

# livelihoods

today and tomorrow

January 2014



## Livelihoods in Media



Telangana is still inching forward! General Elections are inching in!

Aam Admi plans to contest 400 seats. Coalitions are breaking and new ones are emerging!

Print, electronic media and communications is the growing industry. It provides a variety of livelihoods. When 1000 million mobiles are used, 200 million are on social media, 1000 million watch television, 1000 million listen to radio, 500 million read papers and magazines so on so forth, the livelihoods in the media could be reckoned at 10 million. A majority of them are poor. The newspaper boy, the mobile repairer, the light boy, the stringer, the web professional, broadband sales man etc., are living on the media. They are not secure jobs. They are not remunerative either. In this context, 'livelihoods' has explored 'Livelihoods in Media'.

You may like to read 'Urban Livelihoods: A People-centred approach to reducing poverty'. Read about Coorg in 'Kshetram' and Toddy Tapping in 'Sukshetram'.

'Legend' introduces 'Nelson Mandela'. 'How to' supplement discusses 'How to write Annual Report?' Usual e-links introduce a video (Small-scale Dairying in North-east India), book (Up and Out of Poverty), LEAP (Srinagar Village), and value-chain/subsector (Arecanut/Paper).

Daily notes for the month are presented as part of the e-livelihoods learning course. This month, it is capsule 1: Concepts.

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

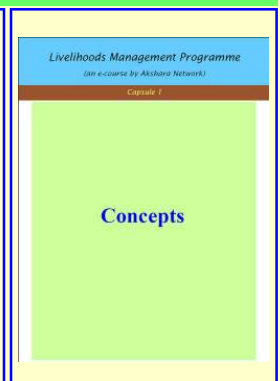
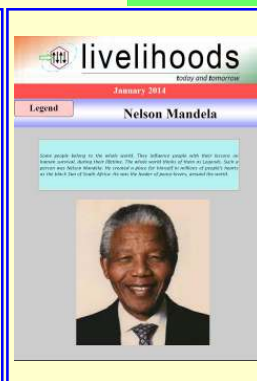
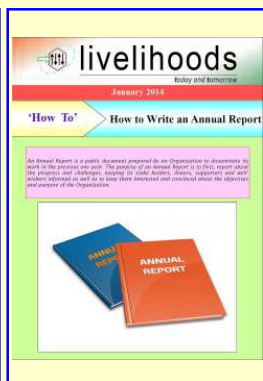
the 'livelihoods' team

Globally, the number of extreme poor has dropped by 650 million in the last three decades, a level of progress humankind had never seen. But still there are more than a billion people living in extreme poverty.



Nurturing persons is always difficult process in any organization.

Latest  
'livelihoods'  
Supplements  
e-course



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**For Private Circulation only**

**With Support From**

**Akshara Livelihoods (ALPL)**

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**e- course**

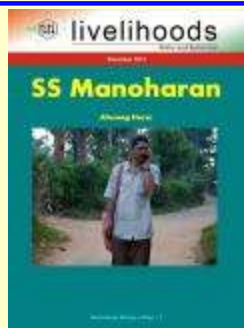
Capsule; 1 Concepts

**Supplement; How to do**

How to Write a Annual Report

**Supplement: Legend**

Nelson Mandela



This is one of the finest livelihoods edition I read. Just wanted to congratulate you for this beautiful edition. Why not cover such short story of many Manoharan like him.

It would be inspire him to know people like Manoharan. If I can be of any help then please

let me know. Congratulation again.

Chaitanya,  
IRMA



*Can Poverty be eradicated by 2015 as per Millennium Development Goals (MDGs) in India?*

## News

### Food Grains Production may Fall Short Of Target:

Food grains production in the State is likely to fall short of the target by about 18-lakh tonnes in 2013-14. The shortfall is being attributed to the damage of standing crops due to cyclones in the coastal districts and because of excessive rains in other areas. According to the Director of Economics and Statistics, food grains production is likely to be 207.29-lakh tonnes against the target of 224.96-lakh tonnes, an 8 per cent dip in the expected output.

### Now Loans for Skill Development Training!

Skill development training, now comes along with loans which can be converted into easy monthly installments (EMIs). Notable dip in campus placement is making technical colleges add professional training through skill development institutes according to CEO, Talent Sprint, a skill development firm. "Skill set is the focus for hiring corporates in the backdrop of over 80 percent of engineering and IT students lacking it. Many companies are doing away with taking the burden of hiring freshers. Instead, students with necessary technical and soft skills are preferred by companies according to recruiting firms. ❖

### Centre Clears 5 National Highway Projects:

A high-level panel of the Union government has cleared five national highway road projects worth Rs.7,595 crore. The Public Private Partnership Appraisal Committee (PPPAC) at its 62nd meeting cleared the projects that will be executed under the PPP mode. Since its inception in 2006, the PPPAC has cleared 272 Central projects worth Rs.2.96 lakh crore. The projects include the four laning of a 191.8-km section of NH 209 in Karnataka, four laning of the 26-km stretch between Kazhakkuttam and Mukkola in Kerala, two laning of the 177.5-km Jabalpur-Mandala-Chilpi section of NH-12A in Madhya Pradesh, four laning of the 95-km Ambala-Kaithal section in Haryana, and the 134.9 km Eastern Peripheral Expressway.

### Two Major Projects In Fisheries Sanctioned In Chennai:

The sector of fisheries has received a shot in the arm with the State government sanctioning Rs. 117 crore for two projects to be taken up in Chennai. While Rs. 75 crore has been earmarked for improvement of the Chennai fishing harbour, also known as Kasimedu or Royapuram fishing harbour, a sum of Rs. 42 crore has been set apart for a sport fishing and eco park in Chetpet, according to an official release. ❖



### Land Reform Can Transform Livelihoods:

THAT the Fast Track Land Reform Programme (FTLRP) has reduced Zimbabwe from the breadbasket to the basket-case of Africa is the crude economic caricature synonymous with most media headlines worldwide since the inception of this large scale agrarian restructuring revolution in Zimbabwe. Spread nationally, smallholder agricultural economic activity creates more employment and improves livelihoods than the large-scale commercial farms because the activity is strategically and economically integrated within the highly populated rural area which means the multiplier effects would be substantial. Hence it is important to analyse the FTLRP on the balance of its intended long-term outcomes. ❖

## Gram Vikas Samiti (GVS)



implementation and supervision of projects, and the allocation of wages or materials.

Furthermore, GVSs provides a platform for villagers to voice individual and collective concerns to each other and to the government. GVSs suggest to village Panchayats (local governing bodies) to properly implement the government schemes at the village level.

The GVS is made up of representatives democratically elected during the *gram sabha* (village meeting), with an equal representation of women and citizens of all social backgrounds.

In one village, for example, the GVS consists of nine farmers who are its representative members. One of

its functions was to decide which families in the local community were not receiving adequate drinking water. After a thorough analysis, the GVS had a water tank built using community funds to support economically backward members of the village. The actual implementation of this initiative was made by GRAVIS, which constructed the water tank. ❖

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### Scheme

Gramin Vikas Samiti (GVS), a village organization was established in Govindpura village, Osian Block, Jodhpur District of Rajasthan. The GVS acts as an intermediary between the local government and the rural community. It is responsible for the formation and preservation of village funds, the selection and prioritization of prospective development initiatives, the

### Facility

### Vikalp Project

GRAVIS organization started the Vikalp project in 2008 with the aim of providing water security to the families in an economical and sustainable way, in collaboration with Suzlon Company in the Govindpura village. Suzlon Company which primarily works on solar energy, provided funds for the construction of the water tank in the village and GRAVIS identified eligible households with the help of the Grameen Vikas Samithi (GVS).

