

# livelihoods

*today and tomorrow*

June 2013

## SOCIAL AUDIT



Happy Environment!

Clouds bursts! Thousands have succumbed!

Election mood is building up! Food Security Bill is waiting in the wings!  
Direct Benefit Transfer Rolls on!

Telangana appears more certain now!

Apart from making the information available in the public domain, thanks to RTI, subjecting the information and the performance subject to public audit is gaining momentum. The Governments would like to tell what they have done. Local units would like to tell how they have done. Communities and their institutions would like to tell whether they are useful. Civil Society plays a part on all this. The 'audit' informs the Gram Sabhas and the Aam Janata. The program managements act on the observations. A good beginning in various flagship programs like MGNREGS. This is different from the accounts internal and statutory audit. It is different from the peer audit. It is different from the supervision, vigilance, investigation and fact-finding. It is different from evaluations and assessments. It is different from press reporting. In this context, 'livelihoods' has explored 'Social Audit'.

Sankarlingam Jagannathan, a Gandhian, followed Vinobha's footsteps for landless. Save Silent Valley is legendary. Do not miss to read classic, 'Wealth of the Nations' by Adam Smith. Read about Kutch in 'Kshetram' and Food Processing in 'Sukshetram'.

'How to' supplement discusses 'How to do Appraisal?' Usual e-links include a video (Livelihoods Improvement through Ecology), book (Stay Hungry, Stay Foolish), LEAP (Gunjanapally Thanda), value-chain/ subsector (dairy/green gram), sixth issue (sub-project proposal and business plan) of e-livelihoods learning course.

With the faith and hope that this edition set our mind to 'audit' what is happening around in our minds, we remain.

the 'livelihoods' team

Worldwide, over 500 million people depend, directly or indirectly, on fisheries and aquaculture. Fish provides essential nutrition to three billion people, including at least 50 percent of the animal protein and essential mineral intake of 400 million people in the poorest countries. (FAO Report, 2013)



Facilitating Livelihoods Enhancement Action Plan (LEAP) tools in rural areas which require large group discussions and more people's time, we must cautious about environment, seasonality and availability of local resource persons.

**'livelihoods' team**

Editor-in-Chief	G Muralidhar
Working Editors	B Ramya
	T Venkateshwarlu
Edit Associates	K Krishna Chaithanya
	S Laxman
	Nilendu Mukherjee
	K Ramesh
	R Ratna Madhavi
	M Siddhartha

**walked/ walking with us**

T Aparna Gayathri	P Mahesh
K Bharathi	Mansi Koushik
G Bhargava	V Muralidhar
Bhima Shankar	D Narasimha Reddy
Chandranshu Gupta	Naval Shaini
Dharmendhar	T Nirmala
Glen Shewcheck	LB Prakash
P Kishore	M Raja Srinivas
Krishna Murari	S Rekha
M Lavanya	B Sai Srinivas
B Madhusudhan	K Sridevi
P Madhusudan	M Vijaybhasker
G Madhu Vamsi	K Visweswar Rao

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*For enquiries contact:*

**AKSHARA** Network for Development  
Support Services,

HIG II B-25 F-6, APHB Colony,  
Baghlingampally, Hyderabad - 500044

Mobile: 09951819345

[www.aksharakriti.org](http://www.aksharakriti.org)

[www.livelihoods.net.in](http://www.livelihoods.net.in)

[aksharakriti@gmail.com](mailto:aksharakriti@gmail.com)

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'How to Supplement':

How to do Appraisal

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## Response



Dear Sir

Greetings from Seva Bharati!

Meanwhile we would like to thanks for livelihoods May 2013. It's in fact beautiful. Your inputs for working out business plan and e-course is very helpful.

Thanks for your cooperation

Pramod Pattaniak, Secretary, Seva Bharati

Dear Friends,

Thank you so much for forwarding your livelihoods e-Magazine. Could you please let me know any support source or agency who can extend livelihoods support to vulnerable group of people who live with HIV +ve. Hope this information might help organizations working people of HIV +ve. Looking forward to your reply and cooperation.

Thanks & regards

Pradip K Patnaik, Bhubaneswar

I have read the cover story manifestos. When I started reading I couldnt stop myself to read the entire story. triggered every poor and vulnerable section and the development suggestions are wonderful. Perhaps all it would be implemented.

