

livelihoods

today and tomorrow

January 2012

Rights



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Happy Pongal! Happy Republic Day!

Happy Youth Day! Let us remember Swami Vivekananda on whose birthday (12 January), the country celebrates Youth Day. He summoned all of us to attain divinity within each one of us and be free by work, worship and/or mental discipline. The four basic types of youth – worker who is always engaged in some activity or the other, lover who is driven by inner urge to give, mystic who is focused on the working of the minds, and philosopher who weighs everything with reason – need four yogas – karma yoga, bhakti yoga, raja yoga and jnana yoga respectively. **Let us work towards reducing the sufferings of the poor!**

'Telangana' is still persisting. We are still awaiting Lokpal and Food Security Bills. Election process has begun for the Legislative Assemblies in five states – UP, Uttarakhand, Punjab, Goa and Manipur.

Cold continues!

Let there be social justice. Let there be rights and entitlements for the poor, marginalized and vulnerable so that they can have decent life with dignity. Let there be joy unto all.

Let us encourage teaching and expression in our mother language so that we learn faster; we conceptualise better; and communicate better.

Let us think. Let us think for better co-existence. Let us think for the family of universe, for peace and lasting prosperity for future generations. Let us implement this thinking.

We did not need rights and entitlements when there were abundant resources. As we moved and as we moved into have rights on resources and properties, some started to accumulate more than they need, their families need and their generations need. The resources which were collectively owned, or state-owned, or God-owned, they slowly became private resources. Some started to on more resources. Some started to enjoy access to more resources. By physical might! By mental might! By numbers! By not-so-ethical means! The laws themselves were in favour of the 'haves'.

As the democracy set in, as the spirit of democracy ser in, as the equality of the human life as an idea gained momentum, the concept of allocation and entitlement has set in. These rights and entitlements are to ensure this idea of equality. All people should have access to all that required to lead a decent life. Our Constitution has enshrined right to life/living as a fundamental right. To ensure this overarching right, we needed several rights and entitlements, through state on its own legislations, amendments in the constitution, directive principles, active judiciary pronouncements, movements of the people, activist groups and solidarity groups, global pressures and conventions etc., and they came in. Some more may be needed. There may be aberrations and gaps. These need to be corrected.

There is also a need to have knowledge, skills, techniques, processes and tools, and resources to tap these rights and entitlements. Imagine they can accrue to all of us automatically! Unfortunately it is not so. State cannot wash its hands by doing a lip service. It needs to provide budgets. It needs to create mechanisms and processes. Therefore, it is making its efforts within its 'means'. In this context, 'livelihoods' has focused on 'rights'.

Wanagari Maathai, Nobel Laureate, was synonymous with Green Belt Movement in Kenya and Billion Trees Campaign. Action Aid India supports local partners and community organizations in their work for empowering the poor and marginalized and ensuring access to services and rights. Poultry is another ubiquitous franchisee enterprise that produces broilers and supplies to the supplier of the chicks. Lynn Walter's 'Women's Rights: A Global View' discusses the situation of women's rights in select countries across the globe. Livelihoods of the Rajasthan desert are discussed in 'Kshetram'.

With the appreciation that ensuring access to rights is the only way forward for the poor and marginalized to have decent life and livelihoods, I remain thinking how to augment rights, entitlements and access to them with dignity.

A small, handwritten signature in blue ink, appearing to read 'Mi'.

G Muralidhar

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'livelihoods' team

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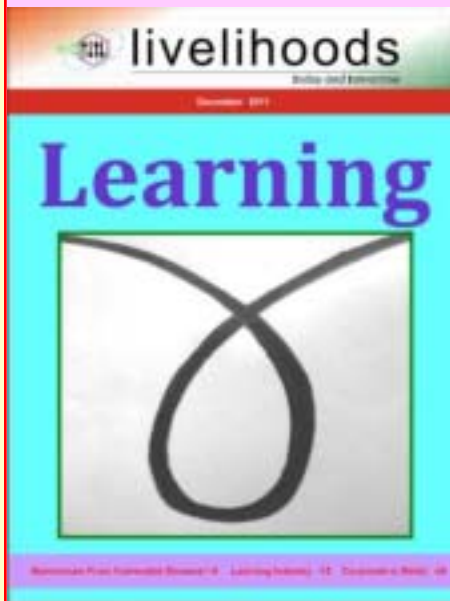
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Have always enjoyed your magazine. The December edition was a truly packed and soul stirring one, especially . Right year end edition ! The foreword and Yogakshemam make the reading truly enjoyable and thought provoking . The "dying professions " is something for all of us to think about too . Articles are also packed with info but I find them too crammed with facts

Keep up the great writing...

Rubina

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CEO/ Founder, SAFA

Dear Sir,

This issue is also very informative like other issues. I really appreciate about the information on the ancient proverbs on lifelong learning and also the Legend Prof. Yash Pal.

Regards.

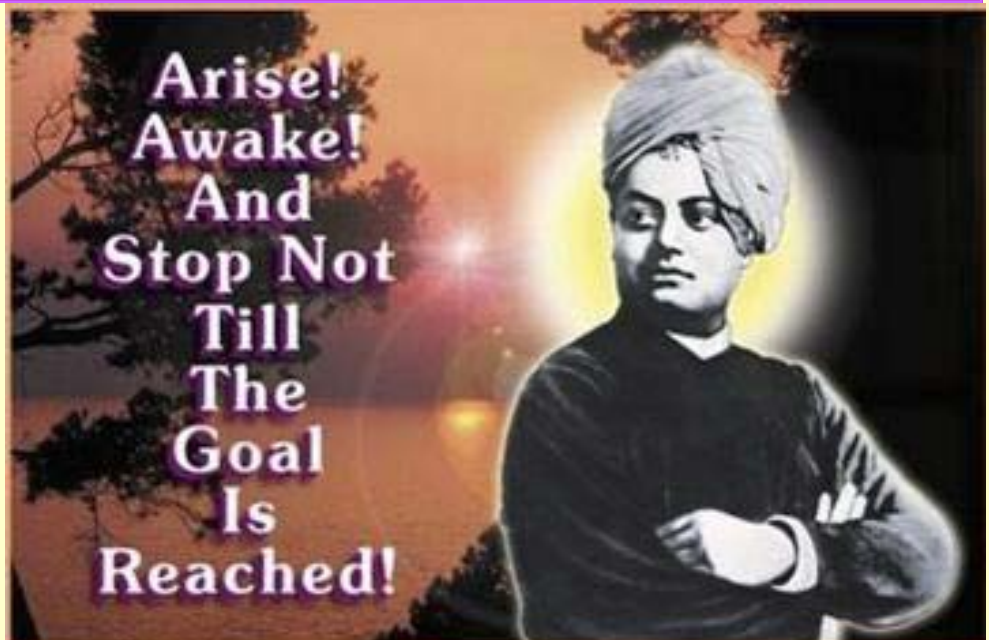
Dr. Sujit Kumar Paul

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Institute of Rural Reconstruction, Visva-Bharati (A Central University)

Happy New Year 2012

12
January
National
Youth
Day



Cultivable Area in Tamil Nadu Has Shrunk by 5 Lakh Hectares:

In the last 10 years, cultivable land in the State has shrunk by a whopping five lakh hectares owing to urbanization and industrialization, resulting in agriculture and allied sectors registering 0.69 per cent growth in the first four years of the 11th Plan (2007-12) against the targeted four per cent. To reverse this trend, the State Planning Commission (SPC) has proposed to ensure that impetus is given to vastly improve the farm sector and thereby enhance the economic status of farmers.

Land Acquisition Better Provisions in New Package, Kerala:

The new relief, rehabilitation, and resettlement package drawn up for those providing land for development initiatives prepared by the Revenue Department, is on providing a reasonable compensation to project-affected persons (PAPs) and disbursing it before taking possession of the land acquired and ensuring project execution without disrupting their lives. About 10 per cent of the acquired land will be earmarked for rehabilitating the PAPs. They can either claim compensation for their land or opt for 25 per cent of the acquired land in the vicinity of the project area. If a family without a salaried income and having an annual income below Rs.75,000 is rendered homeless and landless due to acquisition, three cents of land will be provided to them. House rent grant will be paid for a minimum period of six months to those who lose their houses and have no other dwelling. Jobs with permanent income will be provided to one member of every family displaced for employment-generating projects.

Karnataka Now Third in Sugar Production:

Karnataka has now

emerged as one of the top sugar producing States in the country, after Maharashtra and Uttar Pradesh. The State's sugar production has shot up to 37.14 lakh tonnes, an increase of 12.25 lakh tonnes in just under a year, according to reports received in the State headquarters about a fortnight ago. The sugar year commences in October and ends in September. Even sugar recovery has improved dramatically, and Karnataka now stands second, after Maharashtra. Sugar recovery is the yield of sugar for every tonne of sugarcane crushed in factories. The average recovery in the State is now 10.95 per cent. It is 11.50 per cent in Maharashtra and 9.7 per cent in Uttar Pradesh.

Centre to Set Up Rs.1,000-Crore Fund to Promote Housing For Poor, New Delhi:

Prime Minister Manmohan Singh announced that the Centre was considering setting up a credit risk guarantee fund with a corpus of Rs. 1,000 crore, to start with, to encourage banks to lend to the poor for housing. Emphasising that developing housing for the poor was critical for sustainable urban development, he said: "To encourage banks to lend in significant volumes to the economically weaker sections and low income groups, we are considering the establishment of a Credit Risk Guarantee Fund with a corpus of Rs. 1,000 crore in the current year.

Move to Procure 50 Lakh Tonnes Paddy, Hyderabad:

The State government plans to procure 50 lakh tonnes of paddy at the Minimum Support Price (MSP) during this kharif marketing season to ensure that the farmers will not be left at the mercy of rice millers. Of this, 20 lakh tonnes would pertain to kharif crop and 30 lakh tonnes in rabi. Last year, the government had procured 24.6 lakh tonnes of paddy under MSP

operations by different government agencies which again was the highest ever in paddy procurement by the State. This year, the State had set a much higher target, according to a release.

Maharashtra Launches Health Scheme For Poor:

The Maharashtra government launched the Rajiv Gandhi Jeevandayi Arogya Yojana, enabling families with annual income of less than Rs. 1 lakh to avail free medical facilities worth Rs. 1.5 lakh. Health Minister Suresh Shetty announced that this scheme, when fully implemented, would benefit close to 2.5 crore families. However, Deputy Chief Minister Ajit Pawar, while praising the scheme, lamented the rising rate of population in the State. Mr. Pawar asked Chief Minister Prithviraj Chavan to consider making the scheme available for people with not more than two children.

Farm Pension to Be Hiked to Rs.400, Kerala:

The government has decided to increase the pension to small and marginal farmers to Rs.400 a month, Finance Minister K.M. Mani announced. Mr. Mani had announced a pension of Rs.300 to farmers who owned less than a hectare of farmland in the Budget for 2010-11. This is proposed to be increased now. The Minister said that small and marginal farmers were financially backward with many of them living below the poverty line. Though they contributed significantly to the economy, they did not get adequate benefits. Now, organized and unorganized sections received pensions in the public as well as private sectors. It was against this background that the decision was taken to introduce pension for farmers. The heads of families engaged in farming, who have completed 60 years of age, would be eligible for the pension.

Year Roundup

Arab Revolutions For Democracy



Mega-Earthquake Causes Huge Tsunami and Nuclear Leaks Alarms the World:

On Mar.11 2011, an earthquake of 9.0 magnitudes struck the northwestern coast of Japan and brought huge waves on the sea, ranking the 5th globally since 1990 and the first in Japan's history in terms of intensity, 700 times as powerful as the one attacking Haiti in early 2010. By 16:00 local time, Apr. 25, the earthquake and tsunami had claimed 14,358 lives and left 11889 still unfound.

Steve Jobs: Steve Jobs's Death Caps Off Remarkable Year in Tech:



Steve Jobs launched the Apple II in 1977, he helped ignite a revolution that put personal computers in hundreds of millions of homes across the world. It was fitting, then, that it was Jobs who declared the decline of the PC just months before his own death this summer. **Population of the World Reaches 7 Billion:** The United Nations Population Fund (UNFPA) expected that the global population would hit 7 billion on October 31.

World Bank Announces Loans for

India: The World Bank recently announced USD 1.73 billion in loans to India, including USD 1.5 billion to fund a state project to build 24,000 kilometres of rural roads across seven states.

Agitation For 'Jan Lokpal Bill': Anna Hazare, the 74-year old

Gandhian who pick up the gauntlet of cleaning the Indian society from corruption has attracted the media attention most through out the year. Anna Hazare with his supporters became the social icon for Indian common persons.