GVS identified the families and informed that if they agree to become part of the program, they should send their family name to the GRAVIS Head office before the construction of the water tank. The family is selected by VDC on the basis of family economic status. These families can benefit from clean drinking water when the water tanks are filled with water from nearby tube wells, thereby alleviating the harsh effects of a bad rainy season. For its construction, families first invest Rs.30,000, which is returned to them by GRAVIS staff upon the completion of the project.

GRAVIS received funds from NGOS and other foundation to support this project. Each tank is cylindrical and around ten feet deep. It has a catchment area with a thirty-foot radius directed towards the tank inlet. It has the capacity to store between 10,000 and 15,000 liters of water at a time, which is sufficient for a family(4 members) for four to five months. In the Thar region, GRAVIS has thus far constructed eight water tanks that have benefited over thirty-two households. ❖

### Information Centre & Weather Station

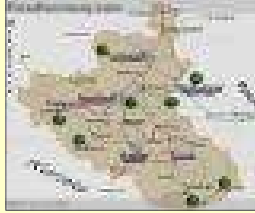
Govindpura's Gram Panchayat is located in Dawara. With the help of the Gram Panchayat and GRAVIS, an information center was established in the village in 2004. The information center functions as an extension of the Gram Panchayat, and provides all the information related to the governing body to the local villagers.

The village information center, led by Mr. Duda Ram (Village Mukhya), and providing details of each scheme to villagers. He helps GRAVIS execute initiatives such as planting, seeds distribution, water tank constructions, and surveys. He collects information from the Gram Panchayat and passes it on to the grassroots level through a village meeting or an announcement at a crowded area such as the bus stop. The information center also works very closely with ICRISAT, which provides many types of seeds to farmers. The information center manages most executive decisions of ICRISAT, including seeds distribution, farmer selection, crop samples collection, etc.

**Weather Station:** In Govindpura Village, ICRISAT installed a weather station that provides information about weather conditions in the current and future points in time. Additionally, the facility also provides updates about the fluctuating markets and changing bank loan structures. Every month, a few staff members from ICRISAT come and take readings from this weather station for further analysis of weather patterns. The village head and president of Kisan Club, registered his mobile number with ICRISAT and NABARD in order to receive information about the weather, market, and banks at regular intervals so that villagers can remain up to date regarding these important issues. ❖

## Coorg

Kodagu, also known by its anglicized former name "Coorg", a thickly wooded grandeur on the Western Ghats, is the most beautiful hill station and administrative district of Karnataka. It occupies an area of 4,102 square kilometers (1,584 sq mi) in the Western Ghats of southwestern Karnataka.



As of 2011, the population was 558,961, 13.74% of which resided in the district's urban centers, a literacy rate of 82.52%. Madikeri is the headquarters of Kodagu. Kodagu is well known in the world for its coffee and "brave warriors" and is home to the native speakers of Kodava language.

River Kaveri (Cauvery) originates at Talakaveri, located on the eastern side of the Western Ghats, and irrigates the greater part of Kodagu. Kodagu is home to many communities with diverse ethnic origins, with Kodavas being the main ethnic group and other tribes such as the Yeravas, Kurubas and Kudiyas.

Agriculture, NTFPs, wage labour, livestock rearing and services & allied activities are the major livelihoods of the region. Most of the employment (55%) was generated by the wage Sector in coffee plantations followed by NTFPs collection (26%) and other sectors (19%). The town of Coorg holds the highest per capita income for the entire state of Karnataka. Paddy is the major food crop of the region while coffee is the major cash crop. Kodagu is the second largest coffee producing (30%) region in India, after the Baba Budangiri hills in Chikkamagaluru district with 'Coffee Robusta' variety as its specialty.

The mainstay in the economy of the district of Coorg is pepper, coffee and cardamom. Traditionally it is also known for other produces like black vanilla, oranges & honey and a variety of trees like rosewood, teakwood, silver oak, etc. The role of NTFP, officials of the NTFP cooperatives and other knowledgeable individuals play a major role in their livelihoods. Availability of fodder from the forests as well as agriculture gave a chance for the people to keep livestock. Backyard poultry of minimum 6-7 birds is a common picture in every household.

Talakaveri the place where the River Kaveri originates, Iruppu Falls at Bylakuppe near Madikeri is the second largest Tibetan settlement outside Tibet are some attractions in the area. Eco-tourism, such as walking and trekking tours, converting buildings on the plantations into home stays is emerging as a good income source for the district.

Income from combination of NTFP and other activities generate sustainable income for food and livelihood security for the residents. However adivasis' traditional substance practices and their knowledge systems are eroding due to two main factors - the conservation of nature and the co-modification of agriculture. Conservation strategies have restricted indigenous people's access to natural resources through imposed land tenure arrangements. For conservationists, global biodiversity preservation has taken precedence over the livelihoods' needs of tribal in this region. ❖

## Toddy Tapping

Toddy tapping exists around the world in tropical areas. In our country many people in Andhra Pradesh, Tamil Nadu, Karnataka, and Kerala engage in this activity because there is a large supply of toddy near the equator available to be tapped. Different communities within India, such as the Goudas of Andhra Pradesh, Jaiswals of Uttar Pradesh and Madhya Pradesh, Bhandaris of Maha



Rashtra, Nayanars of Tamil Nadu, and Ezavas of Kerala are almost exclusively involved in toddy tapping to earn money. Over 16% of the Backward Classes (BC) in Andhra Pradesh is involved in toddy tapping. Toddy tappers were originally engaged in the manufacturing and sale of spirit and liquors. The Gouda community thrived near the Godavari River and they became accustomed to trading palm tree products for a living. This included toddy tapped from coconut and other palm trees. Communities from tropical areas have been tapping palms for their sap that provides sweet liquid energy as well as fluids in the hot climate. The sap is extracted and collected by a tapper. Typically, the sap is collected from the cut flower of the palm tree. Containers, such as pots, jars, and bamboo dishes are fastened to the flower stump to collect the sap. The palms were tapped by slicing into the peduncle (main stem) of the inflorescence. Although palm sap could be used immediately, it is preferred to use it to make two derivative products: jaggery and toddy.

The Toddy (kallu) in Andhra Pradesh is split into two subcategories: Thati Kallu (from Toddy Palmyra trees) and Eetha Kallu (from silver date palms). Since the Gouda community requires Munthas (kallu pots) to pour and process the derived sap, the pottery community also depends on the toddy tappers to sustain their livelihood.

Seasons: The four toddy production seasons are -

1. Poddathadu, 2. Parpudthadu 3. Pandudthadu 4. Mogadthadu

Toddy tappers also earn supplementary income through the sale of leaves, munjas, geegus, and firewood, through which they typically make Rs. 5000-8000 per year.

Toddy tappers earn approximately Rs. 150- 250 every day. When they are not involved in toddy tapping, they earn money through alternative livelihoods such as physical labor jobs or agriculture.

Women also play an important role in this process by collecting the sap from their fields and selling it at their house.

The major risk involved in the occupation is the climbing of high heights of the trees to collect sap. People in the occupation often fracture their hands, legs, and back due to unforeseen accidents. There is a demand from the community of toddy tappers to increase the insurance amount from Rs. 1,00,000 to 1,50,000 and also implement to Apadabandu schemes for further financial security. ❖

# Livelihoods Channel and Double Dozen Mentors!

Cold continues. Doyen of Telugu Cinema, my trustee in Naandi, Akkineni Nageswara Rao, rest in peace!

AP Assembly rejects Telangana Bill; still a work in progress, a test of stamina!

Nation is getting ready for General Elections. Aam Admi Party is the new player on the national scene. Modi surges ahead. Congress anoints Rahul as its campaign chief. Several leaders express their Prime Ministerial aspirations. Coalitions are breaking and re-aligning.

January makes us to remember Swami Vivekananda and Mahatma Gandhi. It is the time we enter Uttarayana. India celebrates its republic day.

A statistic: **World's 85 richest people own as much as the 3.5 billion poorest. So much for the equality in this world!** This inequity undercuts democracy and exacerbates corruption. This calls for investments in public institutions for education, healthcare etc., progress taxes, crackdown on international tax dodging and transparent political structures that discourage corruption.