Sridevi Kavikondala

Hyderabad



Can we achieve  
development  
without  
damaging the  
environment?

## **Paddy Farmers Look for Alternatives in East Godavari:**

Even after the onset of monsoon and release of water into the canals, paddy farmers in the district are not evincing interest to commence works for the kharif season. Except for a couple of mandals in the Konaseema region, the nursery works have not been launched in the rest of the district. Farmers from the upland mandals are looking for alternatives like cotton and the official estimates too indicating that paddy farmers from over 7,000 hectares are going to switch to cotton during this season.

## **NABARD Sanctions Loans to Create Warehouse Facilities:**

Realising the great need of creating additional storage facility for agriculture products, National Bank for Agricultural and Rural Development (NABARD) has zeroed in on encouraging individuals and Primary Agricultural Credit Societies (PACS) to build godowns in Krishna District. NABARD Chief General Manager K.R. Nair sanctioned six loans to the tune of Rs. 1.24 crore to create warehouse facilities with the capacity to store 3,000 tonnes under the Rural Godown Scheme (RGS), also known as Grameen Bandaar Yojana. 'An additional 54,000 lakh tonne storage space was created in Andhra Pradesh State under the RGS during the five-year plan (2007-12)' said Mr. Nair.

## **Power Crisis Pushes MSME Sector into Darkness:**

There seems to be no light at the end of the tunnel for the small and medium industry which is going through an unprecedented power crisis. Decline in the demand from agriculture sector notwithstanding, these MSME units are yet to be given power supply promised to them, which is forcing them to be placed under "incipient sick units" category, a category units that failed to repay their loans for two continuous months. These units involving an estimated Rs. 57,000 crore investment, financed by 48 major banks are on the verge of being declared non-performing assets. With peak hour shutdown and weekly power holiday schedules hitting their production capacity. ❖

## **Re. 1 Rice Scheme Likely To Alter Crop Pattern Karnataka:**

The government's promise to distribute 30 kg of rice at Re. 1 per kg to below the poverty line (BPL) families is likely to affect the cropping pattern in parts of Mysore and surrounding regions where farmers are contemplating a shift to commercial crops. Experts believe it will have a bearing on the traditional food system in rural areas apart from affecting crop diversity, as the bulk of small and marginal farmers will quit paddy cultivation. Since rice will be made available to them through the public distribution system, it will supplant the millet-based dietary pattern as well, it is feared. The common refrain is that 30 kg of rice at Rs. 30 per family is more than sufficient to make ends meet and there is no need to cultivate paddy or cereals for sustenance.

## **Green Houses for Handloom Weavers, Tamil Nadu:**

The Tamil Nadu Government has allotted Rs 210 crore for providing 'Green Houses' to handloom weavers during this year, Minister for Handlooms and Textiles said contrary to Rs 118 crore subsidy provided by the previous DMK regime for weavers for a period of three years, Chief Minister has announced a subsidy of Rs 168 crore for this year alone.

## **Government to Assist Farmers To Boost Horticulture Activities, Goa:**

The scheme will assist farmers set up drip and sprinkler irrigation systems to be duly installed by the approved dealer only. For coconut farmers, the assistance under central sponsored scheme "coconut development board" is only Rs 8,000 per ha spread over two years in two instalments. The government will provide 75% of the average cost of planting local tall varieties and hybrid dwarf varieties, which is estimated at about Rs 40,000 for 160 palms per ha. The cost of cultivation of banana, pineapple and papaya is estimated at Rs 90,000 per ha and 75% of the cost up to a maximum of Rs 67,500 per ha will be provided to farmers. ❖



**Uttarakhand Disaster**

## **Global Warming Puts Vietnam Livelihoods under Threat, World Bank Warns:**

Livelihoods in Vietnam, which is part of "vulnerable" Southeast Asia, are facing threats from sea-level rise, ocean warming, and more severe storms and floods caused by an increasing possibility of the temperature rising by four degrees Celsius, the World Bank warns in a report. The report titled "Turn Down the Heat: Climate Extremes, Regional Impacts and the Case for Resilience" and released last week said Southeast Asia, parts of which were archipelagos and whose large populations live in low-lying deltaic and coastal regions, was "particularly vulnerable" to the impacts of rising sea levels. A rise of 30 centimetres, which could occur as early as 2040, could cause a loss of around 12 percent in agricultural production in the Mekong Delta region due to flooding and seawater intrusion.