Smoke in Kolkata's AMRI hospital:

2G scam: Former Telecom Minister

A.Raja sent to Tihar Jail: Former Telecom Minister A Raja was sent to Tihar Jail in Jail in Delhi on Feb 17th in relation to the 2G scam. A. Raja has been accused of issuing 2G licenses at throw away prices creating massive losses for the exchequer. According to the national auditor CAG, the 2G spectrum phone licenses were sold in 2008 for a fraction of their

value and this has resulted in a notional loss of Rs. 1.76 lakh crores.

Census 2011: Indian population increased by 181 million:

India's population has risen to 1.21 billion in the last ten years, which is an increase of 181 million according to the new census released on 31/3/2011. A matter of concern is that child sex ratio has slipped to its lowest since India's independence. For every 1000 male infants, there are 914 girls.

7,936 MoUs, Rs20.83 L crore, 52

lakh jobs at Vibrant Gujarat: The fifth edition of the Vibrant Gujarat Summit concluded recently, registering MoUs for highest ever amount in the Vibrant summits. All those below poverty line (BPL) youth and women will get opportunities to learn and work through this program. Top most 34 MNCs, corporate houses, signed MoU with Gujarat government for Rs20,000 crore through Mission Mangalam. More than 15 lakh women will get training and

jobs in the coming years.

World Bank approves \$162 mn loan to Rajasthan

Rural Livelihoods Project: The World Bank approved a \$162.7 million (about Rs 730 crore) loan to Rajasthan to help improve livelihood opportunities in 17 districts of the state. The funding for the Rajasthan Rural Livelihoods Project will help improve economic opportunities for rural communities, especially women and marginal groups, in 9000 villages of the state.

Livelihood Project, Jeevika, Gets

Award: Bihar rural livelihoods project, Jeevika', has received the prestigious Skoch Challengers Award 2011 in the category of state of the year - livelihoods.

37% Are Live Below Poverty Line:

New Delhi, Uncertainty over the number of people who will benefit from the proposed food security law has been lifted. The Planning Commission has accepted the Tendulkar Committee report which holds 37 per cent of people in India below the poverty line, an increase of 10 per cent. **Thiruvananthapuram Anantha Padmanabha Temple:** With ornaments worth over Rs one lakh crore found in the secret chambers of Lord Anantha Padmanabha Temple, it seems the temple may well be the richest in the entire country. ❖

Drought in Andhra Pradesh



Wangari Maathai

Wangari Muta Maathai was born in the village of Ihithe, Nyeri District, Kenya, in 1940. She belongs to the Kikuyu community, the most populous ethnic group in Kenya. She became the first woman in East and Central Africa to earn a doctorate degree.

Prof. Maathai obtained a Bachelor of Science (B.S.) in Biology from Mount St. Scholastica College in Atchison, Kansas, USA (1964). She went on to complete a Master of Science (M.S.) in Biological Sciences from the University of Pittsburgh, USA (1966) and later pursued doctoral studies in Germany and the University of Nairobi before obtaining her Ph.D. in Anatomy in 1971 from the University of Nairobi.

In 1966, she married Mwangi Maathai who like her had pursued higher studies in the USA. The couple had two children—a son and a daughter. Maathai continued to teach at Nairobi, becoming a senior lecturer of anatomy in 1974, chair of the Department of Veterinary Anatomy in 1976 and associate professor in 1977. She was the first woman in Nairobi to be appointed at any of these positions. During this time, she campaigned for equal benefits for the women working on the staff of the university.

In addition to her work at the University of Nairobi, Maathai engaged in the activities of a number of civil society organizations in the early 1970s. She was a member of the Nairobi branch of the Kenya Red Cross Society, of which she became a director in 1973. She was also a member of the Kenya Association of University Women. After the establishment of the Environment Liaison Centre in 1974, Maathai was asked to be a member of the local board, eventually becoming the chair of the board. Maathai also joined the National Council of Women of Kenya (NCWK). While working with these voluntary associations, Maathai realised that the root of most of Kenya's problems was environmental degradation.

Prof. Maathai was active in the NCWK from 1976 to 1987 and was its chairperson from 1981 to 1987. It was in 1976, while serving in the NCWK, that she introduced the idea of planting trees and involving ordinary people. She continued to develop the idea into a broad-based, grassroots organization called the Green Belt Movement (GBM), launched in 1977.

In 1977, the NCWK marked world Environment Day by marching in a procession from Kenyatta International Conference Centre in downtown Nairobi to Kamukunji park on the outskirts of the city and planted seven trees in honor of legendary community leaders. The campaign came to ne

known as "Save the Land Harambee", the first "Green Belt". The initiative then grew to become the Green Belt Movement. Maathai encouraged the women of Kenya to plant tree nurseries throughout the country, especially to grow trees native to the area. She devised a system to pay the women a stipend for each seedling they brought to her. These seedlings would be planted elsewhere.



The Green Belt Movement and Prof. Wangari Maathai are featured in several publications including her own book, *The Green Belt Movement: Sharing the Approach and the Experience* (2002, revised 2004). Prof. Maathai served on the boards of several organizations, including the UN Secretary General's Advisory Board on Disarmament.

Maathai and her husband, Mwangi Mathai, separated in 1977. Maathai found it difficult to provide for herself and her children on her university wages. An opportunity arose to work for the Economic Commission for Africa through the United Nations Development Programme.

In 1986, she was conferred the Right Livelihood Award and in 2004 the Nobel Peace Prize in recognition of her persistent struggle for democracy, human rights and environmental conservation. She addressed the United Nations on several occasions and spoke on behalf of women at special sessions of the General Assembly for the five-year review of the 1992 Earth Summit.

In December 2002, Prof. Maathai was elected to Kenya's parliament with an overwhelming 98 percent of the vote. In January 2003, President Mwai Kibaki appointed her Assistant Minister for Environment and Natural Resources in Kenya's ninth parliament. In March 2005, Maathai was elected the first president of the African Union's Economic, Social and Cultural Council and was appointed goodwill ambassador for an initiative aimed at protecting the Congo Basin Forest Ecosystem. In November 2006, she spearheaded the United Nations Billion Tree Campaign.

Maathai was one of the founders of The Nobel Women's Initiative along with sister Nobel Peace laureates. It was the goals of the Nobel Women's Initiative to help strengthen work being done in support of women's rights around the world. Until her death, Maathai served on the Eminent Advisory Board of the Association of European Parliamentarians with Africa (AWEPA). Wangari Maathai died of complications arising from ovarian cancer at a Nairobi hospital on 25 September 2011. ❖

Livelihoods in Thar Desert

Thar desert in the north-western part of the country, covering parts of Rajasthan, Haryana, Punjab and Gujarat is the world's 9th largest tropical desert. It expands over an area of more than 200,000 km with about 70% of the desert lying in Rajasthan, the "Desert State of India".

The districts of Jaisalmer, Barmer, Bikaner and Jodhpur all fall under the desert. The Thar is flanked by the Aravalli range on the east, the salt marsh of Kutch on the north, Indus River on the west.

The desert has harbours diverse ecological systems, culture and animal life. Nearly 23 species of reptiles, 25 species of snakes, some peculiar wildlife species and 171 types of birds can be found in the desert. Various types of trees and herbs also exist in the desert. Due to lack of irrigation, the conversion of grasslands into cultivable land is extremely slow.

In the summer, the temperatures touch at 49°C during the day but fall drastically at night, sometimes going below 20°C. During the winter the minimum temperature goes as low as 0°C. Winter last for only two months— December and January in the desert.

The desert mainly consists of three forms-

1. The sandy stretch;
2. Plains; &
3. Hills.

Hillocks, salty marshlands, gravel, shifting sand dunes, fragments of rocks, scrub vegetations and some oases are scattered across the vast desert. A small tributary, Lik, of the Luni river that runs through a section of the desert in Jaisalmer district. The average rainfall is less than 20 cm. The Indira Gandhi Canal is the major irrigation source in the desert.

The Thar is one of the most heavily populated areas in the world. Nearly 40% of Rajasthan's population dwell in the desert. The livelihoods portfolio of the area is primarily comprised of agriculture and livestock rearing with the latter taking precedence.

The commonly reared animals are cows, buffalos, sheep, goats and oxen. Bhamer district has the highest cattle population. Rajasthan is the biggest wool producing state in the country— of the total national wool production, 40% to 45% of the wool comes from Rajasthan. This wool is considered among the finest wool to make carpets. Some important mills also have been established in the desert areas for making wool thread with Bikaner Wool Mill being the largest in the Asia. At times, the livestock farmers

migrate to the adjoining state of Madhya Pradesh with for the animals to graze.

As for agriculture, crop failure is almost 30%. The primary reason for this state of agriculture is due to lack of irrigation. This, despite intercropping- considered best in such conditions- being practiced in the area. Cultivation is done mostly in the Kharif season. The most cultivated crops are bajra, jowar, pulses, maize, sesame and groundnut.

Over the years, the cropping pattern has undergone changes thanks to the introduction of canals and tube wells. The presence of these

sources of irrigation has facilitated the cultivation of Rabi crops such as wheat, mustered and cumin (Jeera) seeds. Rajasthan is also one of the chief producers of opium.

Quarrying and mining industries are also huge in the area. These industries provide livelihoods to the many locals, but of late, these occupations have been found to be hazardous to health. Good quality of petroleum resources is also found. It is a best place for wind generation.

Rajasthan's vibrant tourism industry cashes in on the rich cultural and historical heritage of the state. The area had been ruled by the Rajputs and their rich traditions still linger on in the form of their palaces, forts, etc. Desert expeditions on camels have become popular in Jaisalmer and its surrounding areas. The state attracts both foreign and domestic tourists in large numbers. The tourism industry in Rajasthan is one of the largest employers in the state. ❖



Fellows With Poor And For Poor!

Happy Youth Day! Happy Pongal! Happy Republic Day!

Many International Days passed by – for instance - International Migrants Day (December 18), United Nations Day for South-South Cooperation (December 19), International Human Solidarity Day (December 20), and Global Family Day and World Day of Peace (January 1). We await World Day of Social Justice (February 20), International Mother Language Day (February 21) and World Thinking Day (February 22).

The streams of thought and work that continued to dominate the month include Livelihoods, Livelihoods for the vulnerable, Gender-responsiveness, Value-chains and Supply Chains, ICT4D and Scaling-up, as in the last month. Urban Livelihoods has come to the fore during the month.

We hear that National Urban Livelihoods Mission is in the anvil and would be launched soon. With more than 40 million urban poor families, and growing, NULM may think of more than Rs. 100,000 Crore (thousand billion) over the coming 10-15 months, with some Rs.30,000 Crore coming from states and bank linkages may have to provide 7-8 times this combined outlay. We are also talking substantial interest subsidy in any case, additionally.

As we know, the elephant with the blind, urban livelihoods and poverty needs wider consultations across a variety of stakeholder from various spectra and digging deeper. Let the states make their perspective plans rather than drawing an iron frame at Delhi. Livelihoods are complex and the solutions are not well-known. There is a need for high level of experimentation, trials, pilots, attempts to scaling-up etc., seeking high allocation for innovations, pilots for replication etc. We are now clear that we need to give fish, fishing skill and meta-fishing skills. We cannot do one but all three of them. We are also aware that they have multiple livelihoods and we need to help in them in their entire livelihoods portfolio.

Let us hope that NULM would build on NRLM thinking further, as distilled to urban context. Let us hope that NRLM and NULM work in tandem at various layers/levels as the demand-supply of livelihoods are not having clear boundaries and often rural livelihoods meet urban needs and urban livelihoods meet rural needs. Migration is common. Urban products meet the rural needs. So on and so forth. In fact, we should think of a **steering committee/group that provides direction for all the livelihoods missions**. Convergence and partnerships are essential. Employers have to chip in providing the job details,

participating in training and meeting part of the costs.

We also know that there are continuums in the reality of the poor. No one solution meets the needs across the continuum. We need to clearly list and identify vulnerable groups, and develop strategies and plans specific to them. The sum of the agenda of the vulnerable should be the mainstream agenda. In this connection, it may be worthwhile to consider Tribal Livelihoods Mission, SC Livelihoods Mission, Coastal Livelihoods Mission, Differently-abled Livelihoods Mission, Elderly Livelihoods Mission, Self-employment Livelihoods Mission etc. Working with MGNREGA, Food Security, NRHM, RTE etc., is going to be important.

Government of India is considering Prime Minister's Rural Development Fellows to be placed in 'difficult' district to work with the District Collectors. They need to be identified, inducted and mentored rightly. Hope they 'deliver'.

However, we also need fellows at sub-district levels. In fact, **can't we think of placing 1.2 or 1.8 million dedicated young (but inducted comprehensively in poverty and livelihoods analysis and support) fellows in our 600,000 villages? Say for 3 years to begin with.**

We know planning requires prioritization. People's planning requires choices and their analysis. It requires reflection and reflection takes time. It requires saying no to some and saying yes to some. A no has to be a convinced no and a yes has to be emphatic yes. It would mean living with the poor and knowing their deepest needs. These fellows have to be inducted into this. They need to – set aside to do all important things – sitting with the poor for long hours over a period of time, as regularly and as automatically as possible; being with the poor as often as possible, say 50% of the time; provide dedicated, concentrated and high energy time for them, not disturbed by mails/messages/phones, at the times that are most meaningful for people – nights, early mornings etc.; take breaks for renewal, refuel and mentoring inputs.