President Pranab Mukherjee, in his Republic Day address, points out – "2014 is a precipice moment in our history. ... Give them (young) a chance and you will marvel at the India they can create. ... We must be open to all knowledge. ... We possess a dynamic civil society with an innovative mindset. Our people, whether in villages or cities, share a vibrant, unique consciousness and culture. Our finest assets are human. .... Education is no longer just the privilege of the elite, but a universal right. It is the seed of a nation's destiny. ... the human mind flourishes best when it is, as the great sage Rabindranath Tagore said, free from fear; unknown; in search of wisdom; and when propose as well as oppose...."

## Perspectives

G Muralidhar

Hope our youth get a chance! Hope our things into their hands! Hope our education propose and oppose!

civil society is heard! Hope our people take reaches all! Hope we have the right to

Rahul Gandhi (in his first TV interview) stresses the need for **system change**, transparency and accountability, empowerment of women, youth, and villages. Narendra Modi talks about Bharat Maata, Governance, Results, 5Ts – Talent, Trade, Tradition, Tourism and Technology; IITs, IIMs, AIIMSs in all states, 100 smart cities, River Linking etc. Other aspirants have not said anything at all, as of now. How do we choose? Performance Track Record? Promise? Team?

We sincerely hope poverty reduction remains an agenda for all of them. Livelihoods of the poor remains a critical agenda for all of them. The budgets for poverty reduction, employment, education, healthcare etc., would be enhanced substantially. They support National Rural Livelihoods Mission and the National Urban Livelihoods Mission joining hands and mobilizing the poor into their institutions and enhancing livelihoods in their various dimensions individually and collectively. The poverty reduction and social justice rights and entitlements in the country converge in the institutions of the poor. The rural skills and urban skills get integrated. The jobs get created before the skills for placements are pursued. Indian self-employment character is appreciated and supported with increased emphasis. The starvation, nakedness, shelterlessness etc., become history. Inclusion of all and Reduced inequity are visible. No one looks forward to Subsidies. Every village will have print, video and electronic knowledge centre that meets the needs of the village. Millennium Development Goals are achieved.

1.25 billion need dedicated **development and livelihoods television channels** to meet their development and livelihoods needs. They need 1.25 million integrators, leaders, social entrepreneurs, social change agents and service providers servicing people for 10 years. This is 2 persons per village.

Can we make these 1.25 million available over the coming 10 years, serving 10 years? 1.25 lakh/year? If we have a unit that identifies, trains and mentors 250 persons, we need 500 units. This is about 1 unit per district. If we take 3 years to set up these units across the country, we need 200 units/year. If we have 5-6 mentoring units, they will take care of this agenda. The **mentors** in these units, may be a double dozen, is the immediate need. Let us identify them now and mandate them with this task. ❖



## 26 January Republic Day

## I Want to Develop My Business

## Want Better Education to Children

**What is your name and how old are you?**

My name is Vadeeghar Vijay Kumar. I am 30 years old.

**What is your educational qualification? What is your native village?**

I have studied till 10th class. I did not go to further education because of financial problem. I am staying at Jaggayyapeta in Krishna District.

**What is your family background? How many members are there in your family and what are their conditions of life?**

Our family consists of 4 members - I, my parents and my brother. My father helps me in my business. My mother is house wife and brother is pursuing Degree in Jaggayyapet.

**Do you have any assets in your village?**

I have a house in my village.

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

I run Imitation Jewellery shop at Jaggayyapeta. Rold-Gold items are sold in this shop. I earn Rs. 10000 per month from this shop. I buy the Rold-Gold items from a wholesaler shop in Vijayawada.

**When did you start this business?**

I have been running the shop since 2009 onwards. Earlier, I used to do work as a shop keeper at a shop in Jaggayyapeta. Where I learnt business tips.

**What are the fundamental problems that are being faced in your daily life?**

I am not getting proper drinking water supply for my home. And also, basic commodity rates are increasing day by day, due to which we are not able to meet the expenses. Moreover, there is a lot of competition in my line of business, So I am struggling with this business.

**Are you entitled to any of the schemes being implemented by the governments? If so, what are they?**

No, I did not get any benefits from the government. But, My father is getting old age pension only.

**What are your future plans?**

In future, I want to develop my business. Also, I want to get married soon. ❖



**Can you please tell us about yourself and your family?**

I am Ramesh Parihar Mali, and I belong to a predominantly agricultural family. I was completed my B. Ed from Jodhpur College in 2000. After completing my education, I joined my family in supporting farming initiatives for three years before deciding to join GRAVIS. My family consists of six people: my mother, father, wife, two sons, and I.



**When did you join GRAVIS? Did you face any problems in your pursuit of a job?**

I joined GRAVIS in 2004 as a field coordinator. I did not face any problems, I applied for a survey staff position at GRAVIS in 2004 and was selected soon after completing my interview.

**What are your responsibilities as the area coordinator?**

My responsibilities are to coordinate project planning in the region, conduct studies and surveys, monitor current projects in the area, prepare reports and send them to the head office, and conduct meetings with field staff.

**What types of projects do you coordinate and where are they located?**

In Osian, I worked on many initiatives such as the Vikalp Project to construct water tanks, an eye checkup camp in collaboration with Suzoln Company, a seed distribution scheme, and a plantation scheme, just to name a few. After successfully completing all of my delegated projects in Osian Block over a period of four years, I was transferred to the Baap Block area as a coordinator in 2008. In Baap Block, I worked on the MPOWER project for women empowerment and mitigation of poverty. Other projects were related to clean water supply and healthcare. In 2009, these regions faced severe drought. Under the GRAVIS' oversight, I coordinated relief work in Baap block. GRAVIS supplied a water tank for drinking purposes and also provided fodder for the survival of animals during the drought. Currently, I work in Osian Block on ICRISAT's climate change study.

**What is your experience about the work?**

I first joined GRAVIS in 2004 as a field coordinator in Osian block. I worked on many projects related to health, livelihoods, drought relief, and others. After four years of working in Osian, GRAVIS shifted to me to my new location. Currently, I am working as Coordinator in Baap Block with a salary of Rs. 8500 per month.

**What is your goal for the future?**

My goal for the future is to educate my sons well and afford their higher education. I would like to see them obtain government jobs. ❖



**I Would Like To Get Continuous Work**

**I Will Retain My Job Until Death**

**What is your name? How old are you? Tell us about your family background?**

My name is Mankamutthula Gangamma. My husband died 20 years back. I am 68 years old. My family consists of 7 members: two sons, four daughters, and me. My family lives in Kasamamidipalli Village, Nallamada Mandal, Anathapuram District.



**With what are your family members occupied?**

My elder son is agricultural worker in my village. My younger son is a laborer who digs roads for the installation of underground cables work under the contract of AP Transmission. All my daughters are married.

**What are you doing in Hyderabad?**

I work as a daily wage labourer by digging roads for transmission line works. I earn Rs. 200 per day. I live with my elder son for six months of the year and with my younger son for the remaining six months. I have been under this rotation for the past five years.

**With how many others do you work?**

There are around thirty families who migrated together in search of physical work and ultimately settled down with this job. Before coming here, we used to work in Hyderabad and Bangalore on cable line excavation works based on the opportunities available from contractors.

**Do you own any lands or assets in your village?**

Yes, I have two acres of land and my own house. My land has been distributed between both sons.

**Why are you occupied with such a physically strenuous job?**

In my village, there are no employment opportunities due to volatile rain patterns. So, we migrated in search of stable work to different villages and Lingampally, Nacharam, ECIL area in Hyderabad and Bangalore. We most recently moved to Hyderabad.

**How long have you been working as a physical laborer?**

I have been involved in this work for the past ten years.

**In general, how many days of employment are available to you per year?**

I usually work for two hundred days in a year.