Mining, Plantations Affect Livelihoods of Kachin Villagers, NGO Says, Burma: Unregulated gold mining, agro-industrial farming and hydropower development in Kachin State is affecting thousands of villagers, who are suffering from environmental destruction and a loss of farmland, a Kachin rights group warned. Mungchying Rawt Jat (People's Foundation for Development), a NGO based in the Kachin state capital Myitkyina, launched a report in Rangoon that documented ten cases in which local villagers lost their land and livelihoods to large-scale investment projects and rampant gold mining. ❖

# Kalalgalli Mahila Samakhya

Kalagalli Mahila Samakhya is a Slum Level Federation (SLF) under Mission for Elimination of Poverty in Municipal Areas (MEPMA) in Tanduru, Rangareddy District. KMS started out as a federation of 15 SHGs in 2008. Today, 24 SHGs are actively involved with the federation. Its executive committee is constituted by the President, Vice President, Secretary, Joint Secretary, and Treasurer who are elected by the General Body.

Each SHG pays a membership fee of Rs. 110 and has a share capital of Rs. 1100/-. So far, KMS has a Rs. 3,00,000.

It has also received two instalments of Community Investment Fund (CIF) of Rs. 60,000 and 40,000 respectively.

KMS has four sub-committees—SHG Monitoring Committee, Bank Linkage Committee, Social Action Committee and Sreenidhi Committee. The committees are constituted by the EC members. KMS President

monitors the functioning of all the committees.

KMS has also taken up business activities that reap revenues and also meets needs of the locals. For instance, it sells stationery for school children at the beginning of the academic year. KMS also sells dry fruits during the Ramzan period. ❖



**8 June**  
**World Ocean**  
**Day**

## Scheme/Programme

## Facility

### Mid-Day Meal Scheme

The Upper Primary School in Veerannpeta, Mahabubnagar district is attended by six hundred and twenty four students. Under the mid-day meal scheme, 350 students are provided lunch in the school.

Five groups of ten members each are given the responsibility of preparing the food, serving and cleaning up. They cook a variety of food items from Monday to Saturday such as Potato Biryani, Bagar Annam (Kichidi), Allugadda and Rice, Sambar and Rice, etc. They also provide egg and banana once in a week.

They cook a variety of food items from Monday to Saturday such as Potato Biryani, Bagar Annam (Kichidi), Allugadda and Rice, Sambar and Rice, etc. They also provide egg and banana once in a week. Branded and certified ingredients are used for cooking purposes. Mineral water cans are bought to provide drinking water.

In 2005, the community members constructed a big shed for cooking and storage purposes. The teachers of this school also contributed Rs. 5000/- of their own money for this purpose.

The mothers of the children visit the school to monitor the quality of the food and hygiene. The community is also contributing to improve the school infrastructure and boost participation in school activities. ❖

### Rural Information Kiosk

The Andhra Pradesh Farmer Managed Groundwater System (APFAMGS) has made information on sustainable groundwater management available. The Information Kiosk provides information to farmers even to illiterates by adopting the concept of animations, graphics and audiovisual means. The Information Kiosk serves while serving as an information source has limited options to project the impact of individual farm level water use practices at the Hydrological Unit Level. Kiosk makes an attempt to bridge the digital divide between the scientific community and the principle stake holders i.e. farmers community.

The Information Kiosk, as conceived by the project is a facility that rural communities avail of to examine the data they collected in different graphical forms and tables - without the support of an outsider. Here, IT provides an opportunity to the rural communities to use tools that support them in decision making related to groundwater use and cropping system changes. The Kiosk software is totally touch screen driven (no physical keyboard) with large icons displaying limited but focused data supported by graphics and animations. Local language is used (though the system has multi-lingual capability) and has very simple and clear navigational paths. The hardware is state of the art, but insulated from the users.

The kiosk supports background music and an optional Audio input. Users have the options to screen moves through the system. It provides a water balance Calculator (graphics and slider support enabled) with a What-If prediction tool for individual farmers to assess the impact of their cropping system on the overall water availability in the Hydrological system. ❖



## Kutch

Kutch, located on the western most tip of Gujarat is the largest district of India. It has 949 villages with administrative headquarters in Bhuj, which is geographically in the center of the district.