Of course, these plans need to be consolidated upwards to feed our district, state and national planning and budgeting processes.

Let us work on the movements for the poor, marginalized and vulnerable for their self-help and collective action. **Let us have high-calibre people with faith in the capacity of the poor to be with them for reasonable periods. Let them have no agenda but stay with the poor.** ❖

Perspectives

G Muralidhar

Rights

Rights are instruments that create an atmosphere conducive to human development. A democratic setup rests firmly on a system of rights. Rights govern modern perception of what can and cannot be done in the public sphere. Often, rights are considered a utility that gives certain actions their legitimacy. This is a very limited understanding of the term. Rights are claims, but they are claims that are recognized by society and often guaranteed by state. Every right has a corresponding duty. While freedom of speech is a right for one, it is the duty of the other to listen. Without this corresponding duty, the right would have little meaning.



Some rights are positive, i.e. they permit certain actions (eg. right to form associations) and some others are negative, i.e. they forbid certain actions (eg. right against exploitation). Rights differ from country to country and time to time. What is legitimate in one country or at a particular time may not be so in another.

Rights can be classified according to their source and the kind of actions they permit (or not). In the former, scholars and philosophers across the ages have said rights are natural i.e. inherent to every human being; while others explain that they are derived—either from a constitution or through a contract.

The Constitution of India guarantees six broad fundamental rights in Part Three. These rights form the core of the freedoms and protection the Indian state provides to its citizens. The Fundamental Rights are inviolable and irrevocable by the state unless at the time of Emergency. These rights cannot even be amended by Parliament. Apart from the fundamental rights, the Constitution also guarantees certain other rights which are amendable, these are constitutional rights. The fundamental and constitutional rights are justiceable rights, i.e., the violation of these rights can be brought to the courts' notice which will then attempt to redress the breach of rights.

Further, rights may be classified as political, economic and social rights. Political rights broadly entail the rights to elect,



be elected, voice opinions and form the base of political freedom in a democratic setup. Economic rights allow one the freedom to carry out a livelihood she/he deems viable, be paid wages for her/his labour, be given an amiable atmosphere at work. Finally, social rights include the right to food, nutrition, health, education, etc. All these rights are important in their own right. It is difficult to say that one of them can be enjoyed in isolation of the others. History is replete with examples of conflict and violence in the quest of achieving these rights. Today, of these three categories, political rights are most easily recognized by states. However, there is a long road ahead in achieving economic rights and social rights for all.



Post World War 2, much of the world's leadership started to lay emphasis on the inalienability of certain basic human rights. The philosophy behind human rights is that every human is born with certain inherent rights that guarantee dignity and self-respect to the individual. Therefore, human rights should not only be perceived as *entitlements* but also as the basic necessary conditions for development of the human personality. Human rights first came into the international limelight with the ratification of the Human Rights Declaration on 10th December 1948. This marked a huge step forward in the quest to recognize the rights of all the



This approach seeks to bring about development through a combination of efforts from both the state and civil society.

This approach rests on four ideas:

- * Equity;
- * Non-discrimination;
- * Participation;
- * Accountability; and
- * Transparency.

Development policies must ensure that resources are distributed equitably and target the deprived and vulnerable sections of society. Equity is the basis

of an egalitarian society that the whole development process proposes to achieve. For all individuals to access an environment conducive to their development, there should not be discrimination of any kind.

Right to Development

Human rights is closely related to human development. While human rights exist as protection of people against abuse and exploitation, human development aims to establish a society that provides freedom and equal opportunities to all.

The right to development which primarily includes the rights to food, education and health care is more than a collection of rights. It is a rights-based process to development. It is the right to a process of development that enables a safer environment for individuals to realize their capabilities and improve their well-being. Essentially, the right to development entails rights such as right to food, education, housing, health care, etc. These rights may not all be realized at once, but can be realized separately.

Further, the rights based approach to development advocates the participation of the community in process of achieving a society that is egalitarian and just. Accountability and transparency are two other pillars of this approach. Accountability in the sense that someone is answerable to the violation of these rights and transparency in terms of the implementation of these rights without favouring certain sections of the community.

Three rights in the realm of right to development- the rights to food, education and health care are considered to be realized immediately for other rights to build upon. Advocates of the approach unanimously agree that the crux of human development begins with the realization of these rights.

The right to food is recognized as a fundamental human right in the Universal Declaration on Human Rights and the International Covenant of Economic, Social and Cultural Rights. The right to food advocates that all individuals must lead a life that is free from hunger, malnourishment and food insecurity. The right to food implies three state obligations -



The obligation to respect- that all individuals, irrespective of their social or economic background deserve to be protected from hunger and malnutrition;

The obligation to protect- the state will take measures that will safeguard food sources and the access to these sources;

The obligation to fulfill- the state must strive to provide nutritious food to all citizens.

In India, right to food is not a fundamental right but the Directive Principles of State Policy (Part IV) of the Constitution call on the state to provide or ensure access to nutritional food to all citizens. Further, the Supreme Court has interpreted the Right to Life under article 21 to include the right to food and education among others. The state too has sought to provide food security to the poor and vulnerable communities through numerous schemes-

Targeted Public Distribution System (TPDS) (earlier PDS) was initiated in 1997 to provide food grains and essential commodities at subsidized rates to families enlisted as BPL.



Mid-day Meals Scheme- The government had introduced the mid-day meals scheme which guarantees the provision of one meal to school children. This was also a measure to attract children to attend school.

The Antyodaya Anna Yojana (AAY) provides 35 kg of good grain to poor families every month. Similarly, the Annapoorna scheme is meant to support elders who have no income by providing them with 10 Kg of food grain. While these are schemes that attempt to achieve food security directly, other schemes provide pensions and other monetary benefits to the deprived to meet basic needs, including food.

Presently, the UPA government is moving the National Food Security Bill (2011) proposing that the PDS cover 75% of BPL (as per Social and Economic Caste Census, 2011) and also along with Gol proposed categorization of

households into priority and general households. The Bill has been cleared by the Cabinet but is yet to be tabled in Parliament.

A second and equally important right is that of education. It is widely accepted that education plays a key role in enhancing the competencies of a person to actively participate in the public sphere. The right to education is considered an empowerment right. Just as the right to food, the right to education also finds mention in both the UNHRD and the ICESCR. The right to education also implies obligations of respect, protection and fulfillment on the state. The state must accept the fact that education is a necessity for all; it must ensure that the accessibility of education is protected by the state and it should also take measures to provide education for all.

In 2008, the Indian Parliament passed the landmark 93rd amendment which established that the Right to Education would be a fundamental right under article 21 A of the Constitution. The right entails the availability of primary education (upto class 8) to all, irrespective of their socio-economic status. This puts an obligation of the state to ensure that all children who are eligible to attend school must have access to a school. The government runs its own schools and also funds schools. The National Literacy Mission aims to achieve 100% enrollment of children between 6 and 14 years in primary schools.



Right to health is also recognized to be one of the fundamental human rights required to create an enabling atmosphere for

development. The right to health is frequently associated with the access to health care. This is only one aspect to the right to health, it also includes access to:

- Safe drinking water and adequate sanitation;
- Safe food;
- Adequate nutrition and housing;
- Healthy working and environmental conditions;
- Health-related education and information;
- Gender equality.

Given the ambit of the right to health, realizing this right is the cornerstone of achieving overall development of the individual.



The Constitution does not recognize the right to health as a fundamental right but has directed the state to formulate policy to provide quality health care to all.

Over the years, the state has taken numerous measures to ensure that not only health care but also preventive measures reached the deprived and vulnerable sections. Health care centres at various levels- Sub-Centres (for every 5,000 people), Primary Health Care Centres (for every 30, 000 people) and Community Health Centres (for every lakh persons) have been established in rural areas.

The National Rural Health Mission (NRHM) was initiated in 2005 by the Central government with the aim of reducing Infant Mortality Rate (IMR), Maternal Mortality Rate (MMR), universalize access to primary health care to the rural population, prevent the spread of disease, etc. The Mission, which completes its tenure this year, proposed to achieve its objectives through strengthening existing PHCs, by employing female health activists (ASHA), making village health plans that deal with health in a holistic manner to include, hygiene, sanitation, availability of potable water, etc.

Special measures have also been taken to make available clean drinking water in rural areas (National Rural Drinking Water Programme), secure *pakka* housing to the poor (Indira Awas Yojana), maternal care, health care for children, health care for the disabled, etc. Further, the state has also taken measures for ensuring sanitation facilities (Total Sanitation Campaign) and preventive health care such as administering polio drops, vaccination drives etc.

While the acceptance that these rights lie at the heart of human development, there is still a long road ahead for these rights to be justiceable. For them to be justiceable, numerous other political, social and economic changes need to undergo major changes. For instance, the right to food can only be guaranteed when the country realizes self

-sufficiency in food. Today, India is more or less self-sufficient in cereals but still depends on imports for pulses and vegetables. Added to this is the gradually shrinking agriculture sector which may not be able to meet the rising demand in the years to come. Similarly, part of the responsibility of educating all children also needs to rest with the parents of the children. Parents should be willing to send their children to school and consider it an investment and not as an expense— something that is ingrained in the psychology of many across the country. The right to education should also go beyond the primary education. In a world where employment is increasingly dependent on higher education qualifications, how far can elementary education go in addressing issues of development of the individual to participate in the economy? As for health, deaths due to disease such as brain fever, dengue, etc. are still common without any particular body being accountable for them. Further, there are still instances of starvation deaths in large numbers.

Therefore, it is clear that the onus of realization of these rights should be shared by the civil society and the state. Of course, the state's role is greater in terms of the authority it has to enforce these rights, civil society too is responsible to create an environment where these rights can be enjoyed. It should also be understood that economic development does not automatically translate into the development of individuals. Many a time, though individuals advance economically, they fare low on other indicators such as health, education, nutrition, awareness of social issues, etc. Empowerment in terms of access to rights should be integral to efforts to support the deprived and vulnerable build their livelihoods. Sometimes, lack of information on the rights and entitlements available to the individual may mitigate the impact of the development she/he has witnessed. ❖

Poultry

Jayamma, 40, lives in Ghanpoor village in Nizamabad district with her children and parents-in-law. The family owns two acres of land which is not irrigated enough to support agriculture. Her husband used to work as agriculture labour in the village and she and her mother-in-law used to roll beedis to support the family. To make ends meet, the family also borrowed loans from family and neighbours which they were unable to repay. Under these circumstances Satyanarayana was compelled to move to Dubai in search of better opportunities.

While he was away, Jayamma took care of the family with her income and the money that Satyanarayana sent once a month. Jayamma is a member of a SHG through which she has had exposure to new opportunities. Slowly, she built her savings and started sending her children to a private school. Once, she came across one of the SHG members running a small poultry farm. She enquired about the business and the profitability and decided that it was a good option. She underwent training on Entrepreneur skills and Business Development which was organized by the Mandal Samakhya.

S. No	Particulars	Amount
1	Capital for Poultry (Shed construction)	6, 00, 000
Expenditure for one batch		
1	Incurred for 5000 chicks	10, 000
2	Electricity bill (monthly)	1, 000
3	Labour charges (month)	3, 000
4	Local travel allowance (month)	1, 000
5	Total Expenditure Rs	15, 000
Income of one batch Income		
	Gets commission on per Kg of each birds Rs.4.50	45, 000
	Expenditure one batch	15, 000
	Income of one batch Income	45, 000
	Total profit of one batch	30, 000

She discussed the option of opening a poultry farm with her husband who agreed to it and returned to India. They started the business with an initial investment of Rs. 3 lakhs which was partly from their savings and part loan from the SHG. Apart from this, they spent about 6 lakhs on constructing a poultry shed equipped with electricity, water supply etc. on their land.

To ensure that the birds have a definite purchaser, they entered into a buy back agreement with the Venkateshwara poultry company. Venkateshwara poultry purchases 45-day-old chicks that weigh at least 2-2.5 kg. Jayamma, her husband and her uncle, look after the poultry business. They rear 5,000 birds per batch and are paid Rs.4.50 paisa per kg. They earn a profit of Rs. 15, 000 per batch and rear six batches of birds in a year.

The family is utilizing their land well and is able to support itself well through the poultry business. They are also able to afford the college of their daughter who is studying engineering in Hyderabad. Jayamma and her husband are planning to construct one more shed and increase the size of their farm. ❖

I Want to Become a Teacher...

Q: What is your name and how old are you?

A: My name is P. Triveni. I am 19 years old.

Q: What is your education qualification?

A: Presently, I am pursuing degree second year (BA).