**What problems do you face in Hyderabad?**

In the city, it is becoming difficult to afford basic food products amidst the high and continually increasing prices. Water problems and safe roads are also some of our biggest concerns.

**Where do you live in Hyderabad?**

I live in the Osmania campus (Seethapalmandi) in Hyderabad.

**What kinds of services do you wish for from the government?**

We want the government to provide rice and other food products on rations to help us afford them. If possible, we would like to see more subsidies on fundamental goods in the market.

**What are your future plans?**

I want to remain in my sons' homes and retain good relations with them. I would also like to get continued opportunities for daily wage labor in the future. ❖

**What is your name? How old are you? Tell us about your family background?**

My name is Bikki Pochaiah, and I am sixty-two years old. My family consists of: my wife, two daughters, and I. My family lives in Shivaiahpalli Village, Biknoor Mandal, Nizamabad District.



**With what are your family members occupied?**

My wife works as a daily wage laborer in our village. She is also illiterate. I have two daughters, of which the elder one is married and the younger one is studying 10<sup>th</sup> grade in government high school.

**How long have you been working as a security guard?**

I have been working as a watchmen in the university mess for the past three years. I earn Rs. 3500 per month along with free rations of food. I first migrated from Nizamabad to Hyderabad for work after my relatives referred me to an employment opportunity, and I've been living in their house. I have been working eight-hour shifts every day.

**What did you do in your village before coming to Hyderabad?**

I worked as an agricultural daily wage laborer in my village. I earned Rs. 150 -200 per day. My wife also worked as an agriculture labour and also worked as a part-time beedi worker. She earned RS 100- 150 per day. She soon moved on to work under MGNREGS. This supplements her income from beedi making. Overall, the employment prospects in my village are limited and unpredictable.

**What additional support would you like from the government?**

I own a ration card, voter card, and Aadhar card, but the ration items are not sufficient for my family. I request the government to increase the rice quantity for poor people. The current quantity is not sufficient to survive. I also wish that the government allocated jobs on farmlands for cultivation during the rainy season and provided the work in the village. Finally, I would like the government to offer more subsidies on edible items so that the end consumers such as my family members are not burdened by the exorbitant prices.

**Is your wife a member of a Self-Help Group (SHG)?**

She is a member of a SHG in my village.

**What kinds of problems do you face in Hyderabad as part of your daily life?**

I feel troubled by the continuously increasing prices of basic necessities in the market. I wish that such a heavy burden could be reduced to help poor people such as myself. Although I suffer from health problems such as body pains, arthritis, and others, I have no one to look after me in this old age. My current salary is insufficient to sustain my health through food items and medicines.

**How often do you visit your village to see your family?**

I go to my village usually during festivals only, which is approximately once in three months. I have made exceptions and traveled there for important family occasions.

**What are your future plans?**

I want to get my daughter married. I also hope that I will retain my job until death and support myself. ❖

# Livelihoods in Media

*Communication is the best toll to develop, change and enhance the existing situation. Particularly it facilitates the social and economical development. Media is a crucial instrument in communication and it reflects the society. It exists from ancient times. Media has been playing an important role in exchanging information over space and time. In ancient times oral exchange of information through messengers was the common method. Media including print media and electronic media both plays key role in communication.*





Media consists of publishing books, brochure, news papers, journals, periodicals, sound recordings, motion picture, video activities, news agencies, entertainment activities, library, sporting activities, cultural activities and other recreational activities.

Modern media started in India in the end 18 Century. Print media used to be the largest and most important media for decades. After the invention of radio and television electronic media developed at large scale, but the print media did not loss its relevance in electronic age and has developed in an unimaginable way.

#### Print Media in India:

In developing countries like India print media did not get affected much by the internet as in developed countries where media depend on English language. Global scale print media has been declining for decades because of online publications whereas in India it has been gradually showing growth because of publishing in regional languages. Print media has been showing an average of 10 to 15% growth per year with this advantage.

Daily almost 90 million copies are circulating across the country. In print media, India is the second largest country in the world standing only next to China. India holds 17 out of 100 of world's largest circulated News papers. The first news paper is published in 1780 in Calcutta, West Bengal state and it was brought as weekly publication. Currently there are 70000 periodicals published including 5364 daily news papers and more than 690 electronic channels including 80 news channels are there. These periodicals are published in more than 100 languages (including dialects). In India, largest news papers are published in Hindi, English, Marathi, Urdu, Bengali, Gujarati, Tamil, Kannada, Malayalam and Telugu languages. 90% of the readers prefer Hindi and region languages in

the country. These news papers are available at low prices and one can get a news paper for Rs. 3 to Rs. 5 and magazines for Rs. 15 to Rs. 50.

There are various periodicals and news papers published in the country as shown below:

- \* Evening News papers
- \* Daily News papers
- \* Weekly magazines

S. No	Newspaper	Language	Daily Readership (in million)
1	Dainik Jagran	Hindi	16.37
2	Dainik Bhaskar	Hindi	14.416
3	Hindustan	Hindi	12.246
4	Malayala Manorama	Malayalam	9.76
5	Amar Ujala	Hindi	8.434
6	Times of India	English	7.615
7	Daily Thanthi	Tamil	7.334
8	Lokmat	Marathi	7.313
9	Rajasthan Patrika	Hindi	6.837
10	Mathrubhumi	Malayalam	6.334
11	Eenadu	Telugu	5.972
12	Ananda Bazar Patrika	Bengali	5.75
13	Sakshi	Telugu	5.379
14	Gujarat Samachar	Gujarati	5.114
15	Dinakaran	Tamil	4.816
16	Daily Sakal	Marathi	4.469
17	Hindustan Times	English	3.82
18	Punjab Kesari	Hindi	3.323
19	Prabhat Khabar	Hindi	2.859
20	Navbharat Times	Hindi	2.633
21	The Hindu	English	2.164
22	Patrika	Hindi	2.068
23	Nai Dunia	Hindi	1.358
24	The Telegraph	English	1.265
25	Deccan Chronicle	English	1.02
26	DNA	English	0.972
27	Mumbai Mirror	English	0.819
28	Economic Times	English	0.735
29	The Tribune	English	0.671
30	The New Indian Express	English	0.652

- \* Fortnightly magazines

- \* Monthly magazines
- \* By-monthly magazines
- \* Quarterly , half yearly and yearly periodicals

The daily news papers industry has above 180 million readers in the country and it is achieving 5% growth rate per annum. Hindi news papers have largest circulation compared to English and other languages. Regarding readership Hindi daily news papers have 57 million readers, Marathi 18.3 million and Malayalam 17.2 million. In daily news paper industry regional languages are gradually increasing than English language.

The magazines have above 1.2 million readers. In

magazines category regional languages have more readership than English language. Malayalam language has the largest magazine (Fortnightly) magazine with 29 million readers in the country. There are various periodicals with different subjects like entertainment, health, education, agriculture, religious preaching's, livelihoods, employment, personality development, technology, environment, political matters, literature, science, organizations and political parties' magazines, sports, tourism, business etc. Periodicals are covering huge number of subjects. Almost there are periodicals on every subject and all big organizations, institutions and political parties have periodicals. Though the news papers use local reporters to collect news, they also depend on

### Livelihoods in Print Media

S. No	Name of The Job	Average No of People	Qualifications	Salary / /Commission Ranges in Rs.
1	Paper Boys	1000 to 3000	No education/ 2 hours per day at early morning	Per Paper Rs.5 per month – Rs 300 to 600 as commission
2	Paper Agents	200 to 600	Minimum education/ part time work	5000 to 20000 as commission
3	Paper Van Drivers	80 to 200	Driving / part time work	10000 to 15000
4	Office Assistants	100 to 200	Minimum Education	3000 to 5000
5	Packing & Printing Workers	600 to 1500	Minimum education	5000 to 10000
6	Security Guards & Store in – charges	150 to 250	Minimum education	10000 to 12500
7	Canteen Staff	50 to 100	Cooking skill	7500 to 10000
8	Electricians and Mission Operators	30 to 50	Electrician and Other technical qualifications	10000 to 15000
9	Camera Persons	50 to 100	Photography	Per colour photo Rs. 30 and black & white Rs.15
10	DTP Operators	100 to 200	DTP	4500 to 6000
11	Librarians	50 to 100	B. Lib	10000 to 15000
12	Proof Readers	50 to 100	Degree and language knowledge	15000 to 25000
13	Cartoonists	25 to 50	Cartoonist	7500 to 10000
14	Reporters	500 to 1000	Degree	10000 to 30000
15	Sub- editors	100 to 200	Degree & Journalism	10000 to 50000
16	Page Makeup Persons	10 to 20	Degree & Multi Media	10000 to 20000
17	Advertisement Employees	30 to 40	MBA & Communication	20000 to 50000
18	Sales Wing Employees	5 to 10	Degree	10000 + Commission



less and they belong to high-end employees' category.

