddy from farmers on the commission base. It runs the procurement center with the support of MMS. In commission amount VO keeps Rs.1 per Rs. 100 per month and gives 50 paise to MMS. ❖

Facility

Indiramma Housing Scheme in Revanapally

Indiramma Housing Scheme is a new approach, devised by the Andhra Pradesh State Government, to provide house to the poor people those who did not have own house. This scheme is being implemented from 1st April 2006 in the Revanapally village in Pochampally Mandal, Nalgonda district.

Every eligible family who does not have house can apply for house in this scheme. The BPL families, are applicable to this scheme like SC, ST, BC etc. The Respondent's application is submitted to the Respective Tahasildar or Mandal Development Officers (MDO). The Applications are scrutinized by the village panchayath officials for verification. The beneficiaries' names are allotted by the local Sarapanch and Deputy sarpanch.

Total 11 beneficiaries from different communities selected for the scheme in the village. In this scheme two Scheduled Castes (SC) beneficiaries each one got Rs. 1,00,000, two Scheduled Tribes (ST) beneficiaries each one got Rs. 100, 000 and seven Backward Castes (BC) beneficiaries each one got Rs. 70,000 for house construction. This amount is credit to the beneficiary's bank account in three installments. Along with money cements, steel, windows, doors and toilet items also provided to the beneficiary.

In this village, 11 beneficiaries got this scheme with the help of SHGs. Each beneficiary family got Rs. 30,000 loan from SHG for house construction. After completion of the houses, Housing Board inspector check the houses and take a photograph of the beneficiaries' new houses for future reference. ❖

Revanapally Anganwadi Centre

The Revanapally Anganwadi centre is in Revanapally Grama Panchayath, Pochampally mandal, Nalgonda district. It's one among the two Anganwadi centers in this village. The first one centre established on 1 August 2002.

There are two staff in Anganwadi center one teacher, and one Assistant (Aaya). Local villagers have easy access to the good facility, which covers 1000 families. The main aim of the Anganwadi center is to avoid malnutrition and food deficiencies for children, decrease the infant mortality rate, provide immunization for children to avoid deadly ailments, and promote preschool education.

This centre covers 25 children (11 boys and 14 girls) of ages 0-6 years, 10 pregnant women, and 10 lactating women. Aanganwadi teacher also conduct medical checkups on every first Saturday of the month, and deliver vaccines on certain scheduled days.

They provide eggs four times per week on Mondays, Wednesdays, Fridays, and Saturdays. Rice, daal, leafy vegetable, sambar, eggs, and supplements are added every day and quantities are updated based on the babies' growing weight in order to avoid the nutritional deficiency. During the babies' growing stages, their weights are mentioned in the mothers' child protection cards, which are issued by the respective primary health centres. Records of immunization, vaccines, and tablets are all mentioned and recorded through this card system. ❖



Mithilanchal



Mithila is an ancient cultural region of South Nepal and North India, lying between the lower ranges of the Himalayas and the Ganges River. The Nepal border cuts across the top fringe of this region. Mithilanchal region comprises of 24 districts from Bihar and 6 districts from Jharkhand. The population of Mithilanchal is 7.25 corers. Mithilanchal is a very poor region in Bihar. Mithili is the mother-tongue of the Mithilians. Majority of the people belong to the Mithili Brahmin community.

The soil is suited for agriculture and rainfall is sufficient. The elevation is close to mean sea level. Mithilanchal has seven major rivers: Mahananda, Gandak, Kosi, Bagmati, Kamala, Balan, and Budhi Gandak. These rivers regularly flood, depositing silt onto the farmlands and sometimes causing death or hardship. dams, on rivers such as Kosi and the Ganga might alleviate the floods. Because of floods, about 7874.1 lakh hectares of land of the region, will be under water logging, which leads to large scale unemployment in the region.

The main economic activities of this region are agriculture, animal husbandry and fishery. There are no hills and forest in this region. Major of the people do agriculture or other works in its allied sectors. Major crops: Rice, wheat, Corn, Barli, Moong, Urad, Arhar, Bamboo, Mustard, Jute, Maize, Sugarcane, Potato, Chili, Coriander, Turmeric, Ginger and Tobacco. Horticulture Products: Mango, litchi and Bananas. Makhana (water chestnut), Euryle ferox and litchi are almost unique to Mithila, other crops include medicinal and flowering plants. The main live stock of the region are Cattle, Buffalo, Goats and Poultry. There are three Milk Producers' Unions (MPUs), which operate under the name Bihar State Cooperative Milk Producers Federation (COMFED). Litchi is the most valued and exported product in this region, 78% of its national production comes from Mithila region. This region is called a land of ponds. The ponds provide livelihood to weaker section/fish farmers.

The poor uneducated people are very rich in these skills. Madhubani paintings, bangle making, handloom etc. are some of the most popular handicraft business of Mithila. Women here are very specialized in art and painting activity. This region has several big and small industries like: Railway wagon industry, Sugar factories, Paper mills, Jute mills, Thermal power station, Brick providing hub in Saharsa district, Corn product Produce factory, Soaps industry, Chocolate factory, Biscuit factory, and Printing industry. Government programs such as National Rural Employment Guarantee Scheme (NREGS) and Backward Regions Grant Fund Programme (BRGF) etc are being executed in this region.

The economy here is not strong and the region is considered as one of the poorest in India. Flooding destroys enormous amounts of crop every year. ❖

Jarawa Tribe



The Jarawa, are one of the four Adivasi indigenous tribes in the Andaman Islands, India. Before the 19th Century, the Jarawa home lands were located in the Southeast part of South Andaman Island and nearby islets. The Jarawa are hunters and gatherers and live on two large islands.

Jarawa community population is between 200-400, which is a large number in all tribes in the Andaman Islands. Alcoholism, obesity, diabetes, and depression, are other ailments, which are now appearing as the other causes for decrease in their population. The vulnerability of the Jarawa culture and immunity increased due to the Great Andaman Trunk Road (ATR) which brings outsiders, tourists and also settlers, bus drivers etc.

The primary livelihoods of the Jarawa tribe are hunting and gathering food. The Jarawas collect required edible and non-edible resources from both forest and aquatic ecosystems. From forests they collect wild pig and monitor lizard meat, honey, varieties of seasonal fruits like jack fruit, seeds of various plants, roots, wild tubers and larvae from both animals and plants. From aquatic resources, mostly they collect different varieties of fish, crabs, shells, mollusks, turtle meat and eggs, and other aquatic species. They have a number of fresh water streams for drinking. The Jarawa men use bows, arrows, chest-guard, torch and shoots, when they go for hunting and fishing, Women use hand nets. The bows are made from the chooi wood, which does not grow throughout the Jarawa territory. Men, especially the young ones, climb the tall trees to collect fruits, seeds and honey. Hunting is primarily a male activity in Jarawas. Both Jarawa men and women collect wild honey from lofty trees. During the honey collection, the members of the group will sing songs to express their delight. The honey-collector will chew the sap of leaves of a bee-repellant plant, such as Ooyekwalin, which they will then spray with their mouths at the bees to keep them away. Once the bees have gone, the Jarawas can cut the bee's nest, which they will put in a wooden bucket on their back. The Jarawas always bathe after consuming honey. A study of their nutrition and health found that their 'nutritional status' was 'optimal'. They have detailed knowledge of more than 150 plants and 350 animal species. The Jarawas move from one place to another, for gathering various resources, including food. They go to gather food either individually or as a group. Some type of foods are eaten directly, while some are processed before eating. Some of them use pit-hearts for cooking their food, especially in the dry season, they also use metal pans for cooking meat. They collect food items in the season time and store it for future. They use cane baskets and wooden buckets to store food. Now a days they wait near by the Andaman Trunk Road and collect some snacks and food items from the strangers and collect gifts from the non-tribes. ❖

Next 5 Years!