Q: What is your native village?

A: My native village is Nacharam in Khammam District.

Q: How many members are there in your family?

A: My family stays in village. There is my father-in-law, mother-in-law and two sisters-in-law. But I and my husband are living in Hyderabad.

Q: What were the reasons for migration?

A: My husband studied up to graduation, after that he worked in a book shop in Hyderabad. After working for some years he gained experience in books selling, and also developed rapport with customers and university department people. Then he started his own book-selling business. Moreover there was no work available at village, so we migrated to Hyderabad.

Q: When did you migrate to Hyderabad?

A: We migrated one year back from our village to Hyderabad.

Q: Where are you staying in Hyderabad?

A: We are staying in a rented house in Chikkadapally, Hyderabad.

Q: What are you doing presently?

A: I am working as a sales assistant at Prajashakti Book House in Baghalingampally.

Q: How did you join Prajashakti book house?

A: My husband regularly supplies books to Prajashakti book house. 8 months ago the owners of the book house told my husband that they require a sales assistant at Baghalingampally branch and he informed me later. I met the Prajashakti Manager. He told me about working hours and salary details. I accepted the conditions and joined the job.

Q: What is your monthly salary?

A: I am getting a monthly salary of Rs. 4000/-.

Q: How long have you been working at Prajashakti Book House?

A: I am working here from past 7 months.

Q: What are your working hours?

A: My working hours are from 10AM to 8PM. There is

lunch break from 1 PM to 2 PM.

Q: What types of books are sold in your Book shop?

A: In our book shop, all types of books are there. For example books on communism, philosophy, psychology, personality development, history, freedom fighter's biographies, story books, novels, Dictionaries (Telugu, English and Hindi) and children story book etc.

Q: What types of books are sold most?

A: In our book shop usually consumers purchase books on communist parties, personality development and history.

Q: How much discount is given on various books?

A: We are giving 30 % discount on books published by Prajashakti and 10 % on books by others.

Q: In which season your sale is high?

A: When there is a meeting at Sundaraih Bhavan (next to our book shop) that day sale will be high. In the months of June and July mostly academic books are sold.

Q: Who is your supervisor?

A: Manager of Prajashakti is my supervisor and he gives me suggestions on improving my work.

Q: How many branches do you have in Hyderabad?

A: In Hyderabad there are two branches one at Chikkadapally and another one at Baghalingampally.

Q: Do you face any problem at your work place?

A: Yes, I do face some problems due to long working hours. After work I have to go home and do house hold chores.

Q: Did you work anywhere earlier?

A: No, I did not do any work earlier.

Q: How much your husband earns in a month?

A: Every month he earns Rs. 10000/- approximately.

Q: Do you have any savings?

A: We are saving Rs. 3000/- per month. Remaining amount we are using for rent and daily needs of the family.

Q: What is your future plan?

A: First, I want to complete my BA degree after that I want to do B. Ed. I want to become government school teacher. Moreover, I want to help my parents in future. ❖



Paper Industry

The Indian Paper Industry is a flourishing industry and is expected to grow rapidly in the coming years. The paper industry in India is more than a century old. At present there are over 800 paper mills manufacturing a wide variety of items to meet a variety of demands. These paper mills are manufacturing industrial grade, cultural grade and other special grade papers. The government regards the paper industry as one of the 35 high priority industries in the economy.

The Indian Paper Industry accounts for about 1.6% of the world's production of paper and paperboard. The estimated turnover of the industry is Rs 25,000 crore (USD 5.95 billion) approximately and its contribution to the exchequer is around Rs. 2918 crore (USD 0.69 billion). The industry provides employment to more than 0.12 million people directly and 0.34 million people indirectly. The industry was deregulated from July, 1997 permitting foreign participation.

Most of the paper mills have been in existence for a long time and hence the technologies adopted fall in a wide spectrum-- ranging from oldest to the most modern.

Large scale mechanized technology of papermaking was introduced in India in 1905. Since then the raw material used for paper making underwent a number of changes. Today, paper mills use a variety of raw material viz. wood, bamboo, recycled fibre, bagasse, wheat straw, rice husk, etc.; approximately 35% are based on chemical pulp, 44% on recycled fibre and 21% on agro-residues.

It is estimated that the paper industry would be growing at the present rate of 9% of compounded rate and would required 25 million MT by the year 2020 from the existing production of around 17.2 million tonnes.

The paper industry in India could be classified into 3 categories, according to the raw material used-

1. Wood Based industry

2. Waste Paper based Industry

Import of waste paper at minimum import duty. Introduction of ecolabeling system where in products made from recycled fibre are rated higher than the products made from virgin fibre. Introduction of modern and effective collection and grading system.

3. Agro Based Industry

Funds to be made available for technology up gradation for handling & processing of agro residue fibre, in small & medium scale industries.

Manufacturing Process

There are three types of manufacturing processes.

(i). Manual papermaking:

Papermaking, regardless of the scale on which it is done, involves making a diluted suspension of wood in water and allowing this suspension to drain through a screen so that a mat of randomly interwoven fibres is laid down. Water is removed from this mat of fibres by pressing and drying to make paper. First the fibres are suspended in water to form a slurry in a large vat.

The mold is a wire screen in a wooden frame (somewhat similar to an old window screen), which is used to scoop some of the slurry out of the vat. The slurry in the screen mold is sloshed around the mold until it forms a uniform thin coating. The fibres are allowed to settle and the water to drain. When the fibres have stabilized in place but are still damp, they are turned out onto a felt sheet which was generally made of an animal product such as wool or rabbit fur, and the screen mold immediately reused. Layers of paper and felt build up in a pile (called a 'post') then a weight is placed on top to press out excess water and keep the paper fibres flat and tight. The sheets are then removed from the post and hung or laid out to dry. A step-by-step procedure for making paper with readily available materials can be found online.

When the paper pages are dry, they are frequently

run between rollers to produce a harder writing surface. Papers may be with or similar to bind the fibres into the sheet. Papers can be made with different surfaces depending on their intended purpose. Paper intended for printing or writing with ink is fairly hard, while paper to be used for water colour, for instance, is heavily sized, and can be fairly soft.

The wooden frame is called a "Deckle". The deckle leaves the edges of the paper slightly irregular and wavy, called "deckle edges", one of the indications that the paper was made by hand. Deckle-edged paper is occasionally mechanically imitated today to create the impression of old-fashioned luxury. The impressions in paper caused by the wires in the screen that run sideways are called "laid lines" and the impressions made, usually from top to bottom, by

sheets 15.9 cm (6.25 in) in diameter and are tested on paper characteristics as paper brightness, strength, degree of sizing.

(i). Industrial papermaking

A modern paper mill is divided into several sections, roughly corresponding to the processes involved in making hand-made paper. Pulp is refined and mixed in water with other additives to make a pulp slurry, the head box of the paper machine (Fourdrinier machine) distributes the slurry onto a moving continuous screen, water drains from the slurry (by gravity or under vacuum), the wet paper sheet goes through presses and dries and is finally rolled into large rolls, often weighing several tons. Another type of paper machine makes use of a cylinder that rotates while partially immersed in a vat of dilute pulp. The pulp is picked up by the wire and covers the mold as it rises out of the vat. A couch roller is pressed against the mold to smooth out the pulp, and picks the wet sheet off of the mold.

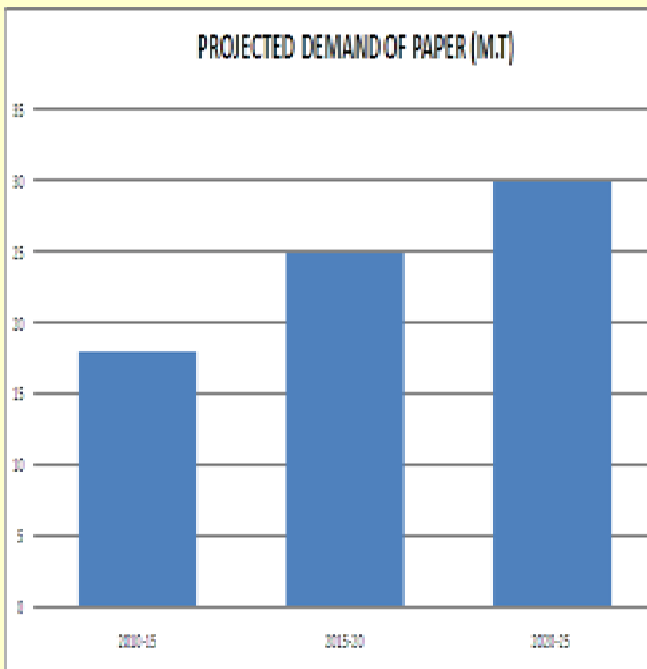
A variety of processes are in use in the paper industry depending on the type of raw material used and the end product desired. Among these, Kraft (Sulphate) process, Semi-Mechanical process and Sulphite process are the most popular ones. In the Indian pulp and paper industry, the Kraft process dominates the wood/bamboo pulping. Paper making essentially consists of following stages.

- Preparation of pulp
- Stock preparation
- Sheet formation & water removal

(iii). New smooth handmade papermaking

New research into western form of handmade papermaking has renewed the interest and quality of handmade craft paper. The hydropulper can be made from 200 litre drum, motor and blade to create 1mm size pulp. The new vat has a 30 degree entry angle to help novices make a good sheet the first time. The new moulds and deckles are made from moulded aluminium frames and high Tec screens. The new transfer curve rolls over the new cotton sheets to quickly transfer from mould to cotton couching material.

The new cotton couching is better than the thick couching material. The new stacking system guides



the wires holding the sideways wires together are called "chain lines". Watermarks are created by weaving a design into the wires in the mold. This is essentially true of Oriental molds made of other substances, such as bamboo. Hand-made paper generally folds and tears more evenly along the laid lines.

Hand-made paper is also prepared in laboratories to study papermaking and to check in paper mills the quality of the production process. The "hand sheets" made according to Standard T 205 are circular

each cotton couching material onto a press board. The new press boards align 5 per board onto the bench press. The new bench press presses 50-200 sheets at a time. The research was pioneered with the help of Les Westerlund and the Environmental Technology Centre at Murdoch University, WA. The paper is made 150-300 gsm for quality printing with one smooth side.

Handmade Papers are 100% wood free, eco-friendly, recyclable papers. They are made from rags of cotton cloth. The whole procedure is done by hand. The normal size sheet is 22 x 30 inches. They are available in deckle edge as well as cut sheets. 'Tie Dye' handmade papers also know as Batik papers are wonderful creation of explicit colors done by hand. There are various assortments of colors and design, sprayed on the canvas to display vivid combinations and bright pictures. They symbolize nature in a very colorful form.

It is estimated that the paper industry would be growing at the present rate of 9% of compounded rate and would required 25 million MT by the year 2020 from the existing production of around 17.2 million tones.

The demand is growing @ 9% to 9.5% CAGR per Annum and is likely to reach to 25 million MT by the year 2020.

Paper Products:

The major paper products are:

ATM Rolls;
ECG Rolls;
Lottery Tickets;
Manifold Business forms with logo;
Paper Cups & Plates;
Books and Magazines;
Paper Bags;
Bar Coding;
Baggage Tags;
Bus Tickets;
Boarding passes;
Journal Print Rolls;
Pre-Printed Stationeries;
Carton boards;
Handmade papers for decorative purposes

Paper products can be broadly classified into two types viz. paper & paperboard, and newsprint. Paper & paperboard can further be sub-divided into industrial grade (wrapping and packaging, specialty, kraft, etc.) and cultural paper (writing and printing).

Constraints And Remedial Measures:

Growth of paper industry in India has been constrained due to high cost of production caused by inadequate availability and high cost of raw materials, power cost and concentration of mills in one particular area.

Government has taken several policy measures to remove the bottlenecks of availability of raw materials and infrastructure development. For example, to overcome short supply of raw materials, duty on pulp and waste paper and wood logs/chips has been reduced.

Following measures need to be taken to make Indian paper industry more competitive:

- Improvements of key ports, roads and railways and communication facilities.
- Revision of forest policy is required for wood based paper industry so that plantation can be raised by industry, cooperatives of farmers, and state government. Degraded forest land should be made available to the industry for raising plantations.
- Import duty on waste paper should be reduced.

Duty free imports of new & second hand machinery/equipment should be allowed for technology up gradation.

India is the fastest growing market for paper globally and it presents an exciting scenario; paper consumption is poised for a big leap forward in sync with the economic growth and is estimated to touch 13.95 million tons by 2015-16. It is envisaged that growth in paper consumption would be in multiples of GDP and hence an increase in consumption by one kg per capita would lead to an increase in demand of 1 million tons.