Kutch is virtually an island as it is surrounded by the Arabian Sea in the west, The Gulf of Kutch in south and southeast and Rann of Kutch in north and northeast.

Many nomadic and semi-nomadic groups are native to the area. It has a population density of 49 per square kilometer and literacy rate of 71.58% (2011 Census).

Kutch is a mineral rich region with large amounts of bauxite, lignite, Gypsum and others.

The Rann of Kutch is famous for its marshy salt flats which become snow white after the shallow water dries up each season before the monsoon rains. It has a scanty forest cover which have rich reserves of date palms, chikoo, guava, mango, pomegranate etc.

There is also a large bird population, particularly the flamingos. The endangered Wild Ass is only found in this district.

The water in the region is not suitable for consumption, agriculture or industrial purposes. Thus there are several desalination plants located especially in the industrial hubs for their consumption and supply to the nearby villages.

The presence of two major ports Kandla and Mundra on western coastal line and the good road connectivity boosted transportation as a business.

With large reserves of minerals, Kutch district is one of the preferred destinations for most of the mineral based industries.

There are a good number of medium /large scale industries are supported by a sizeable number of small scale industries -minerals, port-based, engineering & auto, steel pipes, cement, salt, textiles, tourism and infrastructure projects

Over 60% of the salt production contributed by this district only. The salt people who are engaged in salt production are called Agariyas.

Agriculture is also an important contributor to the economy. In spite of shortage of water lot of emphasis is being laid on agricultural and farming activities. Crops such as bajra, which require less water and yield more cash are majorly cultivated.

Kutch is also known for handicrafts. Out of total 136 industrial cooperative societies, 71 belong to handicrafts. Palaces, temples, fairs and festivals of Kutch attracts a large number of tourists in the district. Kutch has risen from one of the most disastrous earthquakes that took place in 2001 in Gujarat and today has become a major industrial hub. ❖

## Food processing

Food processing is the 5th largest industry in India. The Ministry of Food Processing Industry (MoFPI), in a report notes that the industry employs 16 lakh workers, comprising 19% of the country's industrial labour force. The report also states that the food processing industry accounts for 5.5% of the GDP. Further, it is estimated that the industry turnover is Rs.1,44,000 crore, of which Rs.1,11,200 crore is in the unorganised sector.

The Ministry of Food Processing Industries was set up with the aim to minimize wastage at all stages by the development of infrastructure for storage, transportation and processing of agro-food produce—induction of modern

**List of Major Processed Goods**

Segment	Products
Dairy	Pasteurized and packed milk, Whole milk powder, Skimmed milk powder, Condensed milk, Ice cream, Butter, Ghee and Cheese etc
Fruits and Vegetables	Juices, Concentrates, Pulps, pickles, Potato Wafers/Chips, etc.
Grains and Cereals	Flour, Bakeries, Cornflakes, Malted Foods, Vermicelli
Fisheries	Frozen and Canned products mainly in fresh form
Meat and Poultry	Frozen and packed-mainly fresh form
Consumer Foods	Snack food, Namkeens, Biscuits, Ready to eat food, Alcoholic and Non-alcoholic beverages

technology—to encourage R&D for product and process development and improved packaging. About 30% of the agriculture produce (especially fruits and vegetables) is going waste due to the lack of suitable storage facilities which improve the shelf-life of the produce and better supply chain facilities, these perishable products are highly suitable

and in much need for processing.

The food processing is declared a priority sector. Hence no industrial license is required for food

processing except for alcoholic beverages and a few items reserved for SSI.

Still, more can be done in the form of subsidized credit facilities through formal financial institutions, tax relaxations to encourage this sector. Also, a shift from 'supply' to 'demand' driven sector would lead to sustainability of the sector. ❖

**Level of Processing in Perishable Products**

Products	Level of Processing		
	Org	Un-org	Total
Fruits and Vegetables	1.4%	0.8%	2.2%
Dairy	13%	22%	35%
<b>Meat and Poultry</b>			
Buffalo Meat	21%	-	21%
Poultry	6%	-	6%
Fisheries	8%	-	8%

## Sankaralingam Jagannathan

Sankaralingam Jagannathan was born in 1912 into a wealthy family. In 1930, in response to Gandhi's call for non-cooperation and disobedience, he joined the freedom movement. During this period, he made a mark as a campaigner on behalf of the poor's philosophy of sarvodaya — which encompasses dignity of labor, an equitable distribution of wealth, communal self-sufficiency, and individual freedom — inspired him to take up the cause of the rural poor, especially on behalf of the landless dalit communities.