Happy Rama Navami!

Happy Baisakhi, Visu!

Ambedkar comes central stage.

Bifurcation (Telangana and AP) is picking up pace.

Long drawn nine-phase General Elections go on. Nation is waiting for the next government. Bureaucracy is preparing for the next Government. It appears that we have three possible options before Indian electorate – BJP-led National Democratic Alliance; Congress-led United Progressive Alliance; and Third Front Coalition. Opinion polls are predicting option 1.

The new Government would take charge when the mid-term review of 12th Plan is due. The Government would have some play/leeway in revising the plan. It would also present the budget in 45-60 days on taking oath, to pave way for setting its agenda. Prior to that we hope that it will announce its Common Minimum Programme.

Irrespective the coalition, it appears clear

that they would talk of an India with humane, equitable and inclusive governance that ensures universal food, nutrition, health and social security, universal access to rights and entitlements, and education to all to realize their full potential. The governance would remain transparent and accountable to us at all levels. We would remain committed to the well-being of all human beings, livening beings and natural resources. *The way they articulate may vary, the intensity and extent of engagement may vary but the content seems to be the same.*

Some quick thoughts on way forward for Indian poor include:

- ◆ Smaller states - no state bigger than 3-4 Crore population
- ◆ No district more than 2 million population
- ◆ More blocks, Gram Panchayats
- ◆ Decentralization – Funds to States and Villages as Consolidated Funds
- ◆ People's Planning and Village Plans
- ◆ Poverty Reduction Agents in each village
- ◆ Integration of NRLM and NULM
- ◆ Convergence between Employment Guarantee and Livelihoods Mission
- ◆ Self-help Act
- ◆ Natural Resource Management, Conservation and Augmentation

- ◆ Organic Farming in all villages
- ◆ Minimum Support Prices for all natural produce and traditional/artisanal produce/services
- ◆ Individual and Collective Enterprises
- ◆ National Skills Mission under Ministry of Skills
- ◆ Special Packages for North East (NE) and Hill States
- ◆ Special Packages for Targeted Extremely Vulnerable Communities and Remote Areas
- ◆ 3% of GDP on Human Development
- ◆ People's Channel(s)
- ◆ People's Academy(ies)
- ◆ Good Governance at the Citizen level
 - ◆ National Proactive Disclosure Protocols for all public agencies and services
 - ◆ Vision 2024 for India, States, Districts, Blocks and Villages
 - ◆ Ashram Residential Schools in each Block for Boys and Girls for merit students
- ◆ No Child labour
- ◆ Primary Health Centre per 3000 families
- ◆ Local Justice System
- ◆ Universal Social Security – Rs.2000 pension to all elders, disabled and widows
- ◆ Universal Health and Accident Insurance/Mutuals
- ◆ Vocational Education in all Schools
- ◆ Road and e-connectivity and Broadband in all villages
- ◆ Solar Power across
- ◆ Indian Development Services Cadre
- ◆ Corporate Social Responsibility based on turnover and 50% for Human Resources and Human Development
- ◆ IIT, IIM, IRMA, AIIMS etc., in each state
- ◆ Scholarships/Fellowships for Students in Development Careers
- ◆ Income Tax Reform - No income tax up to Rs.1 Million or Expenditure Tax
- ◆ Proactive Issue of Identity Cards to Citizens including PAN, EPIC, Passport, Ration card etc.
- ◆ Annual/Half-yearly Progress Reports to Public at various levels

Hope this list gets the attention of the new Government and at least half of them see the light in the coming five years! ❖

Perspectives

G Muralidhar

Children Should Get Better Jobs

I Want Get Promotion



What is your name and how old are you?

My name is J. Dhurga Raju and I am 38 years old.

Tell us about your education?

I studied 5th class. My parents are uneducated so they don't know importance of education and did not encourage my education .

What is your native place?

My native place is Narasimha Basti, Hyderabad.

What is your family background?

There are three members in my family, my wife and two sons. My wife does the works in the house. My children are going to Upper Primary School (UPS) near to my home.

What is your current occupation?

I have been working as car driver for local political leader (Municipal Councillor) at New Nallakunta, Hyderabad for the last 20 years.

How much do you get per month?

I get Rs. 7,500/- per month as a salary. On duty my owner provide food to me.

How many hours do you work?

I leave my home between 7am to 9 am and come back to home around 10 pm. I work up to 12pm or stay outside of the Hyderabad for one to two days in long drives. Sometimes I have to work on Sundays.

What problems do you faced in this job?

I have to drive very carefully because of city traffic. So for I did not face any problem in this driving field. But my family members are not satisfied due to my odd working hours and not able to give sufficient time to them.

Are you doing any part time work?

I have been selling milk for last 10 years from morning 4 am to 6 am. I get Rs. 2,000/- per month on milk selling.

Did you benefit from any government scheme?

Yes, I got ration and gas connection under Deepam scheme.

What are your future plans?

Lack of good education I have to work in this driving field which has risk. I will pray to God to provide good education to my children. They have to study very well and get a better job and they would not suffer like me. ❖

Tell us about you self?

My name is MD. Kaseem, I am forty-five years old, working as a ward-boy in charge of Old P.G hostel in Osmania University in Hyderabad. I migrated from Zaheerabad Mandal in Medak district.

Tell us about your family.

I live with my wife and children in the university quarters. I have two sons and two daughters. My elder son is in 7th class, younger son is in 5th class, elder daughter is in 3rd class, and younger daughter in 1st class. They all study in a government high school in Hubsiguda. Recently I gave one of my sons for adoption to my relatives because they have no kids of their own. My wife works as a domestic worker and earns Rs. 1500 per month.

When did you migrate to Hyderabad?

My family migrated to Hyderabad thirty years ago due to lack of work in our native village.

What is your current occupation? How much do you earn per month?

I work as a sweeper and ward boy as part of a team of six people in Old PG Hostel in Osmania University. I've been working here for the past twenty-five years and currently earning Rs. 16000 as salary per month.

Which type of activities do you perform?

I clean rooms and maintain cleanliness in the hostel premises. I also pumping water from the main supply to the hostel, clean the mess hall, and perform other jobs as instructed by the hostel chief warden. I work from 7:30AM to 3:30PM.

What problems do you face in your daily life?

I am unable to cope with the extremely high work load of cleaning 110 rooms, dusting three floors, and maintaining the entire hostel. Due to this over burden and severe lack of human resources, I have been facing arthritis problem for years.

What kind of entitlements do you receive from the government?

I received ration card, voter ID card, and Adhaar card.

What kinds of services would you like the government to provide?

I would like the government to control and reduce the prices of crucial commodities such as rice, vegetables, and other food products.

What are your plans for the future?

I want to get a promotion and thereby a higher salary. Also, I wish to provide my children better lives than my own by providing for their education. ❖

Need Work Always

Lack of Education Lost Opportunities

**Tell us about your self?**

My name is Akula Sobha and I am 50 years old. Currently I live alone in Gandhi Nagar in Pochampally. I used to live with my husband and two daughters, but my husband died thirteen years ago due to financial problems in the chit fund business, and both of my daughters got married.

What is your current occupation? How much do you earn per month?

I have been working as a contract sweeper in Pochampally public library for the past eleven years, and I earn Rs.1500 per month.

How did you get this job? What is your education background?

I got this job with the help of village elders. With her cooperation, I became the temporary sweeper. I work two shifts every day: 8:00AM to 11:30AM and evening 4:30PM to 7:00PM.