As per industry an estimate, paper production is likely to grow at a CAGR of 8.4% while paper consumption will grow at a CAGR of 9% until 2012-13. The import of pulp & paper products is likely to show a growing trend. ❖

The Bottom of Pyramid

India is home to nearly 200 million households, out of which nearly forty crores are poor- the highest in the world. The poor rely on multiple livelihoods for sustenance and often resort to daily wage labour and migrate to urban centres in search of employment. Apart from this, the poor also suffer on other development indicators such as health, nutrition, education, etc. Further, the asset base of the poor is limited to small landholdings, livestock, poultry, etc.

Of the estimated 260.3 million people who are poor (as per the BPL) nearly 193.2 million (75%) reside in rural areas and 67.1 million are in urban areas. Poverty levels are not uniform across the country. For instance, the poverty level is below 10% in states like Delhi, Goa, and Punjab etc, whereas it is nearly 50% in Bihar and Orissa.

Development is caught in the tug of war between the real & virtual and the economy and interest of civil society and political class. In some cases where government were not able to reach poor social and development organization have taken the lead to reach the poor, vulnerable and needy with support and services and similarly government departments had facilitated the policy changes and infrastructure development which are but not enough so far to fight the poverty at the root.

In the recent years large numbers of social schemes like NREGS, NRHM, Sarva Shiksha Abhiyan have been implemented by the government. These schemes have shown some impact, but not uniformly and the benefits are not as significant as they should have been. The situation is worse off in remote tribal areas as compared to plain and urban areas.



It has been observed the approach of the CSOs and government is more inclined to charity & not on empowering the poor. They give support like food, clothes, housing, books etc. and they never gave them the capacity to protect them from going into poverty or enhancing their skills and capacities.

Only in recent times, organizations that have been dealing with the poor started thinking on how to protect their present livelihoods then enhance them and looking into potential and new livelihoods options. And emphasis is on livelihoods that are on the verge of extinction. Community is being trained or inducted to take those challenges in near future in the absence of present resources and livelihoods.

Having said so this was really important to understand the

philosophy behind the charity which was very useful when the people are really vulnerable to such an extent that they will not able to take up any intervention related to improving their livelihoods like formation of groups, producer organizations, therefore its highly important to support them with services and entitlement to them and gradually take them to livelihoods enhancement and collectives.



The interventions in the recent times are in line with livelihoods continuum which can produce better result in the coming days. It is expected that NRLM will again boost the initiatives to intervene in the livelihoods of the poor. However, the need of the hour is to improve governance and eradicate corruption in the system which government must look into rather playing it down with comparing at political level.

The Government of India's \$5.1 billion National Rural Livelihoods Mission (NRLM) is one of the world's largest initiatives to improve the livelihoods of rural poor and boost the rural economy. It aims to make a multidimensional impact on the lives of India's rural poor by mobilizing them, particularly the women, into robust grassroots institutions of their own where, with the strength of the group behind them, they will be able to exert voice and accountability over providers of educational, health, nutritional and financial services. This, based on past experience, is expected to have a transformational social and economic impact, supporting India's efforts to achieve the Millennium Development Goals on Nutrition, Gender, and Poverty.

Even though the economy has changed manifold and the average saving rate have increased, the bottom of our pyramid are still on subsistence income with less than Rs.50 per day and with almost negligible savings. The current data on economic growth indicate a general decline of poverty, yet its is also a fact that the number of poor has increased in the last two decades. Social security and livelihoods intervention are the need of the hour for poor Indian where the gaps are so wide which can only at present be neglected by economic indicators based on averages otherwise our villages are enough to speak the real story of growth and exploitation. ❖

Nilendu Mukherjee

State of the World's Volunteerism Report

Volunteerism provides an important path out of poverty as well as a means to overcome social exclusion, as the State of the World's Volunteerism Report (SWVR) illustrates. The first State of the World's Volunteerism Report (SWVR) brings to light an unacknowledged renewable asset i.e. volunteerism. The report, "Universal Values for Global Well-being," asserts that volunteerism is a critical, but often undervalued, tool for social development. Noting that volunteerism remains largely absent from the peace and development agenda, the report encourages greater strategic thinking and action to incorporate volunteerism into mainstream policies and programs.

There are numerous examples from the developing world of how volunteering can empower the income poor by building up social, human, natural, physical, financial and political capital. This is based on growing evidence that the income poor in developing countries are both givers and receivers of support. Through volunteer action, a broad range of the assets of the income poor are made available to the community. These assets include their knowledge, skills and networks of relationships. This illustrates the necessity of including people who are poor in poverty reducing projects and programmes, stresses the SWVR.

Volunteerism can be especially empowering when resources in local communities are pooled. This way, they can address immediate development problems stemming from poverty. However, as the report notes, in order to move people out of poverty, there is a need for supportive linkages with the external world and investments to provide a favourable environment.

Volunteerism is more than a tool for development. Its underlying values are key to moving the world towards a more sustainable future. Around the world, people are increasingly recognizing that unsustainable production and consumption patterns need to change. In order to achieve this, political will alone is not sufficient. People need to participate and engage.

Volunteerism provides opportunities for many to be active in society and become agents of change. However volunteerism offers more: it promotes cooperation and contributes to the quality of life, well-being in a wider sense, of individuals and of society as a whole.

Volunteerism is not a panacea. It should not replace the responsibility of the state. Yet it is an essential component of any strategy that recognizes that progress cannot be measured solely in terms of economic return. Such development strategies acknowledge that people are not motivated by self-interest alone but by their deeply held

values and beliefs.

The SWVR focuses on the universal values that motivate people all over the world to engage for the common good. It examines the impact of volunteer action on societies and individuals. Numerous examples in the report illustrate the profound changes that volunteers produce and experience. These examples show why volunteerism, in its many and diverse forms, is crucial to human development. Above all, a truly human society should be motivated by the values of trust, solidarity and mutual respect which inspire every volunteer.

For individuals, the report finds, volunteer action can improve feelings of self-worth and help to develop vocational and other skills. For communities, it can lead to greater cohesion through building trust. This also activates previously dormant human resources and can thus lead to economic gains.

The report illustrates how women can challenge their traditional roles in society and experience greater empowerment. Volunteerism provides them with opportunities to engage in social and political issues.

Young people can acquire vocational and social skills, and improve their employability, through volunteer action. Developing countries are increasingly introducing volunteer schemes in educational systems.

Older people and people with disabilities are less likely to volunteer. Yet, for these groups, volunteerism can reduce the risk of isolation and social exclusion. Migrants who are facing challenges in overcoming exclusion can practice language skills and build social networks that can lead to greater inclusion. People living with HIV/AIDS are able to fight the stigma of the pandemic, build self-esteem and enhance their well-being, as the report highlights.

There is much to be done, the report concludes, to enhance the opportunities that volunteerism provides. On the one hand, volunteerism needs to be fully recognized in order to give this resource the place that it deserves in the public debate about social inclusion. On the other hand, governments could make greater use of volunteerism as a complementary tool for social policies. ❖

Volunteerism is more than a tool for development. Its underlying values are key to moving the world towards a more sustainable future. Around the world, people are increasingly recognizing that unsustainable production and consumption patterns need to change.

Coconut cultivation in Kerala

The coconut palm (*Cocos nucifera* linn) is one of the most useful palms in the world. Every part of the tree is useful for human for some purpose or the other. Therefore, the coconut palm is also called as '**Kalpavriksha**' meaning the tree of heaven.

Major coconut growing states in India are Kerala, Tamilnadu, Karnataka and Andhra Pradesh. Among them Kerala is the leading state in area under cultivation of coconut and its production. Till 1980 Kerala was the major producer of coconut with 80-85% share in national production but later it's share in area under coconut cultivation in the country has fallen sharply from 57 per cent in the early 1990s to 43 per cent in 2008-09.

In a family of 5 members on an average a coconut per day is consumed in Kerala. They use coconut for preparing vegetables chutney and oil. Coconut is an integral part of their food habit. A large number of coconut products such as [coconut water](#), copra, oil, raw kernel, cake, toddy, shell and wood based products, leaves and coir pith are manufactured in the Kerala which has domestic and export market.

Although coconuts are cultivated on almost 30% of the state's cropped area, there are very few large coconut plantations in Kerala. More than 95% of coconut trees are grown in the front and back yards of homesteads. The average land holding under coconut cultivation is 20-25 cents and average coconut trees per household are about 15. Mono cropping models practiced do not support the livelihood security of the dependent families so people are adopting inter-cropping and mixed cropping.

In Kerala, tender coconut harvesting is very less. It is estimated that less than 2 per cent of the total nuts produced are marketed as tender nuts. Harvesting of matured coconut is a traditional practice in Kerala. Since, copra making, oil extraction and coir making are principal activities of industrial importance. About 70 per cent of matured nuts are converted into copra and out of the total copra produced; about 85 per cent is milling copra and 15 per cent in the form of edible ball copra. About 30 per cent of the nuts are utilized for culinary and other purposes, including dispatches to other States. About 80 per cent of the milling copra is converted into oil and the rest along with the ball copra is dispatched to other states.

On an average a household having 15-20 palm trees are harvesting 1000-1200 nuts per year and getting Rs. 8-10/ nut at field level. The trend of registered toddy shop helps in increasing income level of the farmers having less number of palm trees. They have to register their trees for

toddy tapping every year and sale the toddy to registered shops only. The price of

The reasons for declining area under cultivation of coconut are fragmentation of palm gardens into housing plots and for commercial constructions. Another factor that contributes to the shrinkage of area under cultivation is adoption of rubber plants for better return. Farmers stated that steady fall in coconut prices was a factor that compelled them to look for other crops that ensure better returns. Coconut price has been stagnating at low levels compared to sharp increase in input costs. So, small and medium scale farmers tend to turn to other crops and vegetables, which require less investment and guarantee reasonable returns in a short period.

Coconut cultivation is no more source of income for people of Kerala. Most of them are migrating to the Arabian countries for their livelihood. Apart from these reasons one more reason is scarcity of climbers in Kerala. Those who are presently in climbing occupation don't want their children in this field. Coconut should be plucked at every 45-60 day generally but because of unavailability of climbers harvesting is possible only after six months.

Productivity per tree reduced drastically because of the diseases and pest. In some cases it is as low as 10 nuts per year. Such a low number of nuts are not even able to return back input cost. The **Coconut Development Board** (CDB) Kochi, Government of India, took initiatives to improve the coconut production and productivities. There is a scheme from Coconut Development Board named Replanting and Rejuvenation of Coconut gardens for root wilt infected trees. To promote the coconut cultivation in Kerala CDB came up with several schemes which include provision of seedling at subsidized rate to the grower and provision of financial assistance for new area under coconut cultivation. It provides marketing support to the grower for their coconut products, insurance scheme for coconut palm tree. To solve the problem of climbers in Kerala CDB is now providing training to the youth for climbing the tree. These trained youth are called as "friends of coconut tree" for harvesting and plant protection operations in coconut trees.

Decreasing land holding, increasing input cost and cost of cultivation and less price of the produce lead to reduction of coconut cultivation in Kerala. With the greater support from CDB and state agriculture department in production and marketing of coconut products, forming co-operatives of coconut farmers and providing them advanced technology for coconut cultivation in Kerala the area and production of coconut will increase. ❖

ActionAid India

ActionAid is an international NGO with presence in 42 countries across the world. The organisation helps more 13 million poor and disadvantaged persons with 300 partner Civil Society Organizations (CSOs). AAI facilitates campaigns to combat poverty & social injustices and seeks to ensure the poor and marginalized sections are treated fairly by the government, industry and international institutions.

In 1972, Action Aid India (AAI) started its operations in India with the aim of working for the empowerment of the poor and marginalized sections & to ensure they access services and rights with the aid of local NGOs and Community Based Organizations (CBOs). As of today, AAI has reached out to 8 million women, children across 281 districts in 24 States and one union territory.

ActionAid works towards achieving the acceptance of women's rights, right to education, right to food, right to human security in emergencies and conflicts, right to life and dignity in the face of HIV & AIDs and right to just &

ActionAid India Activities in the country:

- * ActionAid partners in Kurnool, Andhra Pradesh, have been successful in mobilizing land development work for 1000 acres of land under MGNREGA.
- * In Uttar Pradesh, 169 government schools have been made functional. Efforts will be to build these as model schools.
- * In West Bengal's Murshidabad district our partner has been successful in mobilizing scholarship for 162 children of women beedi workers from Beedi Workers Welfare Forum.
- * Our partners and housing rights campaign in Chennai has been successful in stopping evictions in 60 slums of Chennai.
- * In the local elections in Madhya Pradesh 639 dalit community members, including 309 women, and 422 tribal community members, including 184 women, have been elected as panch, sarpanch and janpad members in the village councils.

democratic governance.

ActionAid supports socially excluded communities in collaboration with 305 NGOs across the country that focus on ensuring self-governance and resource control, displacement and evictions, agriculture crises and land reforms.