Along with fulltime works part time works are also available in print media. For example paper boys have to work daily 1 to 2 hours and earn Rs. 300 to Rs. 600 per month in paper distribution. In the same way drivers, column writers and paper agents are involved in print media as part time workers..

Along with regular staff there are many temporary employees or associates like reporters, camera persons, writers who are not considered as regular staff in news papers department. They get income based on work quantity and performance. For example news papers pay non- regular or part time reporters based on news size (on centimeter basis after editing) and importance of the news. In the same way private photographers get an income of Rs. 30 (per colour photo) and Rs. 15 (Black and white). If the photos are very important they will get extra incentives.

Writers of column, main article etc will receive Rs. 1000 to Rs. 3000 depending on their professionalism.

Advertisement persons get an extra commission on collected advertisement amount along with salary. Many news paper managements give salaries according to government wage board recommended pay-scale, providing Employees' State Insurance (ESI), Provident Fund (PF), Travelling Allowance (TA), Dearness Allowance (DA) and other incentives basing on their performance. There are many other types of services

the country's authorized news agencies:

Press Trust of India

United News of India

Samachar Bharathi

Hindusthan Samachar

In daily news papers and periodicals particularly in news papers there are various types workforce involved such as reporters, staff reporters, stringers, DTP operators, designing and graphic experts, photographers, cartoonists, advertisements collecting persons, content writers, columns writers, feature writers, sub-editors, editors, page make-up persons, printing workers, packing workers, store in-charges, librarians, canteen staff, drivers, security guards, paper promoting and marketing persons, paper agents, news papers & periodicals selling persons and paper boys. Different types of education qualifications and skills are required in the print media for different activities like reporting, advertisements collection, content writing, designing, printing, filing, transporting, and distributing. These people are working at different levels such as village, mandal / block, district, state and national level. Some people represent even in international level though their number may be very



providing people plumbers, mechanics, messengers, water-boys, store –in chargers, Xerox operators, clerks, managers and assistant managers for different wings involve in print media related activities and get income. In the similar way, periodicals provide livelihoods to many people such as sales persons, workers, designers, DTP operators, writers, printing workers, operators, packing persons, store keepers, drivers, sales agents, security persons etc.

*There are above 5364 news papers in our country. An average news paper provides employment to 1500 to 2000 persons including skilled, semi skilled, regular employees, part time employees, commission based, honorarium based income earning persons. It means that news papers are providing livelihoods to above 80 lakhs to 1.07 crore people across the country.*

Though periodicals may not provide large number of livelihoods as that of news papers, they can provide to 50 to 100 persons which may come up to 64 lakh by 64636 periodicals. Total print media including news papers and periodicals is providing employment to above 1.5 crore persons in the country.

In the country major daily news paper managements are also running journalism colleges to train the people on journalism. After the training they are providing employment as apprentice in their papers with bond agreement. In that apprentice period they get a nominal amount of fixed salary. Along with these journalism colleges major universities are also offering journalism courses even in some universities are offering journalism from degree on - words. Regarding technical trainings number of private training institutions like DTP training centers and multi-media learning centers are providing

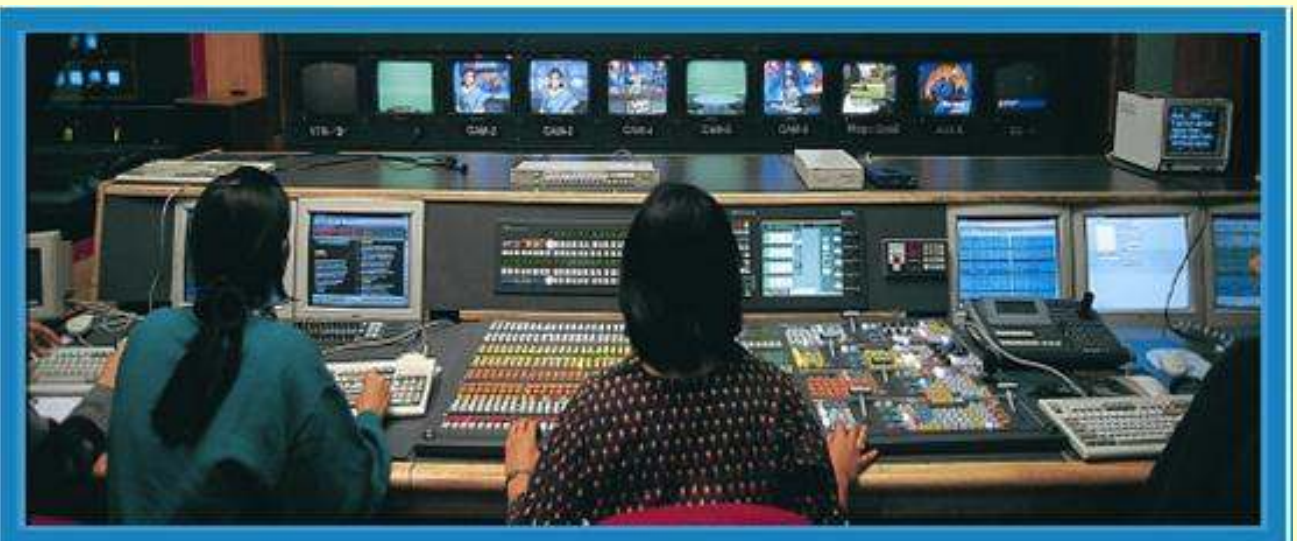
trainings to improve technical skills which are suitable and required for the print media in all major towns across the country. Security persons are getting training and accessing employment as security guards through security agencies in the print media establishments and particularly edition centers. Drivers, camera persons, marketing professional are getting qualifications or skills in different ways.

Electronic media:

In the country there are above 690 television channels of which above 80 channels are news channels. These channels are running in all languages like English, Hindi, Malayalam, Tamil, Telugu, Marathi, Kannada etc. representing the diversity and complexity of languages in the country. Hindi news channels are having biggest market and English and regional languages channels come after Hindi channels in market size. In 1991 central government introduced New Economic Policies (NEP) and implemented Liberalization, Privatization, Globalization (LPG). These policies provided huge market opportunities to electronic channels. These channels are able to meet the requirement of instant sharing of news, information and entertainment to the present generation.

There are channels on various subjects like news, entertainment, devotion (Bakthi), health, education, business, sports, history, music, film, science, fashion and tourism etc. Some channels are mixing with multiple subjects and some channels are focusing only one subject. Through these channels, news, information and entertainment became more accessible at any time in 365 days. People are getting up to date news and information through electronic channels.

Electronic media, particularly news channels provide





various types of employment opportunities to the people with different communication skills, technical skills, semi-skills, education qualifications, communications skills and other arts. The people are working at different levels and getting salaries basing their experience, technical skills, communicational skills, performance and educational qualifications and even appearance also one of qualification in these channels. Mostly young generation prefers placements in electronic media than old generation. Electronic media is able to provide employment or work or chances to number of people having various talents and skills comparing with print media.