What kinds of activities do you perform at the library?

My job is to arrange latest newspapers and magazines on the table and update books in the register to provide the latest issues to everyone who would like access to them. I also attend government official meetings in the Nalgonda from time to time. I also attend Grama sabha and Mandal development meetings in lieu of the main librarian.

What problems do you face in your life?

I suffer from thyroid and body pains due to which I rely heavily on medications. Additionally, I'm forced to amortize a Rs. 30000 loan for my young daughter married. I'm the only breadwinner that can support my own health and well being. Since my elder daughter lives in Bibinagar and younger daughter lives in Bhongir with their respective mother in laws, I am forced to stay single and sustain myself. Even in my attempts for self-sustenance, my salary is not sufficient to maintain a decent standard of living in the city as costs are increasing rapidly.

Do your daughters take care you?

Yes, my younger daughter takes care to me to a certain extent. When I fall ill, she comes to my house.

What would you like the government to provide you?

I receive benefits from my ration card, voter ID card, Adhaar card, and widow pension card. I need the government to increase its wages in order to allow poor individuals to lead a decent life. Also, even though I've been working as a sweeper for the past eleven years, there is no job security.

What are your plans for the future?

I have no plans for the future. I need to work all the time in order to survive. ❖

**Tell us about your self?**

My name is Cheruku Mallesh and I am 42 years old. My native village is Seethevani Gudem in Pochampally mandal, Nalgonda district. I studied Degree at Ambedkar college in

Hyderabad. In my family, there are four members: my wife, son, daughter, and me. My wife is a wage labour. My son and daughter attend a private school.

What is your current occupation? How much do you earn per month?

I run a small pan shop. I sell the pan, cigarettes, and tobacco products. I earn Rs. 4500 per month. I also purchase old currency and cut notes for a commission of Rs.10 per Rs. 100.

How do you survive with such a condition?

I depend on someone's help while working. I hired an agricultural wageworker with whom my wife works to produce crops on my two acres of land. My children occasionally help out with menial tasks. I own two buffalos from which I collect milk and sell to households in Pochampally. I earn approximately Rs. 4000 per month.

What kind of problems do you face because of your disability?

My biggest source of despair is that my disability led to my loss of livelihood. I cannot productively complete any job with just one hand and often rely on my wife, neighbors, and children for basic support. I am unable to work and earn sufficient money on my own, and often have to depend on the government to meet my basic needs. By birth I am disabled person. No one does not have disability in my family. Because of my bad luck I am suffering with disability.

Are you entitled to any of the schemes being implemented by the government?

Yes, I receive benefits from my ration card, disability pension of Rs. 500 per month, and my wife got MGNREGS card.

What more would you request the government to improve your life?

I want from the government provide more and better livelihoods opportunities, especially for disabled people like me. I would also like the government to increase the disability pension to Rs. 1000 and increase daily wage rates to support wageworkers.

What are your plans for the future?

I believe that I lost many opportunities in my life due to lack of education. Hence, I want to provide better education for my children in order to ensure a better life for them. ❖

Election season has come and all parties are inundating the voters with their promises, that appear to be realistic and visibly convincing. They are stating that their manifestos have been prepared after considering the opinions and suggestions from public. This time, most of the national as well as regional parties, have used internet as a medium to collect the opinions of the people. Separate portals for election manifestos have been designed by almost all parties and kept for open suggestions from the people, to know what exactly people want and expect the political parties to do, for their welfare.

In this month of focus, we tried to collage the promises made by the contesting parties in their election manifestos, and their take on different aspects, that can directly affect the lives and livelihoods of common



people. We tried a comparative view on the major national parties' manifestos.

In these 16th General elections, about 10 Crore new voters have been added to the vote bank, who are educated and have clear awareness about the country's situation. Nearly, 1650 parties are contesting in these elections. Indian National Congress (INC or Congress) is leading the United Progressive Alliance (UPA) and Baratiya Janata Party (BJP) is leading the National Democratic Alliance (NDA). These two fronts are the main contesting forces in these elections.

All contesting parties, irrespective of their Ideologies, are focused on adding the burning issues of the country in their respective manifestos – declining economy, unemployment, price rise, increasing disparities, agriculture and artisans occupational crisis, unavailability of quality health and educational services to all poor people, vulnerable conditions of tribal communities, problems of unorganized workers, violence against women, corruption and states' reorganization being the main points of focus.

Major parties have come up with their well built manifestos in the earlier period of announcement of the 16th general elections. National parties like BJP, released manifestos in the eleventh hour, not lending much time for the people to take a call on them. The major parties such as Congress, BJP, Aam Aadmi Party (AAP), Third Front parties like Communist Party of India- Marxist CPI (M), All India Trinamool Congress (AITC), All India Anna Dravida Munnetra Kazhagam (AIADMK) parties' manifestos promised to solve most of the burning issues of the people. We compare these manifestos on major issues such as economic growth, health, agriculture, employment, entrepreneurship, labourers, education, rural development and infrastructure follows....

Economic Growth:

Congress	BJP	AAP & Third Front
<p>Achieve to 8 % growth per year, within 3 years. Bring down the fiscal deficit to 3% of Gross Domestic Product (GDP) by 2016-17 No aversion to Foreign Direct Investment (FDI) or FII or ECB (External Commercial Borrowing) to finance Current Account Deficit Stress on RBI to take a monetary policy to strike a balance between price stability (inflation) and growth Infrastructure: PPP be made much transparent and competitive.</p> <p>Special focus on manufacturing for exports. Minimum tariff protection for manufactured goods in India which is an incentive for them.</p> <p>Subsidies: Give the limited resources, absolute necessary subsidies will be chosen.</p> <p>Urbanization: Rebuild the cities with a new model of governance .</p>	<p>Put in place strict measures and special Courts to stop hoarding and black marketing.</p> <p>Setting up a Price Stabilization Fund.</p> <p>Revive Brand India with the help of our strengths of 5 T's:</p> <p>Trade, Tourism, , Talent, Technology and Tradition</p>	<p>AAP: Take all steps to eliminate Crony Capitalism that has brought the country to its knees.</p> <p>Create world-class infrastructure, in both urban and rural areas, for ensuring a dynamic economy; participation of private sector in infrastructure development.</p> <p>CPI(M): Reduce the central excise and customs duties on petroleum products and control the prices of natural gas and reverse gas price increase in the KG gas basin.</p> <p>Control export of food grains when prices are high and rising Idea of FDI in different sectors has to scrapped which can otherwise supersede livelihood and employment of more than four crore people.</p> <p>AIADMK: Take steps to change the mechanism of determining the prices of petrol and diesel and will also withdraw the authority given to the Oil Marketing Companies to determine the prices of petrol and diesel.</p> <p>AITC: Protest strongly against the policy of introducing FDI In retail.</p> <p>Oppose FDI In Insurance, the placement of Provident Funds of Employees into the stock market, risking their life savings</p>

Health and Sanitation:

Congress	BJP	AAP & Third Front
<p>Increase health expenditure to 3% of GDP and provide universal and quality health care for all Indians.</p> <p>Enact a Right to Health to ensure that all people obtain easily accessible, quality health services.</p> <p>Provide for 5 state of the art mobile health care vans in every district, equipped with x-ray and other equipment, to provide health care checkups including, mammography, blood tests, etc.</p> <p>Strengthen Health and Family welfare Programmes to achieve a Total Fertility Rate (TFR) of 2.1 between 2017 and 2020. Particular attention will be paid to regions which still have a high TFR.</p> <p>Endeavor to provide a functional toilet in every school and every household.</p>	<p>Initiate the 'National Health Assurance Mission', with a clear mandate to provide Universal healthcare that is not only accessible and affordable.</p> <p>Modernize Government hospitals, upgrading infrastructure and latest technologies.</p> <p>Make potable drinking water available to all and make Diarrhea-free India</p> <p>Set up modern, scientific sewage and waste management systems to create open defecation free India i.e.</p> <p>Achieve 'Swachh Bharat' by Gandhiji's 150th birth anniversary in 2019</p>	<p>AAP: Introduce a comprehensive legislation 'Right To Healthcare' enabling access to high quality healthcare for all the citizens of the country irrespective of whether they are rich or poor. This would be along the lines of the Right to Education Act</p> <p>Strengthen AYUSH (Ayurveda, Yoga and Naturopathy, Unani, Siddha and Homeopathy) and local health traditions which have a significant role in public healthcare.</p> <p>AITC: Provide health services to each and every village will be at the heart of 'health for all' Programme.</p> <p>Provide free medical care to every senior citizen, below a certain level of family income.</p>

Agriculture:		
Congress	BJP	AAP & Third Front
<p>Allow Foreign Direct Investment in multi brand retail will transform the agrarian economy as it will create a beneficial value chain from farm-to-fork.</p> <p>Nurture Public Private Partnerships (PPP) for increasing investments in value-chains, cold storage facilities, grading and standardization, quality certification and warehouses.</p> <p>Add 1 crore hectares to irrigated area by completing the radical Water Reforms Agenda of the 12th Plan,.</p> <p>Special emphasis on livestock, fisheries, opening of veterinary schools and centres, fodder development through animal husbandry programmes and schemes like MGNREGS will also be harnessed to support the construction of poultry shelters and water bodies for fisheries.</p> <p>Establish a new Ministry of Fisheries and all steps will be taken to further enhance the livelihood security of families in coastal belts.</p> <p>Increase coverage of crop insurance schemes, particularly among the small and marginal farmers and non-loanee farmers.</p> <p>Cover 250 lakh hectares as watersheds, as part of the Integrated Watershed Management Programme.</p> <p>Fast and fair implementation of the Right to Fair Compensation and Transparency in Land Acquisition, Rehabilitation and Resettlement Act, 2013.</p> <p>Provide higher MSP to increase profitability of agriculture for our farmers</p> <p>Provide concessional loans to groups/ collectives of small and marginal farmers and women farmers up to Rs. 5 lakh.</p>	<p>Set up the 'Organic Farming and Fertilizer Corporation of India', to promote organic farming and fertilizers, and provide incentives and support or marketing organic produce.</p> <p>Unbundle Food Corporation of India (FCI) operations into procurement, storage and distribution for greater efficiency.</p> <p>Leverage on technology to disseminate real time data, especially to farmers - on production, prices, imports, stocks and overall availability.</p> <p>Evolve a single 'National Agriculture Market'.</p> <p>Promote and support area specific crops and vegetables linked to food habits of the people.</p> <p>Genetically Modified (GM) foods will not be allowed without full scientific evaluation on its long-term effects on soil, production and biological impact on consumers.</p> <p>Establish Agriculture rail network - with train wagons designed to cater to the specific needs of perishable Agricultural products like milk and vegetables as well as light weight wagons for salt transportation.</p> <p>Launch the 'Pradhan Mantri Gram Sinchayee Yojana' with a motto of 'har khet ko paani'.</p> <p>Launch multi-pronged 'water strategy' for reducing farmer's dependence on monsoon.</p> <p>Increase irrigated land by completing the long pending irrigation projects on priority.</p>	<p>CPI (M): Increase public investment and expand public institutions for agricultural research and extension. Scrap the Nutrient Based Subsidy regime in fertilizers; repeal the Seed Bill and introduce farmer-friendly seed legislation.</p> <p>Repeal the model APMC Act which advocates contract farming; bring farmer-friendly reforms in agricultural markets.</p> <p>Expand and strengthen the FCI with emphasis on building more modern godowns throughout the country particularly in the neglected eastern and north eastern regions, to prevent the monumental wastage of food grains due to poor storage. Set up procurement centres in all States in cooperation with State Governments to prevent distress sales.</p> <p>Increase MSP to cover full costs including family labour and give a return of at least 50 per cent above costs.</p> <p>Ensure comprehensive debt relief and loan waiver to the distressed farmers covering both Institutional and private debt owed to money-lenders.</p> <p>Crop insurance scheme for crop and cattle covering all farmers including tenant farmers and sharecroppers with additional subsidies for small and marginal farmers.</p> <p>Extend labour subsidy to the small and marginal farmers under MGNREGS.</p> <p>AIADMK: Waive the entire interest payable on crop loans for those farmers who repay their loans on time.</p> <p>Implement the Farmers' Protection Scheme, which provides substantial benefits to small and marginal farmers, and agricultural labourers, throughout India.</p> <p>AITC: Create a major Farmers Productivity Initiative to increase productivity of farmers exponentially.</p> <p>Focus on crop diversification and multi-cropping to bring higher Incomes to farmers. Introduce National Loan Waiver Scheme for small farmers</p> <p>An integrated policy on the development of Coastal and inland fish cultivation while keeping the welfare of small and marginal fishermen.</p>

Employment:

Congress	BJP	AAP & Third Front
<p>Create 10 crore jobs in the coming decade under National Manufacturing Policy'. Announce a Jobs Agenda within 100 days of formation of the government.</p> <p>Create 60 lakh new jobs in the health sector by 2020.</p> <p>Create of industrial corridors to catalyze economic growth and give a focused thrust to manufacturing.</p> <p>Create 100 new urban clusters around existing small and emerging cities and link them with power and transport facilities to scale existing economic activities.</p> <p>Increase India's investment rate to 38 % to ensure more new investments are made to create jobs.</p> <p>Set up the National Skills Development Agency to coordinate various disparate training efforts.</p>	<p>Strategically develop high impact domains like Labour-intensive manufacturing (viz. textile, foot wear, electronics assembly, etc.) and tourism.</p> <p>Strengthen the traditional employment bases of agriculture and allied industries, and retail - through modernization as well as stronger credit and market linkages.</p> <p>Address the employability issue by initiating a multi-skills development programme in mission mode. Focus on job creation and entrepreneurship, in both rural and urban areas.</p> <p>Transform our Employment Exchanges into Career Centres - connecting our youth with job opportunities in a transparent and effective manner through the use of technology; as well as providing counseling and training.</p> <p>Develop India as a Knowledge Powerhouse. Launch a 'National Multi-skill Mission' Run short-term courses, in the evenings, focusing on employable skills.</p> <p>Put emphasis on imparting soft skills to enhance employability including a national program on foreign languages. national programme for digital empowerment through computer literacy of the people, especially the youth.</p>	<p>AAP: Aford greater opportunities for lifelong learning and skilling leveraging technology so as to encourage both continued individual and national growth.</p> <p>CPI (M): Work for economic policies that massive public investment in rural development, agriculture, infrastructure and social sectors. This would create demand and new jobs.</p> <p>AIADMK: Create at least ten crore jobs in the next five years across the Country. Such jobs will be created in the Manufacturing Sector, Small Scale Manufacturing Sector and in the Services Sector.</p>

Entrepreneurship:

Congress	BJP	AAP & Third Front
<p>Ensure a 10% growth rate in the manufacturing sector with a special emphasis on small and medium enterprises.</p> <p>Implement the National Manufacturing Policy to enhance the share of manufacturing in GDP to 25% by 2022.</p>	<p>Single-window system of clearances both at the centre and also at the State level through a Hub- spoke model. High priority to the growth of manufacturing, so that we can create enough jobs in the country. This sector must grow fast to ensure employment and asset creation.</p> <p>Take all steps; like removing red-tapism involved in approvals, to make it easy to do business, invest in logistics infrastructure. Ensure power supply and undertake labour reforms, besides other steps to create a conducive environment for investors.</p> <p>Design schemes for skills up gradation and enhancement of business opportunities for artisans like smiths, weavers, carpenters, hair-dressers, shoe-smiths, and potters.</p>	<p>AAP: Focus on job creation by promoting honest enterprises; this would be done by reducing corruption and streamlining the system of excessive regulations and licenses.</p> <p>CPI (M): Provide incentives for research and development and special initiatives to increase competitiveness of small and medium enterprises that provide much greater employment.</p> <p>AIADMK: ensure that there is no disinvestment of shares of public sector undertakings to stop the process of privatization of public sector Undertakings.</p> <p>AITC: Frame a National Policy for the Micro, Small & Medium Enterprises. A special thrust will be given for the mainstreaming and empowerment of the entrepreneurs of the Unorganized and Informal Sector</p> <p>Frame a National industrial Policy keeping in view employment generation potential in manufacturing, mining, power sectors and engineering.</p>

Labourers:

Congress	BJP	AAP & Third Front
<p>Ensure health insurance as well as pension cover for unorganized group.</p> <p>Strictest implementation of Contract Labour (Regulation and Abolition) Act of 1970, to end exploitation of workers</p> <p>Cover all migrant labourers under the Aadhaar programme in the next one year, through a special campaign to ensure smooth flow of remittances for the migrant laborers' families.</p> <p>Implement the Unorganized workers' Social Security Act, 2008.</p>	<p>Issue identity cards to the unorganized sector labourers, and provide them good quality health and education services.</p> <p>Upgrade labourers skills through appropriate training programs.</p> <p>Strengthen the pension and health Insurance safety nets for all kinds of labourers.</p>	<p>CPI(M): Ensure that statutory minimum wage for workers is not less than Rs 10,000; minimum age to be linked to the Consumer Price Index. Special social security measures for migrant workers and plantation workers.</p> <p>Universal coverage of all unorganized workers, irrespective of poverty line stipulations, with minimum social security benefits .</p> <p>Ensure equal remuneration for women workers in all areas of work .</p> <p>Remove the cap of 100 days in MGNREGS and ensure payment of unemployment allowance when workers are not provided work.</p> <p>AAP: Create a CEO-system where every enterprising citizen or community has access to capital, information, and infrastructure, such that innovative and productive entrepreneurship becomes the new engine for accelerating growth in our country. Establish Welfare Boards for Unorganized Labour in all the States and ensure that all benefits are extended to the unorganized labour in all parts of India.</p>

Education:

Congress	BJP	AAP & Third Front
<p>Move from "Sarva Shiksha Abhiyan" to "Shreshth Shiksha Abhiyan."</p> <p>Enhance focus and resources on the implementation of the Rashtriya Madhyamik Shiksha Abhiyan, to improve quality of secondary education.</p> <p>Achieve near universal enrolment in secondary education.</p> <p>Take systematic steps to address issues relating to discrimination against students from the North East and Jammu and Kashmir.</p> <p>Expand support to providing interest-free educations loans to students at all levels especially to the weaker sections of society.</p> <p>Establish a "National Youth Commission", which will be a professional and dedicated focal point for youth development in all aspects.</p>	<p>Explore ways to reduce the daily burden of carrying books to school for children, which would also entail use of technology for education as a mission mode project.</p> <p>A mechanism for close interaction between industry (including SME), academia and community would be instituted.</p> <p>Revisit the Apprenticeship Act to facilitate our youth to earn while they learn.</p> <p>Set up Massive Open Online Courses (MOOC) and virtual classrooms to make it convenient for working class people and housewives to further their knowledge and qualifications</p>	<p>AAP: Involvement of the local community in the creation of a context-rooted curriculum and management of schools, with accountability of school/ teachers to a local body like Gram Sabha or Mohalla Sabha.</p> <p>Focus of education system on learning outcomes and not on inputs. Reform DTET, SCERT to focus on learning outcomes. Revamp teacher education system.</p> <p>Improve the standard of government schools so that the aam aadmi can send their children to government schools with assurance about quality.</p> <p>Establish large numbers of ITIs for vocational training;</p> <p>provide opportunities and incentives to those trained in ITTs to establish their own enterprises</p>

Rural Development and Infrastructure:		
Congress	BJP	AAP & Third Front
<p>Provide work an average one in every four rural households under MGNREGS every year.</p> <p>Ensure that an all-weather road will connect all habitations with a population of 125 persons and above through Pradhan Mantri Gram Sadak Yojana (PMGSY)</p> <p>Ensure 100% coverage of rural habitations for drinking water in the next five years.</p> <p>Ensure the formation of 7 crore SHGs by 2019</p> <p>Ensure 100% modernization and digitization of land records to ensure transparency in land titles.</p> <p>Set up a "National Panchayati Raj Commission", with branches in each State and Union Territory, so that Probity and transparency is ensured in the functioning of Panchayats</p> <p>Substantially increase Panchayat funding, especially of Untied funds.</p> <p>Encourage Panchayats to raise their own resources.</p>	<p>Major thrust area for rural development would be to improve village level infrastructure in terms of roads, potable water, education, health, supply chain, electricity, broadband, job creation, security in rural areas and linkage to markets facilitate piped water to all households.</p> <p>Expand and strengthen the national solar mission.</p>	<p>AAP: Ensure that the people in rural areas have access to all the basic facilities enjoyed by their urban counterparts.</p> <p>Invest in creating infrastructure in Tier-I1 and Tier-I11 cities and smaller towns so that they could become the engines for the economic development of the surrounding area.</p> <p>Decentralization and devolution of powers to Gram Sabhas, so that they can make decisions about development of their village</p> <p>CPI(M): 100% rural connectivity in a time bound manner. The regional cultural activities like regional films, theatres, jatras, etc. will be given a special push. Village centric and people centric policy of Industrialization of the agricultural and allied services sector.</p> <p>AIADMK: Deliver 12 LPG cylinders at subsidized rates as earlier with no linkages with AADHAR.</p> <p>AITC: Target 100% rural connectivity in a time bound manner. New Energy Policy with a target of 'Electricity for All'.</p>

Economic Growth: Congress party focuses on GDP growth and promoting exports, while BJP relies on the five T's (Trade, Tourism, Talent, Technology and Tradition) and particularly it proposes the Price Stabilization Fund to stabilize prices, which is one of the burning issues of the people. AAP wants to eliminate 'Crony Capitalism', while CPM and AITC oppose FDI in retail sector, which will impact nearly four crore people's employment.

Health and Sanitation: Congress promises to increase health expenditure to 3% of GDP, which is very crucial in the health sector. BJP promises to provide safe drinking water to all, to prevent water related diseases. AAP wants to introduce a comprehensive legislation to provide quality health care to all and promote alternative medical systems such as Ayush, Ayurveda, Yoga and Naturopathy, Unani, Siddha and Homeopathy which are affordable and better in some aspects. AITC also promises to provide health care to all.