The portfolio of AAI's interventions includes:

- * Debt Reduction
- * Relief Work during Emergencies And Conflicts
- * Women's Rights Advocacy
- * Advocating Corporate Accountability
- * Fair Trade
- * Support for HIV and AIDS Patients
- * Education

work of AAI including dalit rights, women's rights, children's rights, HIV/AIDS patients' rights, among other.

Dalit Rights: AAI works towards ensuring Dalits access to a dignified life, against caste-based discrimination and atrocities. Many of the issues related to Dalit rights pertain specifically to land rights since encroachment of Dalits' land by upper caste members is common. In AP, AAI had helped organise a Dalit Mahila Bhumi Hakkula Sammelan to fight for rights over agriculture, homestead and burial land for the community. AAI has also campaigned for dignity of labour for Dalits and also for shunning the practice of assigning the community menial jobs such as scavenging.

Indigenous People's Rights: AAI ensures that the Indigenous People's rights are protected from violation by state and private parties. It achieves much of this agenda by encouraging the state to effectively implement the Forest



Values

- * **Mutual respect**
- * **Equity and justice**
- * **Honesty and transparency**
- * **Solidarity**
- * **Interdependence**
- * **Courage of conviction**
- * **Humility**
- * **Effectiveness**

Act. AAI also against pre-natal sex determination to put an end to female foeticide.

community, government officials of concerned departments and its own staff about the purview of the Act. AAI has campaigned for accountability and transparency in government

departments that work in these areas.

Women Rights: AAI strongly advocates gender equality and supports women in their quest for access to resources, equal wages, and participation in the public sphere and against physical, mental and emotional abuse. AAI has also sought to address issues faced by widows and single women and their rights and control over resources and participation in social events. Further, AAI has campaigned

Children's Rights and Education: AAI promotes rights for children of deprived communities, street children, disabled children, children affected with HIV/AIDS. It particularly focuses on availability of nutritious food and education to children. The organization runs bridge schools for girl children who do not have access to formal education.

Rights of People Living With HIV: AAI facilitates advocacy, alliances and campaigns to protect the rights of people and communities living with HIV through various organizations at state level and national level. In 2008, AAI initiated the HIV response project in Karnataka state to focus on the rights of female sex workers and sexual minorities. The project provides treatment, care, and support to people affected by HIV.

Right to Food and Livelihoods: AAI aids the poorest and vulnerable households in accessing control over resources which are crucial to their livelihoods and food security. It raises the issues- land acquisition for mining, thermal power plants, ports, special economic zones, tourism devel-

ActionAid recognize following six steps in in implementing it's programs and projects with right based approach. The six steps are as follows;

I. Organizing the people and creating awareness among the people

- * The first step is to organize people and create awareness among them through providing education and necessary support. It is not a small thing. It is actually challenging step because the marginalized and downtrodden people strongly believed that they do not have any rights. To facilitate change in their life The false perception has to change and the people have to believe that change may come by their efforts.

II. Addressing the people needs:

- * People may get some support from the organization. Generally people think that they have to request for their needs. They did not feel human rights should ensured by the government for their long term support.

III. Ensuring poor people participation in the activities:

- * Rights based approach required lot of people involvement to achieve their rights. The people must establish their needs by actions.

IV. Paying attention on power issues:

- * Change always opposed by the section who are enjoying the power in the society. The rights based organization has to face confrontation with power people to facilitate change in the society.

V. Deepening democracy at all levels:

- * True democracy needs ensure freedom of having views, information, participation and decision making at all levels.

VI. Holding state to accountable for the situation:

- * State should recognize that the human rights provided to citizens according to the constitution, law and regulations.
- * Establish mechanism to monitor state to ensure provide rights to the people.



they do not face discrimination in education, employment, access to services and resources, etc. by virtue of their disabilities.

Emergency and Disaster relief: AAI also provides relief & rescue support-medical care, water, food and shelter in times of emergency and disasters. It prepares communities in disaster-prone areas to deal with calamities through regular safety

development, corporatization of agriculture and privatization of resources- which threaten livelihoods of the poor and marginalized communities.

It focuses on the food right by supporting sustainable and traditional agriculture practices, revival of coarse grains and millets crops, promotion of traditional seeds bank, establishing grain banks and promotion of kitchen garden etc. It also works on right to food. It organized protest march at Delhi with 700 people demanding right to food in 2010.

Rights of the Physically Challenged: AAI strives to ensure that the disabled enjoy rights meant for them and that

drills. Also, it builds the community's capacity to cope with the risks their livelihoods will face as a consequence of disasters.

Besides these, AAI also caters to the urban poor, Muslim women and conflict afflicted areas. ActionAid advocates the realization, recognition and acceptance rights of various deprived communities through petitions and campaigning for them. It works with the government and the community. It encourages the government to function in a transparent and accountable manner while creating awareness among the community members regarding the rights and benefits they are entitled to. ❖



Mobile Phones Impact on Poverty Reduction

This study examined “**The Contribution of Mobile Phones to Rural Livelihoods And Poverty Reduction**” in Morogoro region, Tanzania. The findings indicate that mobile phones contribute to reduce poverty and improve rural livelihoods by expanding and strengthening social networks; increase people’s ability to deal with emergencies; cut down travel costs; maximize the outcomes of necessary journeys; increase temporal accessibility; and amplify efficiency of activities. The use of mobile phones also reduces costs of doing business and increases productivity by helping rural traders and farmers to secure better markets and prices; and promptly communicate business-related information. Although they enabled rural communities to generate some income through the sale of mobile phone services, the phones had not made important contribution in this aspect. It is concluded that mobile phones contribute to improve rural livelihoods and reduce poverty by providing rural households with fast and easy modes of communication, thereby increasing their ability to access livelihood assets, undertake diverse livelihoods strategies, and overcome their vulnerabilities.

Mobile Phones and Social Relationships Expanding and strengthening social networks was the most important benefit of using mobile phones as nearly all (91.2%) respondents indicated that mobile phones had either improved or greatly improved their relationships and contacts with friends and relatives. These findings therefore suggest that mobile phones were enabling rural households in Morogoro region to overcome vulnerabilities related to social exclusion. The phones were also reducing travel time and monetary costs; decreases physical risks; and increases the outcomes of those necessary journeys. Furthermore, increased temporal accessibility enables people to manage several activities regardless of their physical location.

Mobile Phones and Efficiency of Daily Activities The link between mobile phone usage and efficiency of daily activities also produced highly positive responses. Overall, nearly four-fifth (79.4%) of the respondents admitted that the efficiency of their daily activities had been either improved or greatly improved. The participants reported that mobile phone usage had enabled them to concurrently handle several livelihood activities efficiently. Considering that often rural households depend on a portfolio of income sources and activities, these findings suggest that mobile phones can enable people to draw complex interactions between social and productive activities and coordinate geographically distant activities. This implies that the use of mobile phones allow rural households to engage in many activities, something that can be translated into improved

income earning and cost savings.

Mobile Phones and Emergencies Getting support during emergencies was also the most important value of mobile phone usage. In total, almost three-quarters (72%) of the respondents believed that mobile phones had enhanced (improved or greatly improved) their ability to deal with emergencies. In Twatwatwa village, where the major ethnic group is the Maasai pastoralists, mobile phones were used to inform the police and other villagers whenever cattle robbery occurred. The phones were also used to consult distant veterinarians in case of livestock problems. These findings confirm earlier studies which cited mobile phones as very important devices for communicating emergencies in a wide range of situations. Since there is overall lack of necessary social services in many rural areas, the findings in this study suggest that mobile phones can be used to seek for help during urgent situations. Some villagers had doctors’ and nurses’ phone numbers that were being used to seek for medical consultation. Similarly, as cattle robbery and mortality are common problems among pastoral communities in Tanzania, mobile phones were used to overcome such problems. Generally, mobile phones are regarded as a safety value in the moments of shocks.

Mobile Phones and Transport Over 70% of the respondents indicated that the use of mobile phones had a positive (improved or greatly improved) impact on travelling and transportation issues. Mobile phones were used to cut down the need to travel or simplify travelling and transport arrangements, thereby saving time and money. For instance, during this study, a one-way bus fare from Rubeho village in Kilosa district to Morogoro town (about 70 km) was about 5000 Tanzanian shillings (this was equivalent to US\$ 5). This amount of money was equivalent to more than 10 minutes air time, which for many rural phone users would help them to make several phone calls. In addition, using mobile phones to make travel and transport arrangements makes travel time more productive. However, it should be noted that the availability of mobile phones does not replace a need for a better transport infrastructure.

Mobile Phones and Business Activities The study findings indicate that mobile phones have significantly changed the way rural businesses are being conducted. Of 182 respondents who answered the question on the contribution of mobile phones to their businesses, nearly three quarters (72.6%) reported that their business activities were positively (improved or greatly improved) affected. The people revealed that in some cases, instead of travelling to Morogoro town or to Dar es Salaam city to buy goods, traders could check goods and prices with different shops, make orders by using mobile phones, and

arrange payments through local buses or nearby banks at Kilosa and Mikumi towns. The findings therefore suggest that mobile phones are improving business activities by helping rural traders to find better market and price information, making advance arrangements with suppliers and customers, as well as saving time and money by avoiding unnecessary travel. Since, business is an information-rich activity, the main value of mobile phones in improving rural businesses lies in the ability to promptly communicate business information, reduce costs, and speeding up transaction processes.

Mobile Phones and Market Information for Agricultural Produce

Of 294 respondents who answered the question on the contribution of mobile phones to market information for agriculture and livestock produce, more than half (58.9%) said that mobile phones had enhanced (improved or greatly improved) their ability to access such market information. Additionally, participants reported that they had been using mobile phones to directly discuss prices with buyers and crosscheck prices for their produce, instead of relying on middlemen or a few buyers. Mobile phones were also reported as being of great help when making decisions on the best time to sell crops and animals as farmers could have instant information about prices. These findings suggest that mobile usage enables rural farmers to access to better markets and prices for their produce and were able to overcome the problem of being cheated by middlemen. Previous studies (Molony, 2006; 2008) have indicated that farmers have often complained about the low prices for their produce. They often felt that they are being cheated by the middlemen, who rarely reveal market prices.

Mobile Phones and Coordination of Social Events

Almost half (49%) of the household heads reported that mobile phone usage had either improved or greatly improved coordination of social activities such as marriage ceremonies, burials, meetings, and religious activities. Coordination of social events was mostly achieved through for example, sending short messages to multiple recipients. A pastor who was interviewed in-depth in Rubeho village explained how he had been sending short messages to notify church committee members to attend meetings, and to arrange collective church activities with pastors in other villages. These findings therefore suggest that the use of mobile phones reduces financial and time costs associated with coordination of social activities. Considering the communal, cooperative and collective culture available in most African societies, mobile communication can be used to enhance the social capital, upon which people draw in pursuit of their livelihood activities.

Sending and Receiving Money through Mobile Phones

Of 293 respondents who responded to the question about sending and receiving money through mobile phones, half (50.1%) of them reported that mobile usage had enhanced (improved or greatly improved) their abilities in sending and receiving money. Although the use of mobile services (m-services) for sending and receiving money was not yet introduced in the country during this study, results revealed

that mobile phones were already being used for transactions by swapping airtime for cash, goods and services. People could buy prepaid mobile phone cards, and send the codes to others via short messages and the recipients could then sell the codes. Unfortunately, this system is unsuitable for exchanging large amounts of money. Qualitative responses also found that mobile phones were enabling arrangements to remit money through social networks. People could send money through buses to their relatives and to their school children at distant places and use mobile phones to inform the recipients and monitor the status of these transactions.

Mobile Phones and Household Income

Questions on the contribution of mobile phones to household income produced mixed findings. On one hand, more than half (56.5%) of household heads indicated that mobile phones had not improved their household income while on the other qualitative results revealed that rural households were able to cut down many costs, especially those related to travelling. Only a few households were earning some money through selling mobile phone-related goods and services such as recharge voucher (10.6%), making phone calls and sending SMS (9.7%), charging phone batteries (5.5%), and repairing mobile phones (1.0%). These findings suggest that mobile phones can provide both direct (selling mobile phone services) and indirect income (monetary and time savings). However, the fact that only a small proportion of respondents (43.5%) indicated that their household incomes had improved and that very few households were earning some money through selling mobile phone-related goods and services suggests that the phones have not made notable contributions to improve household income.

CONCLUSION The findings in this study have shown that mobile phones provide rural households with fast and easy modes of communication, thereby increasing their ability to access livelihood assets, undertake diverse livelihood strategies, and overcome their vulnerabilities. The phones contribute to reduce poverty and improve rural livelihoods through a number of ways. First, by expanding and strengthening social networks; increase people's ability to deal with emergencies and to work together thereby reducing costs and increasing productivity. Secondly, mobile phones enable rural people to cut down travel costs; minimize physical risks; maximize the outcomes of necessary journeys; increase temporal accessibility; amplify efficiency of activities; and send and receive money. Thirdly, mobile phones help rural traders and farmers to secure better markets and prices; save time and money; and promptly communicate business-related information. However, mobile phones have not made important contributions to improve incomes of rural households. ❖

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FDI Policy 2011

FDI refers to capital inflows from abroad that is invested in or to enhance the production capacity of the economy. In today's world it is seen as an important driver of growth.