Of all these channels, news channels are known to provide more livelihood opportunities compared to other entertainment channels because they need to gather news from every corner of the country.

In electronic media, there are many kinds of employees apart from famous positions like news reader, anchor, actors etc. They are reporters, camera persons, sub-editors, video editors, graphic designers, voice artists, anchors, panel board operators, OB van drivers, studio camera persons, make-up artists, security persons, managers, canteen staff, coordination staff and advertising wing employees in the news channels. Electronic media employees get more income compared to print media due to their wide reach and more income from advertisements and subscriptions. The qualifications, average number of employees and income ranges in a channel are given below table.

In 80 news channels if we calculate average 650 to 1000 employees in a

channel and almost it is above half of the lakh people are getting livelihoods in news channels. But these news channels are only 12% in total electronic channels. Mainly these channels focus on large categories of educational, informational and entertainment. Entertainment channels are large number in non news channels category. These channels provide employment to number of artists like singers, dancers, actors, anchors, fashion designers, guides, teachers etc. Many types of talented persons are getting chances to perform their talents. Entertainment channels not only providing chances to talented people and it also provide income to those persons. Daily, day by day and weekly serials are providing income to many artists. It may not exaggerate to say that it became a mini movie industry. It also provides chances to all age people from children to middle aged persons. Electronic media provides more employment opportunities to women in comparison with print media. Women apparently are the largest viewers of electronic media— as well.

There are many training institutions like music learning centers, dance institutions, DTP centers, multi media learning centers; videography and journalism colleges are providing required skills to the people willing to join in the electronic media.

Even print media people are also migrating to electronic channels because of the higher wages paid to them. Along with income scale the pressures are also high on employees in electronic channels. Employee's retention rate is low comparing with print media. Because of more channels availability employees often change from one channel to another channel.

FM radios also provide good opportunities to the people especially energetic youth with good language and



Livelihoods in Electronic Media				
S. No	Name of The Job	Average No of People	Qualifications	Salary in Rs.
1	Security Persons	20 to 30	Minimum education	7000 to 10000
2	Canteen Staff	10 to 20	Minimum education	7000 to 10000
3	OB Van Drivers	10 to 20	Driving	10000 to 15000
4	Voiceover Artists	10 to 20	Nice voicing skill	15000 to 25000
5	Camera Persons	10 to 15	Photography	20000 to 30000
6	Studio Camera Persons	7 to 10	Photography	20000 to 30000
7	Graphics Designers	20 to 30	Multimedia	20000 to 30000
8	Makeup Artists	6 to 10	Makeup skills	20000 to 30000
9	Coordination Staff	10 to 15	Degree	20000 to 30000
10	Penal Board Operators	20 to 25	Degree & Technical skills	10000 to 50000
11	Video Editors	70 to 100	Videography	20000 to 50000
12	Advertising & Marketing	20 to 25	MBA	20000 to 50000
13	Sub-editors	100 to 150	Degree & Journalism	10000 to 600000
14	Anchors	10 to 15	Degree & Communication skills	25000 to 100000

communication skills. Particularly in our country mobile phones are increasing in an unimaginable way. Almost one person is buying a mobile phone in every three in the country. Many people depending on mobile phones sales and services. Though now FM radio coverage is limited to some areas, there is scope for its wide reach and spread every nook and corner of the country. Many people are working in FM radio stations across the country. This has opened doors for young people to earn income by working in FM radios for part time such as RJ, Jingles, dubbing for advertisements.

Apart from providing direct employment to the people, print and electronic media enhances or provides



livelihoods opportunities to the people by providing information, publishing relative articles, guidelines and model question papers for competitive exam aspirants, skills required to

increase income from the existing livelihoods of the people. Because of electronic channels, illiterate people from rural, tribal or slum areas also are able to easily learn new things. Generally for any person it is easy to learn by seeing the things, best practices and students also learning through electronic channels instead of listing or reading.

The competition between the channels is facilitating new initiatives and more innovations in information and entertainment. Actually media does not get sufficient income by its products selling. This income is below half of the production cost. The major income comes to media through its advertisements.

There is huge demand for committed, talented and skilled people in all forms of media. Not only English, it has become difficult to find people with good knowledge of regional languages. Declining of literature reading and increasing of English medium may be the causes to scarcity of the qualified persons to the media. ❖



## Dairy Farmers Cooperative

While reading the literature on development I came across a line many times, which says “poor have the innate capability to come out of poverty”. Though the line has a simple meaning, I was unable to find the practical application of the same. Recently, during one of my official field visits to Jalgaon district of Maharashtra state, I realised that the sentence has practical meaning as well. In one of the villages I visited, I met a few dairy farmers who were running a milk producer group or we can call it a self-help group, doing the activity of milk trading, as well as production. Though it is not new for the village community, or specifically dairy farmers to do the trading activity, what was new, was the method of trading.

As we are aware about the “Anand pattern” cooperatives working across the country, Jalgaon district too has its district milk cooperative union, procuring milk from village dairy cooperative societies (VDCS) across the district. Above mentioned village used to have a dairy cooperative society since the 90’s, which procured the milk from its members. This milk was then sold to district milk union. Due to the malpractices by the secretary of the society, it got liquidated in 2003.

Though the secretary was one among them, working under the elected board members who were farmers themselves, society was not managed with honesty, which resulted in failure. Members were unable to find any other alternative to sell their produce, after the closure of the society.

Finally, after half a year's gap, a few dairy farmers came together and had a brainstorming amongst themselves & found that the reasons behind failure of their legally registered society were: non-transparency in transactions, corruption & non-accountability of representatives.

They realised that if they can overcome these issues, they can successfully sell the milk and started working on it. Thus, they came up with the idea of forming a non-formal group, without any kind of elected representatives. A Group consists of 18 farmers, who are considered as members of the informal group which they have formed, to help avoid the hijacking of the whole business by a few shrewd members. Next, they decided that they will go for collective milking. That is, all the member farmers started bringing their milching animals at one common ground, twice a day,

during specific timings (i.e. morning & evening) , for milking in front of everybody.

It ensured transparency, which helped in avoiding the adulteration of milk. A weighing machine was brought and kept at the milking place , where the milk was weighed as soon as milking is done, that too in front of all the present members. All the milk is collected together, poured by all the members and then sold directly to the consumers in village. They hired one accountant, who does all the transactions in front of everybody and will pay the members immediately.

Now the question was of surplus milk, which remained after selling of milk to village customers. At this point of time they approached Jalgaon district milk union and requested them to buy the additional milk. But as per the conventional methodology, district unions were supposed to buy milk only from registered societies of village.

In this case, the milk union authorities decided otherwise and said yes to procure milk from the group. To do it officially, they called this group a self-help group, doing milk trading activity for livelihood. Since last 10 years, they are running their business efficiently & they are able to achieve a certain minimum standard of good life.

It definitely brought these members out of their poverty. In the last decade, this concept has been copied by hundreds of other dairy farmers in the district. It shows that even though the old institutes were unable to respond to the needs of these farmers, they came up with new ideas & are making them work.

Here I would like to bring it to your notice that the group members are the same farmers who were part of liquidated institute, doing the same activity which they are doing currently. That failure had not deterred them and motivated them to come up with a solution. It shows the capability of poor people to fight out the problems which they face on a daily basis.

The other important thing to note is the response of the district union which accepted the grassroot solution provided by the farmers. I would like to conclude this small article by saying “it is true that the poor have innate capability to come out of poverty, at the same time it is necessary for all those institutes & development professionals, working for the cause of poverty-eradication to have innate capabilities/flexibility to respond within time to that capability of the poor”. (Bhimashankar Shetkar) ❖

Individual Enterprise



Paan Shop

Collective Enterprise



Paper Plates Making

Social Enterprise



Safe drinking is distributing by Spring Health Organization

Public Enterprise



Cattle Shandy

## Lokpal Bill, 2013

Lok Sabha passed the Lokpal Bill on 18 December 2013 to prevent corruption in the country.