Agriculture: Congress promises to add one crore acres to the irrigated land and bring 250 lakh acres under watershed programs, wants to allow FDI in agriculture and will promote PPP to setup facilities like cold storages and warehouses, implementation of the 'Right to Fair Compensation', provide concessional loans of Rs. 5 lakh to small, marginal and women farmers. BJP promises to set up the 'Organic Farming and Fertilizer Corporation of India', to promote organic farming, setting up a single National Agriculture Market, Launch the 'Pradhan Mantri Gram Sinchayee Yojana' to provide water to every acre. CPI (M) promises to increase public investment in Agriculture and wants to ensure comprehensive debt relief and loan waiver to the distressed farmers. AIADMK promises to implement a 'Farmers' Protection Scheme' which provides benefits to small and marginal farmers in the country. AITC promises to implement 'National Loan Waiver Scheme' for small farmers.

Employment: Congress and AIADMK promise to provide 10 crore jobs in the coming five to 10 years. BJP promises to develop high labour intensive sectors like textile, foot ware, electronics and tourism, strengthen traditional sectors such as agriculture and allied sectors and provide soft skills to the youth.

Enterprise: Congress party promises to achieve 10% share of manufacturing in GDP by implementing 'National Manufacturing Policy'. BJP promises to Design schemes for skills' upgradation and enhancement of business opportunities for artisans. AIADMK promises to stop privatization in public sector, while AITC wants to implement the 'National Policy for small, marginal and medium enterprises'.

Labourers: Both Congress and BJP promise to ensure health insurance and pension to labourers in the unorganized sector. CPI (M) promises to ensure wage Rs. 10,000 per month to all types of wage workers and provide health

insurance and pension to wage labourers.

Education: Congress promises to provide quality education to all. BJP promises to redesign the 'Apprenticeship Act' to facilitate our youth to earn while they learn and set up 'Massive Open Online Courses' (MOOC) and virtual classrooms to make it convenient for working class people and housewives to study. AAP promises to establish large numbers of ITIs for vocational training.

Rural Development and Infrastructure: Congress promises to form 7 crore Self Help Groups (SHGs) by 2019 and ensure 100% digitalization of land records. BJP promises to expand and strengthen the national solar mission. AAP promises to ensure decentralization and devolution of powers to Gram Sabhas, so that they can make decisions about the development of their villages.

The parties also discussed issues related to food security, tribals, women, Scheduled Castes (SC) and Backward Castes (BC), corruption and governance and made promises in their manifestos. Congress promised to implement SC, ST sub-plans and ensure SC, ST '(Prevention of Atrocities) Amendment Bill', 2013, 100% modernization and digitalization of land records, providing all 2.5 lakh Gram Panchayats with high-speed broadband connectivity within 18 months, passing of 'Whistleblowers Protection Bill', 2014 to create a corruption free society and implement the 'Food Security Act' to provide adequate quantity and quality food to all poor people at affordable prices and implementation of a universal pension scheme. BJP promised to initiate 'Vana Bandhu Kalyan Yojana' for tribal people's development, electricity and road connectivity to tribal hamlets, broadband connectivity to all villages and mandate digitalization of all government works to prevent corruption. AAP promised to pass the Jan Lokpal Bill to prevent corruption. AIADMK promised to give a pension of Rs. 1000 per month to old people and Rs. 1500 per month to Differently Abled Persons.

Major parties like Congress and BJP focused less on the demands of unorganized workers, who constitute more than 90% of total workforce and did not promise any increase in pension of old people, widows and disabled people, did not articulate concrete measures to solve agricultural crisis'. These parties did not mention any specific poverty reduction programs like 'National Rural Livelihoods Mission' (NRLM), 'National Urban Livelihoods Mission' (NULM).

Apart from the national manifestos, Andhra Pradesh and Telangana state parties' manifestos have very special importance, in the context of the state bifurcation. Major state level parties such as Telangana Rastriya Samiti (TRS), Telugu Desam Party (TDP) and YSR Congress Party (YSRCP) released their manifestos, promising to develop both the states. National level parties also specially designed separate manifestos for the new states and promised to develop both the states.

There is not much public discussion on party manifestos. Party leaders are also not initiating discussions on their manifestos. Most of their speeches are concentrating on one or two slogans such as corruption free India, development, secular India etc. People are also not showing much interest in manifestos and they are influenced by parties' propaganda through media, perceptions of previous performance of the ruling parties, anti-incumbency factor, candidate's previous performance and attitude, caste and faith on new government.

Elected national level government should prepare a plan for five years. It is their responsibility to protect peoples' faith in them. It is more necessary in the context of coalition government's era, as it is not possible to implement a single party manifesto. So, they have to prepare Common Minimum Program (CMP), to fulfill the promises stated in their election manifestos.

Elected government should do basic things such as organizing all poor families in SHGs, promoting collectives and cooperatives around livelihood activities, strengthening and merging NRLM and NULM poverty reduction programs, making investment on providing training to 10 lakh Professionals and 50 lakh Para-professionals and making them available to collectives and their facilitating organizations, providing quality health and education facilities to all, ensuring that every farmer family should get Rs. 50,000 per year on agriculture and 270 work days for wage labourers, wages should be Rs. 250 in rural and Rs. 350 in urban areas, increase old age pension amount from up to Rs.2000 for all elders, widows and disabled persons, direct fund allocation to Gram Panchayat for village development from the budget amount. Gram Panchayats should be allowed to design village development plans according to the requirements in the village.

Designing attractive manifestos does not suffice. The critical thing is the implementation of those manifestos. This time, political parties prepared manifestos by consultation with people in an innovative method. If we review the contesting ruling parties such as Congress and BJP's manifestos, we can find most of their promises were not fulfilled. People should ask the political leaders about the status of their previous election's promises before casting their votes. They should put collective pressure for implementation of the promises sited in election manifestos. ❖

Individual Enterprise



Tea Stall

Collective Enterprise



Plastic Flower Boquet Making by SHG

Social Enterprise



Health Care India Trust Book Exhibition

Public Enterprise



Livestock Shandy

The Cable TV Amendment Bill, 2011

The Cable Television Networks (Regulation) Amendment Bill, 2011 was passed in Lok Sabha on 28th November 2011, to digitalize the entire Cable Television networks in the country within three years. The Bill aims to provide more number of quality channels and value added services to the consumers, ensuring transparency in the system, increasing income to the cable service providers, broadcasters and also the government by enhancing the tax income on cable networks.

Television is a major source of information and entertainment in the country. There are, above 14 crore homes with television sets in the country, of which 13.6 crore homes (92%) have cable and satellite connectivity. Out of 9.4 crore cable homes, 8.8 crore homes still have analogue connectivity. Only 60 lakh homes watch TV through set-top boxes. The problem with analogue connection is that it can carry only 90-100 channels, of over 600 channels available.

According to the Bill, the digitalization should be completed in three phases- 1st phase. The digitalization of the four metropolitan cities of Delhi, Mumbai, Chennai and Kolkata should be completed by July 2012, 2nd phase. All cities with population over 10 lakhs will be digitalized. 3rd phase. The rest of the country's TV networks should be digitalized, by December 2014.

Salient Features of the Bill:

- ♦ It amends the Cable TV Networks (Regulation) Act, 1995 and repeals the Cable TV Networks (Regulation) Amendment Ordinance, 2011
- ♦ It empowers the central government to establish a registration authority, to review registrations and grant permissions for registration
- ♦ It defines pay channels as channels for which the cable operator pays money and gets permission for transmission, from the broadcaster
- ♦ It promotes an addressable system, which can only transmit encrypted signals
- ♦ It suggests the central government to issue notifications to all cable operators to transmit channels in encrypted form, through digitalized system. It recommends a time limit of six months to the cable operators to install required equipment for digitalized transmission
- ♦ It suggests that the central government should ensure that the operators transmit channels through encrypted form only

The Bill gives authority to the central government to direct Telecom Regulatory Authority of India (TRAI) the free-to-air channels to be included in the basic service tier and it may suggest the TRAI to specify tariff rates to basic services provided by the cable operators.