Foreign Investment in India is governed by the FDI policy announced by the Government of India and the provision of the Foreign Exchange Management Act (FEMA) 1999. The Ministry of Commerce and Industry, Government of India is the nodal agency for monitoring and reviewing the FDI policy on continued basis and changes in sectoral policy/sectoral equity cap. The foreign investors are free to invest in India, except few sectors/activities, where prior approval from the RBI or Foreign Investment Promotion Board ('FIPB') would be required.

Foreign investment is of two kinds – (i) Foreign Direct Investment (FDI) and (ii) Foreign Portfolio/institutional Investment. There are two ways to introduce or increase FDI for all items / activities. It can be brought in through the Automatic Route under power delegated to the RBI and the remaining item through Government Approval.

FDI in retail

Retail or Trade is the single largest component in service sector in terms of contribution to GDP. Its massive share of 14% is the one of the largest activity in services sector. Retail sector is divided into organized sector or unorganized sector. In this organized retail is only 3-4% , which is effected through FDI policy.

India has opened up the retail sector slowly to Foreign Direct Investment ("FDI"). In 1997, FDI in cash and carry (wholesale) with 100 percent ownership was allowed under the Government approval route. It was brought under the automatic route in 2006. 51 percent investment in a single brand retail outlet was also permitted in 2006. FDI in Multi-Brand retailing is prohibited in India.

Before opening FDI in retail in 2006, there were various options followed by investor or companies. Franchise model is allowed the approval of the Reserve Bank of India (RBI) under the Foreign Exchange Management Act. Another models like Cash and carry wholesale trading, Strategic Licensing Agreements, Manufacturing and wholly owned subsidiaries.

In single-brand retail, FDI up to 51 per cent is allowed, subject to Foreign Investment Promotion Board (FIPB) approval and subject to the conditions mentioned in notification. FDI in 'Single brand' retail implies that a retail store with foreign investment can only sell one brand. For example, if Adidas were to obtain permission to retail its flagship brand in India, those retail outlets could only sell products under the Adidas brand and not the Reebok brand, for which separate permission is required. If granted permission, Adidas could sell products under the Reebok brand in separate outlets.

In July 2010, Department of Industrial Policy and Promotion (DIPP), Ministry of Commerce has taken steps on allowing FDI in multi-brand retail. They come up with a discussion paper which didn't suggest any upper limit on FDI in multi-brand retail. If implemented, it would open the doors for global retail giants to enter and establish their footprints on the retail landscape of India. Opening up FDI in multi-brand retail will mean that global retailers including Wal-Mart, Carrefour and Tesco can open stores offering a range of household items and grocery directly to consumers in the same way as the ubiquitous 'kirana' store.

A number of concerns were expressed with regard to partial opening of the retail sector for FDI. A Parliament Standing Committee on 'Foreign and Domestic Investment in Retail Sector' laid a report in the Lok Shaba and Rajya Sabha on in June 2009. Many issues highlighted by the committee on FDI in the retail sector. Issues like nascent stage of Indian retail sector, unfair competition for kirana store were in focused.

Some companies are already started working in wholesale business. WalMart has a joint venture with Bharti Enterprises for cash-and-carry (wholesale) business, which runs the 'Best Price' stores. It plans to have 15 stores by March and enter new states like Andhra Pradesh, Rajasthan, Madhya Pradesh and Karnataka. If government go with FDI in Single Brand Retail, then next point is how much % is allowed 25 %, 49 % or 51% is still a question. All investment provides different degree of freedom or authority in working.

The government has added an element of social benefit to its latest plan for calibrated opening of the multi-brand retail sector to foreign direct investment (FDI). It is specified that only those foreign retailers who first invest in the back-end supply chain and infrastructure would be allowed to set up multi brand retail outlets in the country. India lacks in Agriculture storage infrastructure which is necessary for carrying over the agricultural produce from production periods to the rest of the year. Due to Lack of this distress sale is prevalent in farmers. The idea and objective to put norms and priority for investment is that the firms must have already created jobs for rural India before they venture into multi-brand retailing.

Our country has a culture and policy should help in keeping and strengthening them. The Industrial policy 1991 had crafted a trajectory of change whereby every sectors of Indian economy at one point of time or the other would be embraced by liberalization, privatization and globalization. In present retail is going through various changes, FDI in multi-brand retailing must be dealt cautiously as it has direct impact on a large chunk of population. It is prerequisite to study the experiments of different countries and accommodate changes in FDI policy for betterment of common people. ❖

Opportunity Well Used

P. Narsimha belongs to Pochampally village, Pochampally Mandal, Nalgonda District. He is 33 years old and lives with his family- his wife, daughter and mother. He studied up to 10th class. His family belongs to the weavers' community. Earlier Narsimha used to do handloom work. The earnings from the handloom were very low and family expenses were very high. During that time his father had a paralysis attack. The medical expenses were more than Rs.25, 000/-. He took loan from his relatives for his father's treatment but the disease was not cured. After some days his father died. He was still doing weaving and was struggling hard to repay the loan. His wife also used to support him in the weaving work. After the repayment of loan to the relatives they started saving and saved one lakhs rupees in five years. From last two years the handloom industry is on a down turn because of globalization. People are buying power loom products. Everyone in their village started shifting to some other livelihood due to declining earnings. He also, thought about changing his livelihood. One day, on the main road of Pochampally he saw a closed Kirana

shop. He came to know that one year back the owner of the Kirana shop, died because of heart attack. After few days, he received information from his neighbor that the kirana shop was put for sale. Narsimha thought about buying that shop from his savings. He discussed with his wife and well wishers. They all supported him. The cost of the shop was Rs. 1, 50,000 but, Narsimha had only Rs.1 lakhs so he went to the kirana shop owner's parents and discussed the matter with them. Narsimha has good reputation in the village. They agreed but on one condition that he will pay Rs.1 lakhs now and the rest of the amount will be paid in installments spread over a period of six months. He paid first installment of Rs.1 lakhs. After that he never looked back and is successfully running the shop. He developed good rapport with his neighbors and they started coming regularly to his shop. He repaid the rest of amount on time. He is also doing business on a monthly credit basis. He shifted his daughter from government school to a private school and also purchased a two wheeler. Narsimha is now living happily with his family. ❖

Broken Lives

Mallesh belongs to Sangareddy in Medak District. He is 35 years old and studied up to class 10th. Currently he is working as a marketing executive in Haldiram's Company at Uppal in Hyderabad. He has a wife, daughter and a son. His children are studying in a government school in his village. Earlier he used to run a cement brick unit in his village. He used to make cement bricks, water tanks, windows and other construction materials. During that time the brick business was doing well. Along with his brick making business he has also started selling marble stones. There were nearly 10-12 members working for him in the brick unit. It was running well and he used to earn approximately Rs. 20,000 per month. Last year his wife developed health problems and suffered from some gynecological problem. He took her to a private hospital. He spent approximately Rs. 1 lakh on his wife's treatment. During that time he was busy taking care of his wife and was not able to concentrate on his business. The labor in his factory didn't work properly due to lack of supervision. He was not able to deliver material in time to the

customers. The customers abused him and stopped doing business with him. In return he ill-treated his laborers. So the laborers quit the job. When all this was happening his wife again developed health problem. He took her again to a private hospital. To pay hospital bills and other medical expenses he took a loan of nearly two lakhs rupees from his relatives. He thought that he would not be able to run his business properly. So after discussing the situation with his wife he shut down the business. He used that money to repay his loan. The money was not sufficient and he still has credit of Rs. 1 lakhs. His father-in-law stays at Bala Nagar in Hyderabad. Mallesh's family migrated from Sangareddy to Balanagar. He thought that they will take care of his wife and he started working in one company as a salesman. Mallesh used to be in tension because of his business losses and wife's health condition. Now his family is struggling. His wife's health problem is cured and now she is working as a tailor. Both of them are working to repay the loan taken for her medical expenses. ❖

Social Work is Always Useful

Q: What is your name and how old are you?

A: My name is K. Rajesh and I am 21 years old.

Q: What is your qualification?

A: Presently, I am pursuing graduation at Narayan Khed in Medak District.

Q: Where is your native village?

A: My native village is Shelgera, Manoor Mandal in Medak District.

Q: How many members are in your family?

A: We are five members— my father, mother, two sisters and me. Both of my sisters are married.

Q: What activities are you engaged in, apart from your studies?

A: Along with my studies I am working as Community Sports Coach (CSC) at Magic Bus Organization and also work as painter in the village.

Q: How were you selected as CSC for the Magic Bus Organization?

A: They organization conducted one meeting and during that time they asked who all are interested to work with us. I told them that I am interested in working with them so they selected me as CSC of my village.

Q: How long have you been working at Magic Bus Organization?

A: I have been working at Magic Bus Organization for past 5 months in village.

Q: When did Magic Bus Organization started activities in the village?

A: 6 months ago, some representatives from Magic Bus organization came to the village. They met School Head Master, Sarpanch and Village elders there. They explained about their activities to them and also conducted one meeting in the village. In the meeting they explained about uses of sports and how to develop life from the sports. Moreover they formed a sports group in the village.

Q: What type of sports do you play in the village?

A: I play Kabaddi, Kho-Kho, Football, and Hand Ball. We are utilizing our school ground and developed it with the help of children. Our school Head Master and village Sarpanch also cooperated with us. Community is also actively participating in the activities. I also conduct games for primary level school children for their psychological development.

Q: How many children are playing under you guidance?

A: There are 25 children in our group belonging to age group of 10 to 14 years. I involve all the children in games.

Q: Did you take any training in sports?

A: Yes, I have attended 4 days training program at Pedda Sankarampet conducted by Magic Bus Organization.

Q: Did they give you any certificate?

A: Yes they will give certificate but after working for 6 months in Magic Bus Organization.

Q: What did you learn from the training?

A: I learnt about the usefulness of sports in our life. Sports play an important role in the development of children. They also taught about monitoring, child protection policy, and other child related aspects.

Q: What are your work timings?

A: Every day I work from 3.30 PM to 4.30 PM with children. I get involved in the games, monitor children and give suggestions to them.

Q: What do you learn personally being a CSC?

A: Earlier, I was a shy person and was not willing to speak to others. After joining here I developed myself and started interacting with others. As a part of my job I need to interact with various people including government officials and public representatives. These exposures improved my communication skills. Now, I can speak publicly without hesitation. During the course of my job my interest in games increased. It not only improved my health condition but made me more active. My Self confidence also developed being a CSC.

Q: How much is your salary?

A: No, I am not getting any salary from the organization. I am doing this work as a social activist and it is helpful to me.

Q: You told that you also work as a painter? How much do you get from painting work?

A: Yes, I am working as a painter in the village. I usually paint banners, boards etc. The money earned by me is spent on my education.

Q: Who supervises your work?

A: At mandal level Mandal Youth Mentor is supervising my work. He gives suggestions on how to improve myself.

Q: What is your future plan?

A: First, I want to complete my education and then pursue social work and be useful to the people. One important goal is to support my parents. ❖



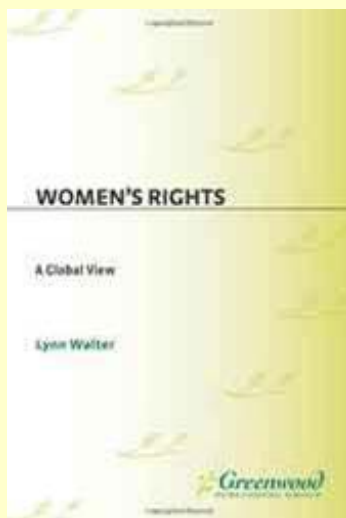
Books

Book Summary

Name of the Book: Women's Rights

Name of the Author: Lynn Walter

Publisher : Greenwood Press



The book discusses about women rights across the world. The initial chapter examines some of the ways in which women rights have been defined, denied and achieved. The definition of women rights vary from person to person. The book then talks about the agreements and disagreements.

The book tries to look on women issues from three different angles namely civil, social and political.

Women rights are guided by personal laws, family laws and religious laws. The various countries from where the conditions of women is discussed in books include Argentina, Bolivia, China, Cuba, Denmark, Egypt, European Union, India, Iran, Israel, Japan and Nigeria, United States and Zimbabwe. Every chapter tries to capture the history of women rights for every above mentioned country. How the rights changed from nineteenth to twentieth century. Then it discusses the women conditions in current scenario. Country specific case studies are also

highlighted.