The UPA Government drafted Lokpal Bill in 2010. But it was being opposed by the India Against Corruption (IAC) civil society activists due to the ineffectiveness of the Bill. However, public support for the Jan Lokpal Bill draft started gathering steam after Anna Hazare, a Gandhian, These efforts also led to the Government of India, agreeing to set up a Joint Drafting Committee, which would complete its work by 30 June 2011. In this process the Lok Sabha passed the Lokpal Bill, 2013 .

The Lokpal Bill argues that the current laws are inadequate, in light of the large number and size of scams in India. There is no authority independent of the government and free from ministerial influence in its investigations. There has been considerable delay in many cases for grant of sanction for prosecution against corrupt government officials, acting as a deterrent in the drive to eradicate corruption and bring transparency in the system.

Key features:

- Lokpal at the Centre and Lokayukta at the level of the States.
- The Lokpal will consist of a Chairperson and a maximum of eight Members, of which fifty percent shall be judicial members. Fifty per cent of members of Lokpal shall be from amongst SC/ST/OBCs, Minorities and Women.
- The selection of Chairperson and Members of Lokpal shall be through a Selection Committee, consisting of Prime Minister, Speaker of Lok Sabha, opposition party leader in the Lok Sabha, Chief Justice of India or a sitting Supreme Court judge nominated by Chief Justice of India, Eminent jurist to be nominated by the President of India, on the basis of recommendations of the first four members of the Selection Committee.
- Prime Minister has been brought under the purview of the Lokpal.

- Lokpal's jurisdiction will cover all categories of public servants.

- All entities receiving donations from foreign sources in the context of the Foreign Contribution Regulation Act (FCRA), in excess of Rs. 10 lakhs per year, are brought under the jurisdiction of Lokpal.

- Provides adequate protection for honest and upright Public Servants. Lokpal will have power of superintendence and direction over any investigation agency including CBI, for cases referred to them by Lokpal

- A high powered Committee chaired by the Prime Minister will recommend selection of the Director of the CBI.

- Directorate of Prosecution headed by a Director of Prosecution under the overall control of Director;

- The appointment of the Director of Prosecution, CBI on the recommendation of the Central Vigilance Commission;

- Transfer of officers of the CBI, investigating cases referred by Lokpal with the approval of Lokpal

- The Bill also incorporates provisions for attachment and confiscation of property acquired by corrupt means, even while prosecution is pending.

- The Bill lays down clear time lines for Preliminary enquiry & investigation and trial and conviction/acquittal.

- Towards this end, the Bill provides for setting up of Special Courts.

- A mandate for setting up of the institution of Lokayukta through enactment of a law by the State Legislature, within a period of 365 days from the date of commencement of the Act.

The Lokpal Bill rightly recognized the need of an independent agencies role in eradication of corruption. But The Bill did not include the corporate sector which may be root cause of many large scale corruptions. Designing good Bill is first step in fight against corruption. But the implementation is the crucial thing in eradication of corruption. ❖



January 24

National Girl Child Day

## Upperala Cooperative

Upperala Cooperative was established in Upperala Village, Chountan Block, Barmer District of Rajasthan. It operates and supports livelihoods for ten villages. Cooperatives aggregate purchases, storage, and distribution of farm inputs like for their members by taking advantage of volume discounts and utilizing other economies of scale. Ten villagers benefitted from the cooperative by decreasing their costs of fertilizer, sprinkles, credit, and seeds by buying these resources.

To become a member of a cooperative, one needs to pay Rs.500/- as registration fees, in addition to providing property registration proof, photo proof, and a signature. It takes approximately fifteen days under process of checking documents before receiving an official passbook.

The Cooperative employs one manager, one assistant, and two dealers operate the brick and mortar location. The dealers specialize in execution of tasks, such as the distribution of farm resources to cooperative members. These resources undergo ration checks based on the amount of land legally owned by the individual, as well as the recipient's social background, since citizens belonging to Scheduled Castes and Scheduled Tribes are provided government subsidies. Cooperatives lend money at different rates based on the debtors' land holdings. Typically, the interest rate is 18% with a period of 6-12 months.

However, cooperative benefits are also out of reach for most common farmers. For example, many do not have sufficient and reliable water resources such as wells, since they exclusively rely on rainwater for agriculture. Such individuals cannot benefit from relatively inexpensive sprinkler systems. Furthermore, the stringent rules and regulations of cooperatives make them intimidating to join for common rural citizens. ❖

### Support Organization

## Gramin Vikas Vignan Samiti (GRAVIS)

Gramin Vikas Vigyan Samiti (GRAVIS), or the Centre of People's Science for Rural Development, is a voluntary nongovernment organization founded in Western Rajasthan to work with the marginalized desert communities for the empowerment of the poor. GRAVIS was founded in 1983 by the late Laxmi Chand Tyagi and his wife Shashi Tyagi. Inspired by their experience with the Sarvodaya movement and because of a yearning to do their part for the poor and the underprivileged, they began their efforts in Gagadi, a village in Rajasthan located 60 kilometers from Jodhpur.

GRAVIS is now working in more than 1000 villages across 6 districts of Rajasthan, thereby reaching a population of over 1 million people and establishing 2500 Community Based Organizations (CBOs). With the mission of empowering the rural Thar Desert communities, GRAVIS also has 10 rural field centers and 3 training centers. It also has an 800-ton capacity warehouse for the storage of grains, and 2 agricultural demonstration farms. GRAVIS' inception has been called the **"Mother of Western Rajasthan"** for its contributions to the region's development.

Among all the remote areas in India, GRAVIS has chosen one of the most challenging places to pursue development activities. The great Thar Desert of India, also known as Marwar, is a relentless area with hot summers and cold winters that receives scanty rainfall of around 100 to 150 mm per year. Droughts are frequent, and often hit the region with acute water shortages and crop failures every second or third year in a cyclical manner. The inhabitants of the Thar region suffer from health problems related to poor standards of living mainly because of the lack of drinking water and proper nutrition. GRAVIS has taken on work in the most remote areas of the Thar to work with rural communities for their empowerment and secured livelihood opportunities.

GRAVIS focus on health, water security, agriculture and food security, drought relief, gender rights, education, watershed Development and livestock development. ❖

### Training Institutions

**1. Andhra Pradesh Industrial & Technical Consultancy Organization (APTICO)** [www.yuvaparivartan.org](http://www.yuvaparivartan.org)

<http://www.apitco.org>

**2. Deeds Public Charitable Trust**

[www.deeds-india.com](http://www.deeds-india.com)

**3. Kherwadi Social Welfare Association**

**4. MBA Foundation**

[www.lifecare-disabled.org](http://www.lifecare-disabled.org)

**5. Save the Children India (STCI)**

[www.savethechildrenindia.net](http://www.savethechildrenindia.net)

## Cloth Bags Manufacture

Cloth bags manufacturing is a new livelihood substitute that replaces the use of plastics. This livelihood is providing a new entrepreneurship opportunity and economic sustainability for people. With the ban by government on plastic bags and polythene covers due to impact on the environment, this is also proved as environmental friendly. Cloth bags are durable, easily transported, flexible, affordable, and eco-friendly.

A cloth bags manufacturing company established in Pochampally, Nalgonda makes different type of cloth bags for packing. They make PDS distribution bags, seeds bags, Prasadam bags, shopping bags and etc. This company gives required raw material and work for self help group members who know tailoring for making/ stitching bags. These members use regular sewing machines for stitching these bags and earn Rs. 1 for each bag. Now they are able to make Rs. 80-100 per day which translates to a monthly earning of Rs.2250-3000. Most of the bags are manufactured based on the season. For example during summer, seed holding bags are produced for agriculture. During the rest of the year, manufactures focus on making bags for Devasthanam Prasadam of Yadagirigutta, Vemulakonda etc.