According to the Bill, the cable operators have to get permission from public authorities by accepting conditions like payment, time and mode of execution of work, including restoration of property to lay cables and erect posts on public property. It empowers the registration

authority to refuse the registration of the cable operators if they do not meet the eligibility requirements. The central government also prescribes additional eligibility criteria in matters like sovereignty, integrity, security of the country, public order, decency and morality. If the registration authorities refuse, grant/renewal of the registration, the cable operators can appeal to central government. The central government could inspect the cable operators and broadcasters without prior notice. The Bill gives power to central government to seize the cable service, with no time limitation. The central government can suspend/revoke a cable operator's registration if they violate the terms and conditions of the registration. But prior to taking such action the cable operators have to be given an opportunity to explain their actions.



The Bill is a major reform and a great path breaking development in the cable industry. It benefits all stakeholders, particularly the 50 crore cable TV viewers.

The uses of the Bill: The consumers can access digital addressed system and get better picture, sound quality and also services like high definition and video on demand etc. Consumers can pay for channels they view, instead of paying for packages for a fixed price and can get nearly 1000 channels. It will enhance the broadband penetration in the country. It also increases the income to the broadcasters by reducing carriage fees. It restores transparency and settles the problems between broadcasters, cable operators and distributors, regarding distribution of revenue, based on accurate subscription numbers. Presently, broadcasters depend on advertisements for major income but it will be changed by the digitalized cable network. It facilitates high profitability to the broadcasters and Multiple System Operators (MSOs) and attracts more investments and jobs in the cable industry.

Nearly, one lakh Local Cable Operators (LCOs) are dependent on the analogue cable network system. The Bill's recommendations may impact the income of the LCOs. In rural areas, poor people depend on LCOs. Because they are easily available in case of repairs/services and collect fee according to the people's convenience.

The Bill stated that complete digitalization should be done by December 2014, across the country. But practically, It may take decades to achieve complete digitalization. The people have to fix set-top boxes, costing between Rs.1000-1500 and also it is 50% costlier than the existing payment system. It is a huge challenge to convince people to buy set-top boxes and pay more for more channels.

However, The Bill will facilitate the growth of broad-band and help the production of quality programming. But the biggest drawback is the cost and infrastructure required for this. The Bill needs to direct the government to provide infrastructure to consumers at a cheaper price. ❖

Premasangam Mahila Mandali

Premasangam Mahila Mandali (PSMM) is a Female Sex Workers (FSWs) led Community Based Organization (CBO), registered in 2006 in Chittoor district. PSMM's interventions are aimed to improve the quality of life of FSWs, by creating awareness on HIV prevention, providing care and support for those affected by HIV and protecting their human rights and dignity. It covers a total of 2109 FSWs, in nine mandals of Chittoor district. The Project is supported by HIV/AIDS Alliance, under AVAHAN project. PSMM carries out activities, through a team of FSWs who operate as cluster coordinators and Community Based Groups (CBGs) facilitators.

PSMM has a membership of 1209 FSWs from 62 CBGs. Out of 62, only 42 groups are actively functioning. Each CBG will have 8 to 10 members. Every CBG pays Rs.100/- per year, towards membership in PSMM. Presently, it has about Rs. 74,000 as corpus, as on date. It has a seven member governing body, comprising of President, Vice President, Secretary, Joint secretary, Treasurer and two Executive members. The name of the President is Ms.Pankajakshi. The body meets every quarter to review, planning, directions and all major decisions to be taken. PSMM organized several events on different occasions and festivals to sensitize people, Varalakshmi vratham, Independence and Republic days, World Aids Day and also rangoli competitions, games etc. It runs "Guppedu biyyam" program to provide nutrition food to the vulnerable FSW person. PSMM promotes health seeking behavior and also organizes & conducts need based health camps in the areas of CBO to reach FSWs.

PSMM prepares red ribbons in the month of November every year and markets it through/at educational institutions and raises Rs.20,000/- on that. They raise donations by keeping donation boxes at the Big Shopping Malls & Hotels etc. They also collect donations from political leaders, they also have a community kitchen for catering services, Training on peer education, Sale of handicrafts and consumer goods like phenyl and washing powder etc. It's proactive interventions helped sex workers to get social entitlements like ration card, voter ID, Land rights, widow pension, old age pensions, Aadhaar cards and health insurance to its members under Rajiv Aarogyasri scheme. ❖

Support Organization

Modern Architects for Rural India (MARI)

Modern Architects for Rural India (MARI) was registered under the Societies Registration Act of 1860, in 1988. Currently it is working in more than 400 villages in Warangal, Adilabad and Karimnagar districts. At present, it has 14 field offices in over three districts with Head office in Hyderabad. MARI has a vision of empowering the vulnerable sections of the society, to fight against poverty, injustice and environmental degradation, that threaten their basic livelihoods.

MARI has contributed to improved access to education to children in remote habitations, with the Community self-managed schools. It adopted the micro basin approach for taking up tank restoration work, in 12 tanks under Salivagu micro basin of Godavari river. It extended support to the Forest Department, in capacity building of different stakeholders for establishment of 26 Vana Samrakshana Samithis and two Forest Range level federations. It has been implementing the Watershed Development Programme since 2004, with the support of NABARD. Under this Programme, 12 watersheds covering 12 Gram Panchayats, 70 hamlets in four mandals of Warangal district and more than 5000 households, benefited from this initiative.

MARI along with its network NGOs promoted 170-model Nutrition and Health Centers (NHCs) in Warangal district through community participation with support from CARE. It has ensured sustainable agricultural production by promoting appropriate agricultural practices, farmers' cooperatives and required linkages. 10,412 farmers were covered under this initiative and 9,424 Better Cotton Initiative (BCI) farmers sold 55,698.23 Metric tonnes of seed cotton to four ginners, directly covering 116 villages.

MARI has conducted capacity building to key stakeholders on Natural Resource Management (NRM), to newly formed water conservation and utilization committees, in 175 villages of 32 mandals from Warangal and Nalgonda Districts, implementing Community lead Natural Resource Management with support of SDC-IC, It is implementing HIV/AIDS prevention and control project. It Promoted community owned, controlled and managed MFI, Panchayat Raj Institutions (PRIs) were strengthened through capacity building. It is implementing Safe Water project is being implemented with support from Safe Water Network (SWN). Under this project the total number of Safe water stations established were 18, covering 18 villages with 43 distribution points. The total volume of sale of safe water has reached about 6,20,000 Cans. ❖

Training Institutions

1. Institute of Rural Research And Development (IRRAD) An Initiative of S.M. Sehgal Foundation

<http://www.smsfoundation.org>

2. Institute for Integrated Rural Development (IIRD)

<http://iird.in/>

3. National Council of Rural Institutions (NCRI)

<http://www.ncri.in/>

4. Banker's Institute of Rural Development (BIRD) NABARD Learning Centre

<http://birdlucknow.in/>

5. Landesa: Rural Development Institute

<http://www.landesa.org/>

Soda Hub

Soda Hubs, the new livelihood substitute, that replaces the traditional Goli Soda and cool drinks. This livelihood is providing a new entrepreneurship opportunity and economic sustainability for people.

Soda Hub, a relatively new concept in the city, has found huge patronage among the city-dwellers. Dotting the city, these machines have come up at vantage points in several places, attracting crowds who stop to discuss about the successfully running unique concept. Heavy demand will be for this livelihood (Soda Hub) in summer season.