The countries which turned into democracy over a period of time, also showed improvement in the condition of women. Then gradually the book also discusses the struggle of women and their becoming a legal citizens and entering in to work force of their country. Every chapter has a sub title which highlights the path followed by women and their struggle. The countries mentioned earlier are very different from each other in terms of their culture, geography and politics. Even the countries differ in the way of their governance. The condition of women differs greatly in a democratic country as compared to a country governed by dictators. Every chapter in the book ends with a paragraph about the future of women rights in that country.

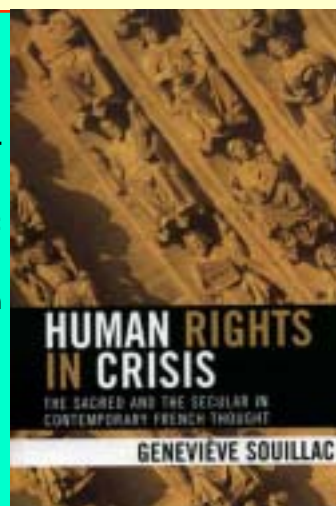
This book can be used by students, professors, activists and all the people who are working in the field of women development in any sector. ❖

New Book

Name of the Book: Human Rights in Crisis

Name of the Author: Genevieve Souillac

Publisher: Lexington Books



Resources

FIAN India: It recognizes the need to work for the mainstreaming of the right to adequate food in the country. This is the only Human rights organization in India working exclusively with the human right to food and feed oneself. The right to food is enshrined in the Universal Declaration on Human Rights and the International Covenant on Economic, Social and Cultural Rights, a treaty signed by 145 states that came into force in 1976.

Email: fianindia@yahoo.com web : www.fian.in

Child Rights Trust (CRT): It's aim to protect and promote all the inherent and individual rights of children through the training of various target groups, the preparation of action plans, filing complaints and networking with other NGO's in the region. children.

E-mail: childrightstrust@gmail.com , crtindia@yahoo.co.in

South India Cell for Human Rights Education and Monitoring (SICHREM): It's vision - "A just society where 'human right' is respected and 'dignity' is guaranteed for all people" The mission of SICHREM is "Making Human Rights a household concept" through a process of: Empowering the socially marginalized communities by protecting their rights through education, monitoring, legal aid and civil society mobilization".

Email: ashokmathews@sichrem.org Website: www.sichrem.org

Self-confidence Matters!

A business executive was deep in debt and could see no way out. Creditors were closing in on him. Suppliers were demanding payment. He sat on the park bench, head in hands, wondering if anything could save his company from bankruptcy.

Suddenly an old man appeared before him. "I can see that something is troubling you," he said.



After listening to the executive's woes, the old man said, "I believe I can help you." He asked the man his name, wrote out a check, and pushed it into his hand saying, "Take this money. Meet me here exactly one year from today, and you can pay me back at that time."

Then he turned and disappeared as quickly as he had come. The business executive saw in his hand a check for \$500,000, signed by John D. Rockefeller, then one of the richest men in the world! "I can erase my money worries in an instant!" he realized. But

instead, the executive decided to put the un-cashed check in his safe. Just knowing it was there might give him the strength to work out a way to save his business, he thought.

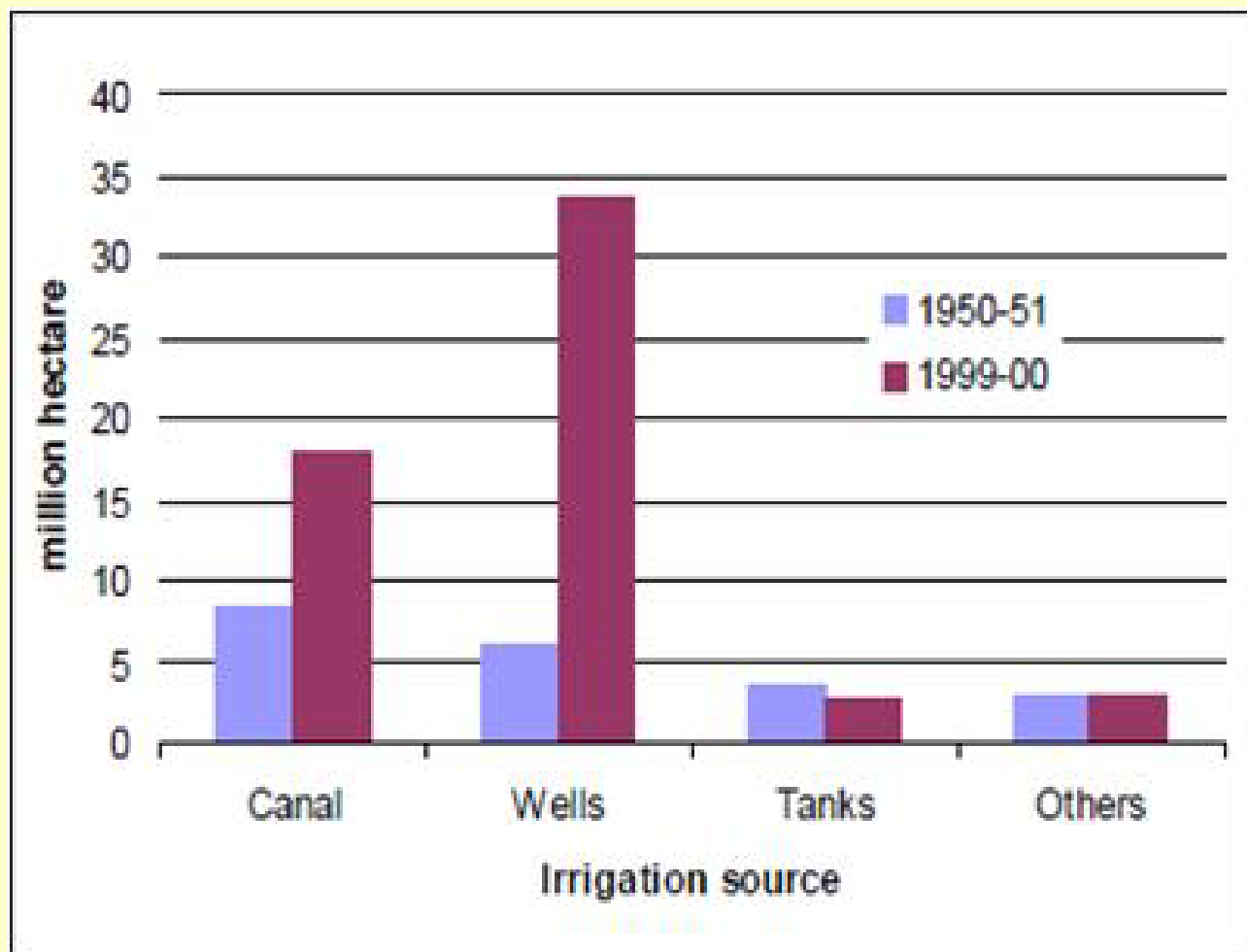
With renewed optimism, he negotiated better deals and extended terms of payment. He closed several big sales. Within a few months, he was out of debt and making money once again.

Exactly one year later, he returned to the park with the un-cashed check. At the agreed-upon time, the old man appeared.

But just as the executive was about to hand back the check and share his success story, a nurse came running up and grabbed the old man. "I'm so glad I caught him!" she cried. "I hope he hasn't been bothering you. He's always escaping from the rest home and telling people he's John D. Rockefeller." And she led the old man away by the arm.

The astonished executive just stood there, stunned. All year long he'd been wheeling and dealing, buying and selling, convinced he had half a million dollars behind him. Suddenly, he realized that it wasn't the money, real or imaginary, that had turned his life around. It was his newfound self-confidence that gave him the power to achieve anything he ever imagined. ❖

Irrigation Sources



Source: *More Rice with Less Water* (WWF 2008).

After independence the government increased investment on irrigation projects. The irrigation area increased from 22 million hectares (1950-1951) to 76 million hectares (1999-2000). Present irrigated area is more than 3 times compared with earlier irrigated area in 1950-51. Before independence agriculture irrigation is mainly depended on tanks. Almost every village had two or three tanks in the country. The country had 5 lakhs of tanks.

After 1960s the government focus decreased on tanks. It focused more on irrigation projects. So, tanks management neglected. Most of them are damaged. Government focused on large scale irrigation systems, which is very expensive and not possible to provide water to many areas in the country. It forced farmers to depend on installed wells for irrigation. The irrigation through wells installation has been increased in a rapid way for the last 5 to 6 decades. In many regions groundwater utilization has been happening through pump extraction. It leads to serious groundwater decline. India is a largest groundwater user in the world. It is using 40% groundwater for irrigation and 85% for drinking purposes.

According to the World Bank assessment, the heavy dependence on groundwater for irrigation and drinking water continues. India will be in a critical condition. Groundwater levels are decreasing. Its impact is very serious on the sustainability of agriculture, livelihoods, and economical growth of the country. There is an urgent need to concentrate on declining groundwater. ❖

Flour Mill

Shining Livelihoods



Mahout



Declining Livelihoods

‘Yoga’kshemam

Happy Youth Day! It is 149 years since Swami Vivekananda's birth!

Happy Pongal!

Happy Republic Day!

Let us also remember Gandhiji on his death anniversary.

‘Telangana’ drizzle is on again! Cold is high but short-lived!

Amidst winter solstice, new year and makara sankranti, it has been a month of roller coaster ride, emotionally speaking! A young friend's spouse expired. A young colleague has been in hospital for a multi-organ failure, cause by blood poisoning. A friend is fighting the battle with milk. A friend's memorial lecture goes on for over 20 years. Severe viral fever grounds me for a week. Self-control to perform under duress/excitement has been hit. Deadlines have been extended. Efficiency levels have fallen dramatically. Irritations kept cropping up for something or the other. Memory has not helped. All suggestions for a slow down and transition to a new phase with a new pace(s). A couple of hearty and very very long talks with friends retain the sanity. Many more may be needed. It appears certainly onto a new way. A couple named their son. Neel is a good name.

Probably the first modern day Gurukulam of the country in the public domain – AP Residential School, Sarvail celebrates its Ruby Jubilee. This has led to multiple government residential schools for the talented in AP and the country, followed by Navodaya Vidyalayas and ashram schools all over the country. Between them, they produce 200,000 first class/distinction school graduates every year in the country. The model(s) practiced are time-tested and emulated all over.

As usual, we see the passing of International Days - International Migrants Day (December 18), United Nations Day for South-South Cooperation (December 19), International Human Solidarity Day (December 20), and Global Family Day and World Day of Peace (January 1), without much ado. Now, we await World Day of Social Justice (February 20), International Mother Language Day (February 21) and World Thinking Day (February 22).

Of course, we know February 14 is Valentine's Day. Hope you had a good hug on January 21, World 'Hugging' Day.

Livelihoods beyond rural, Enterprises beyond individual, Institutions beyond savings and credit, Leadership beyond government, Value Chains beyond product, Vulnerabilities beyond nature, Employment beyond wage and job, Continuums beyond education, Contexts beyond ecological, Capitals beyond financial, and Frameworks beyond frames sum up our key focus! Larger outreach,

scaling-up, deepening vulnerability, leadership, knowledge and learning management, and mentoring continue to engage us now.

Kushwant Singh gives eight focus areas for good life and happiness – good health, reasonable amounts of money for small pleasures of life, own home, understanding companion(s), lack of envy (avoid comparing with others), not allowing others to descend on you for gossip, fulfilling hobbies (rather than parties), and daily introspection and meditation.

Krish confirms that emotions are more powerful than thoughts and promises. All emotions are a result of a past or expectation of a future. When the mind is in the present, we can relish the emotions, rather than become their slaves. Let us get to the present and be there.

I gather that food serves as medicine -

Eat ginger and garlic to fight cold, headache, inflammation, pain, and nausea

Eat curd and honey to prevent fevers

Drink Tea to build immunity and prevent fat deposits

Eat honey to get good sleep

Eat onions to fight asthma

Eat banana to settle an upset stomach

Eat pepper for coughs

Eat cabbage to fight ulcers

Eat peanuts to regulate blood sugar

Eat kiwi, apple, orange, watermelon, strawberry, guava, papaya regularly to improve the immunity

Eat tomato to prevent prostrate problems

I realize during the month – surrender is the surest indicator of love with the trust and faith that love takes care of everything. Surrender to the world to respond to its biggest problems. Connect with the people working on big problems. Travel in search of solution to the big problems. Then our love helps us to be good at serving what the world needs. Be useful. Daily struggles define us and bring out the best in us to love. Surrender to being useful.

As we pursue surrender to the soul of the universe, we 'live' usefully. In the confluence of the souls, we are in 'saagaram' seeking and relishing [sangamayogarm](#).

Can we be there? **Yes, if we pursue Atma Yoga.** Surrender. Be in the Present. Be Useful! Reflect! Relentlessly! Krishna confirms – Surrender is the surest way to viswaatma taking over antaraatma. Join us in the world of yoga – for liberated happiness - towards saagarasangamayogasiddhi. You will not regret it. ❖

G Muralidhar

livelihoods Magazines-2011