This company takes orders from government organizations like civil supply corporation, whole sale shops, retail shops, venders and others for bag making. It also supply bags to seed companies, local venders, wholesalers, and retail shop owners in retail. They make bags for seeds of paddy, sorghum, maize, wheat and other crops.

They buy raw material like cloth, threads, handles and other items in bulk from Hyderabad market.

In order to achieve economies of scale, manufacturers need to invest heavily on cloths, threads, wire threads, screen print items, kerosene, colors, handles, and other synthetic materials going into the cloth bag production.

There is a good opportunity for newcomers to enter this new, sustainable livelihood. Many women are getting the opportunity to earn money at the convenience of their homes, and yet the demand is only continuing to increase. Recently, Panchayaths, municipalities, corporations and other organizations are avoiding plastics bags and encouraging this new cloth and paper bags.

With the increasing environmental concern, private shopping malls, retails shops, and traders are tending towards bio degradable bags such as cloth and paper bags, which is opening a new way for enthusiastic entrepreneurs. ❖

### Leader



**OB Leaders for Uppada Fishermen Mandal Samakhya (U. Kottapally)**

### Community Worker



**Community Coordinator (IKP) for Uppununtala Mandala Samakhya**

# Testing For Gossip

In ancient Greece, Socrates was reputed to hold knowledge in high esteem. One day an acquaintance met the great philosopher and said, "Do you know what I just heard about your friend?"

"Hold on a minute", Socrates replied. "Before telling me anything I'd like you to pass a little test. It's called the Triple Filter Test."

"Triple filter?"

"That's right", Socrates continued. "Before you talk to me about my friend, it might be a good idea to take a moment and filter what you're going to say. That's why I call it the triple filter test. The first filter is **Truth**. Have you made absolutely sure that what you are about to tell me is true?"

"No,", the man said, "Actually I just heard about it and ..."

"All right", said Socrates. "So you don't really know if it's true or not. Now let's try the second filter, the filter of **Goodness**. Is what you are about to tell me about my friend something good?"

"No, on the contrary."

"So", Socrates continued, "you want to tell me something bad about him, but you're not certain it's true. You may still pass the test though, because there's one filter left: the filter of **Usefulness**. Is what you want to tell me about my friend going to be useful to me?"

"No, not really." "Well", concluded Socrates, "if what you want to tell me is neither true nor good nor even useful, why tell it to me at all?" ❖

## Resources

**Book Name: A Tale of Two Cities**

**Classic Book**

**Author: Charles Dickens**

A Tale of Two Cities (published in 1859), is one of the greatest novels on the French Revolution. Partly inspired by Thomas Carlyle's French Revolution, it is a mammoth work of imagination, giving a fictional account of the events and causes leading up to that fateful summer of 1789. A Tale of Two Cities is a story of love, war and tragic heroism. In the first part of the novel, Dickens is full of admiration for the people, who refuse to surrender their humanity and are ready to employ any means to assert it. The story is an epic tragedy, masterfully portraying the great hero with a tragic flaw, caught in an atmosphere of hatred and ruthlessness. ❖

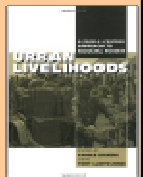


**Urban Livelihoods: A People-centred Approach to Reducing Poverty**

**Latest Book**

**Editors: Tony Lloyd-Jones, Carole Rakodi**

'The book provides a valuable framework for understanding the opportunities and assets available to poor people and the sources of their vulnerability, as well as the impact upon them of external organizations, processes and policies. Part one, Based on recent and extensive research. Part two, reviews the situation and strategies of poor urban people. Part three, reviews recent project experience and finally policy and practical implications are identified. This readable account will be important for professionals, development workers, academics and students. ❖



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e- link : <http://ptgmedia.pearsoncmg.com/images/9780137141005/samplepages/0137141009.pdf>

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Supplement: 1 : How to Write a Annual Report

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Supplement: 2 : Nelson Mandela

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e-course: Capsule 1: Concepts

**e-course**

[http://www.aksharakriti.org/magazines/doc\\_download/285-e-course-capsule-1-january-2014](http://www.aksharakriti.org/magazines/doc_download/285-e-course-capsule-1-january-2014)

# ‘Yoga’kshemam

*Happy Youth Day! Happy Makara Sankranti! Happy Republic Day! Happy Vaikunt Ekadasi!*

*We are celebrating the anniversary of 150 years of Swami Vivekananda.*

*Let us remember the martyrs for our freedom and development.*

This month reconfirms that Transition is the way out. This has to be triggered by ourselves. It is not an entitlement. One needs to work for it. It requires several trials before one hits on the right pathway. One needs to take the initiative. There is no good excuse to avoid it now. One needs to offer something worthwhile for each of the partners. It is not enough to think about it. It is important to act on the thoughts, beliefs and intentions. In the end, being useful only matters.

I gathered a list of books our children should read before they grow. These include -

- \* Mahabharata
- \* The Why-why girl
- \* Granny's Sari
- \* Barefoot Husain
- \* All About Nothing
- \* Handmade India
- \* Malgudi Days
- \* We the Children of India
- \* Why are you afraid to hold my hand
- \* Mathematwist: Number Tales from Around the World
- \* Little Indians
- \* One World
- \* Sorry, Best Friend
- \* The Jungle Book
- \* Girls of India Series
- \* First Look at Science Series
- \* History of India
- \* The Rusty Series
- \* A Trail of Paint
- \* The 14<sup>th</sup> Dalai Lama
- \* Letters from a Father to a Daughter
- \* Ramayana
- \* Excuse me, is this India?
- \* Haroun and the Sea Stories
- \* A man called Bapu
- \* Gitanjali
- \* The Bible
- \* The Quran

\* Bhagavad Gita

Rolf Dobelli in his 'The Art of Thinking Clearly' lists various systematic cognitive errors in our thinking patterns. These include –

- \* We overestimate their chances of success
- \* We think that we quickly recognize patterns
- \* We think that we do not have confirmation bias
- \* We think we are more charismatic than what we actually are
- \* We have a bias to spend more time with people who think like us
- \* We do not verify knowledge that comes our way
- \* We think selecting right people is not important and it could be substituted with extensive training
- \* We would tend to conform with our peers although they are not right
- \* We would remain attached with the past investment rather than future benefits
- \* We do not want to unlearn and we tend to be blind to disconfirming evidence

## G Muralidhar

To be useful, we need to practice the art of thinking clearly. We need to put in disciplined effort and reflect. All of us are meant to think to bring out the glorious potential within us. We think and therefore

we act. Our usefulness is in our action. With the thoughtful grace of the master, we realize our potential to think and act. Our action led by clear thinking lets us be part of the symphony for the universe. This clear thinking and action requires unbroken time together with the inner self. Slowly the distinction disappears and they become one.

Unbroken time together is the grace of the soul of the universe, when we are ready. Getting ready is intense preparation, training, practice with intense effort. As our body, senses and thoughts fall in line, 'within' signals readiness and the soul of the universe takes charge and lets us persist with working for the universe for eternal togetherness in the universe.

This eternal togetherness is the bliss! This is krishnasangamam.

Can we be there? **Yes, if we pursue Atma Yoga.** If we pursue and get ready! If we think clearly and act! If we stop making errors in thinking! If we let the thoughts into action! If we let the inner self to lead the thoughts! If we let ourselves to practice the nurturing and mentoring the body, the senses and the thoughts towards listening to 'within'! Krishna confirms – 'within' reflects the universe and universe reflects the 'within' and therefore, we as a medium lose ourselves as they reach out to each other eternally.

Join us in the world of yoga – for losing ourselves in the eternal togetherness – towards viswamaanasayogasiddhi. You will not regret it. ❖