Sankaralingam and his wife, Krishnammal, joined Vinoba Bhave, in his Bhoodan (land gift) movement. Inspired by this, Sankaralingam and Krishnammal started their work on land reform in Tamil Nadu's in 1968. They started the movement in the aftermath of the Kilvelmani massacre, in which 42 dalits (mostly women and children) were burned alive in a remote village in Thanjavur district by landlords.

In 1981, the couple founded Land for the Tillers' Freedom (LAFTI). LAFTI's purpose was to bring the landlords and landless poor to the negotiating table, obtain loans to enable the landless to buy land at fair prices, and help them work the lands cooperatively, so that the loans could be repaid within a reasonable amount of time. Land for the Tillers' Freedom was an outcome of the

Jagannathans' decades-long struggle for the landless.

By 2007, LAFTI had aided the transfer of 13,000 acres to about 13,000 families through social action and through a land-purchase program. Now has a seven member Executive Committee (of which Krishnammal Jagannathan is the first secretary), a general body with 20 people from various villages, and about 40 members as general staff.

Over the span of their lives, Sankaralingam Jagannathan and Krishnammal Jagannathan established a total of seven NGOs for the poor. Besides this, Krishnammal Jagannathan also played an active role in public life: she has been a Senate member of the Gandhigram Trust and University and of Madurai University; a member of a number of local and state social welfare committees; and a member of the National Committee on Education, the Land Reform Committee, and the Planning Committee.

They were accorded with Padma Shri in 1989. In 1996, the couple received the Bhagavan Mahaveer Award "for propagating non-violence." In 1999, Krishnammal was awarded a Summit Foundation Award by Switzerland, and in 2008 an Opus Prize given by the University of Seattle. On February 12 2013, Sankaralingam Jagannathan passed away at Ghandigram, Tamil Nadu at the age of 100 years. ❖

### Legendary Effort

## Save Silent Valley

Save Silent Valley movement was started to protect and preserve the ecological system of Silent Valley in Palakkad, Kerala. Kuntipuzha is a major river that flows through the district, which is populated by dense forests on the slopes of the Nilgiris. In the 1958, it was decided that Sarandhri, a village on the river was suitable for a power generation

It was feared that the dam would wreak havoc on the local ecological system and lead to the extinction of many species, especially the Lion-tailed Macaque. Kerala Shasthra Sahithya Parishad was most actively involved in the movement. It played a major role in mobilizing public opinion. Poet-activist Sugathakumari's poem an 'Ode to a Tree' became the anthem of the movement. Slowly, the movement started gaining support from various quarters, including Dr. M.S. Swaminathan, Steven Green of the New York Zoological Society among others. The movement garnered immense media attention that helped build public opinion in its favour.

In 1980, the movement witnessed its first victory when the Kerala High Court ordered that all the work on the dam be halted immediately. In 1982, a Committee was instituted to study the feasibility of the project and the extent of ecological damage it could cause. The Committee, headed by MGK Menon submitted its report in 1983 recommending against the project.

Finally, in 1984, it was decided that the Silent Valley Areas would be made a National Park. ❖

*The project was sanctioned and a dam was to be built on the river. It was feared that the dam would wreak havoc on the local ecological system and lead to the extinction of many species, especially the Lion-tailed Macaque. Kerala Shasthra Sahithya Parishad was most actively involved in the movement. It played a major role in mobilizing public opinion.*

plan. The project was sanctioned and a dam was to be built on the river.



# HR for the Poor!

Happy Environment!

Clouds burst and Ganga swells in Uttarakhand.

Modi becomes BJP's Central Election Campaign Chief. Nitish moves out of NDA. UPA effects probably the last Cabinet reshuffle before elections. There is some movement on Telangana. On the overall, the nation is getting ready for elections.