The mechanism with which the machine works is quite transparent. One Co2 cylinder is connected to the flavor tanks through tubes to prevent bacterial attack. Each flavor cylinder delivers approximately 440 glasses and each 200-ml glass takes 150 ml of mineral water, 25 grams of flavor and 25 grams of Co2, to deliver a delicious drink. On an average, a minimum of 500-800 glasses are sold from one soda hub. College students, school students, passengers, children and others visit the hub and have soda in summer. Most of them opt for this soft drink, as it comes at a nominal price and is hygienic. Earlier, each glass was sold for Rs.5/- but now each glass is sold at Rs. 6/. Comparing with existing other cool drinks like Coca Cola, Thumps-up prices, soda hub cool drinks prices are cheap. So, people are preferring the soda hubs for cool drinks. These days many people are getting employment from this livelihood. These Soda Hubs are being set up at restaurants, bars, hotels, hyper markets, super markets, city centers, bus stop and stations.

The Soda Hub's design would vary according to entrepreneurs' demand and their requirement. The Soda Hub machines are available with various specifications and several excellent features like robust performance, flow controller and different attractive models. The Soda hubs have tremendous potential in cities, towns and sub-urban areas. There is a good opportunity for newcomers to enter this new livelihood, opening a way for enthusiastic entrepreneurs. ❖

Leader

Community Worker / Professional



Women Federation OB Leaders

Assistant Project Manager in IKP

The Starfish

Once a man was walking along a beach. The sun was shining and it was a beautiful day. Off in the distance he could see a person going back and forth between the surf's edge and the beach. Back and forth this person went. As the man approached, he could see that there were hundreds of starfish stranded on the sand as the result of the natural action of the tide.



The man was stuck by the apparent futility of the task. There were far too many starfish. Many of them were sure to perish. As he approached, the person continued the task of picking up starfish one by one and throwing them into the surf.

As he came up to the person, he said: "You must be crazy. There are thousands of miles of beach covered with starfish. You can't possibly make a difference." The person looked at the man. He then stooped down and pick up one more starfish and threw it back into the ocean.

He turned back to the man and said: "It sure made a difference to that one!". ❖

Resources



Book Name: Man's Worldly Goods **Classic Book**
 Author: Leo Huberman
 Publication: Harper & Brothers Publishers New York

In 'Man's Worldly Goods: The Story of Wealth of Nations' published in 1930, writer Leo Huberman describes the transition process from Feudalism to Capitalism. He explained 'history through economic theory and economic theory through history'. He described the economic institutions, regarding how they formed, worked, developed and modified in a fabric of social life? And how those institutions were overthrown when the material conditions were changed?. He recognized the contributions of the Capitalist system and he sympathizes towards labourers and common people. He also looks beyond the Capitalism. It is good book to understand the general evolution process of Capitalism and the wealth of the nations. ❖



Book Name: Green Governance **Latest Book**
 And Human Rights
 Editor: Rajagopal P.K
 Publication: Kalpaz Publications

This book is a compilation of research papers, presented at the national seminar on 'Climate Change'. It explores the ground reality about the environmental issues and concerns, which are mainly ignored by the conventional governments. It stresses the urgent need of conservation of environment in the world, particularly in India. It suggests, forming specialized groups in the government, which have knowledge on environmental issues. The book covers the issue from the grassroots levels and gender linked interventions, which have emerged in recent years from the international negotiations on climate change. ❖

e-links

LEAP: Nandamuri Nagar: http://www.aksharakriti.org/magazines/doc_download/308-nandamuri-nagar-leap-doc

VCA: Tobacco: http://www.aksharakriti.org/magazines/doc_download/309-tobacco-value-chain

Sub-sector: Salt Farming: http://www.aksharakriti.org/magazines/doc_download/310-sub-sector-salt-farming

e-book: The Alchemist: <http://justbreatheaspiritualjourney.com/wp-content/uploads/2013/01/the-chemist.pdf>

v-book: Livestock, life, livelihoods among women and men: <https://www.youtube.com/watch?v=uob9UDYSC8Y>

Supplements

Supplement 1 : http://www.aksharakriti.org/magazines/doc_download/314-supplementhow-to-write-a-case-study-

Supplement 2 : http://www.aksharakriti.org/magazines/doc_download/315-ms-swaminathan-

e-course

e-course; Capsule No 4: http://www.aksharakriti.org/magazines/doc_download/316-e-course-capsule-no-4-value-chains-and-sub-sectors-

‘Yoga’kshemam

Happy Rama Navami!

Let us remember Dr Bhimrao Ambedkar!

9-phase Election Processes are still in progress.

Transition continues to be in the air.

Management is a critical skillset for all of us in the business of transition and transformation.

In the four phases of life, most of us move into management positions. Management involves managing self, managing people and teams, managing projects and performance, managing institutions and managing information. Most of us moved into management with time. We have not prepared for ourselves for this. Therefore, we end up simply managing. Or *Simply Managing, courtesy Henry Mintzberg.*

Managing has three critical dimensions – information, people and action.

- ♦ 50% of our management time is on information and communication as monitor, nerve centre, disseminator and spokesperson; followed by information and control via decision-making in terms of designing, delegating, authorizing, allocating, and deeming.
- ♦ Managing People inside involves leading in terms of helping to energize individuals and develop individuals; helping to build and maintain teams; and helping to establish and strengthen culture. Managing People outside involves linking to them in terms of networking, representing, conveying and convincing, transmitting and buffering.
- ♦ Managing Action translates as doing in terms of engaging in projects, handling disturbances, building coalitions, and conducting negotiations.

Competencies for Managing include –

- ♦ Personal Competencies – internal self-management, external self-management, scheduling
- ♦ Interpersonal Competencies – leading individuals, leading groups, leading units, administering, linking the units
- ♦ Informational Competencies – verbal communication, non-verbal communication, analyzing data
- ♦ Actional Competencies – designing, mobilizing

Managers cannot be created in the classrooms. Managing is learnt on the job, enhanced by a variety of experiences

and challenges. Management Development Programs help them to make meaning of experience through reflection and sharing. Management Development should include organization development designed to drive change. Management Programs have to be around managerial mindsets -

- ♦ Reflection, about managing self
- ♦ Analysis, about managing organizations
- ♦ Worldliness, about managing context
- ♦ Collaboration, about managing relationships
- ♦ Action, about managing change

10 days in each module. 50 days over 3-6 months!

Managing naturally is seen as engaged to be engaging and connected to be connecting. From management to communityship!

Managing naturally is the way for transition for realizing glorious potential within us and usefulness to the universe. Our transition, therefore, our usefulness is in our actions towards acquiring information, people and action management and realizing the potential. Integration lets us identify and attract our co-travelers to become teams of symphony of action for the universe. This is managing naturally and simply. A platform for information. A channel for relevance. A coalition for networks. A team for teams. A portfolio of practices.

This is the transition. The time is now. The inner self has to take charge now. As ‘within’ persists with ‘transition’, universe leads eternal natural integral management within.

This persistence with living the nature’s way is the bliss! This is prakritiramaneeyam_

Can we be there? **Yes, if we pursue Atma Yoga.** If we go after the soul of the universe! If we respond to its call! If we follow the inseparable ways of prakriti. If we set our values of natural integration management! If we realize the creative tension of not becoming one with the nature! With the inner nature! If we keep persisting with resolving this creative tension! If handover charge altogether to the nature! Because that is simple, natural and lets us lost together! Krisna confirms – if we pursue the universe and the universe pursues ‘us’. It lets us catch up and be with it eternally.

Join us in the world of yoga – for letting caught up – towards prakritipurushayogasiddhi. You will not regret it. ❖

G Muralidhar



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