When we reflect on what we have done and therefore, what more needs to be done, given the responsibility of national leadership in the domain, the organization 'pegs' a new Vision. The pathways to the vision may include –

- \* doing more that worked in large numbers (and suspending all that that did not work);
- \* experimenting and building new models for demonstration and dissemination;
- \* building knowledge and expertise in the domain and disseminating;
- \* raising funds for the partners who are willing to join hands in scaling-up;
- \* raising untied funds for exploring the new and filling the gaps;
- \* building a national movement of the people for people, redefining and facilitating community-based advocacy;
- \* raising human resources (paid and unpaid) for the cause;
- \* building partnerships/collaborations/networks of the individuals, institutions and governments for the cause, with capacities, knowledge and expertise in the cause; and
- \* working on becoming leaner, fitter, cost-effective and leveraging organization

This is what HelpAge India concluded in their recent Manthan 2020 for reinforcement/fine-tuning of its shared vision/purpose as a 'team'. It has realized that its multiple layers of the organizational units, support structures at various levels, and partners have to be in the orchestra in synchronization for the symphony.

Goldenberg and Boyd in their "Inside the Box: A Proven System of Creativity for Breakthrough Results" looks at

innovation being within. This innovation is possible with five techniques – subtraction; unification; multiplication; division; and attribute dependency.

- \* Subtraction would remove seemingly essential element without losing the functionality.
- \* Task Unification would bring together unrelated tasks/functions.
- \* Multiplication would copy an item with modifications.
- \* Division would separate the components and rearrange them.
- \* Attribute dependency would make the attributes change in response to changes in another attribute (s) and/or in the environment.

This piece nudges us to be innovative and creative within the box in our poverty reduction domain. This becomes all the more important and necessary as poverty reduction becomes more people for people movement equipped with knowledge, insights, skills and internal resources and building on them.

We gather entrepreneurs need not be young. This is important for us to appreciate as we find in various ages. We can make them self-employed despite their age. Further, with age, they know their strengths, weaknesses and limitations much better. As long as we work (that is into our seventies!), we can be entrepreneurs, we can be self-employed, we can start and run enterprises, we can help others to do the same.

Let us also remember that India is a country of the self-employed. More than 80% are self-employed. Truth is staring at us.

This is the work. Of course, it is hard work. India needs to add a half-a-lakh professionals and a million community professionals/cadres to service this effort every year.

We need to get on with - identifying, training, nurturing and making them available to the 'effort' as soon as possible.

***We believe, we have to believe – a movement of HR that services the knowledge-centric poverty reduction effort is building up. ❖***

## Perspectives

G Muralidhar

## Social Audit

Social auditing means verification of schemes and programs at all stages from planning to implementation by the community, local organizations and all stakeholders involved. It provides space for community voice in reviewing and evaluating organization performances in all aspects including financial and non financial activities.



In Latin audit means 'to hear'. In ancient times the kings used to send persons as 'auditors' to get information about people's opinion on king's rule and employee's attitude towards people and people's situation in the kingdom. These 'auditors' used to go public places and interact with people to collect opinion from the people. Kings were used to make changes in the kingdom according to 'auditors' information.

There are three types of audits such as governments or institutions audit, people's audit and social audit. Government or institutional audit is basically in-house audit conducted by external persons or professionals or auditing institutions. In this audit didn't give much space for the people's participation and concerned beneficiaries feedback. People's audit used to organize by people and the beneficiaries with the cooperation of movements and Non Government Organizations (NGOs). In this audit there is no role for government agencies. Therefore it becomes just as a technical thing.

Social auditing, as a concept first emerged in 1972 by Charles Medawar to ensure accountability from corporate, government and professionals in medicine policies application. The concept designed by the basic principle of democracy. In democracy the decision makers should accountable to the people at the time of using their powers and also understand all concerns of



the people. This is the core principle in designing social audit. Later many corporate groups implemented Social auditing as a tool to get feedback from the people on their activities. They consider the Social auditing report as a performance appraisal. In 1970s in UK and Europe countries considered social auditing as a evaluation tool in to appreciate impact of the policies on jobs, community and environment. NGOs also implemented social auditing to get people's response on their activities and evaluate performance in meeting the people's needs. Actually Social auditing was started before establishment of common accepted and structured evaluations method. Dunston Social auditing evolved as a comprehensive tool in 1982 and it is widely discussed across the globe. In 1984Co-

operative Retail Society practiced social auditing and gave inspiration to many large organizations to implement social audit.

Accountability, transparency and community participation in decision making are key elements in democracy. Social auditing evolved to restore transparency, accountability, community participation from planning to evolution of the programs or schemes. It measures, understand and evaluates programs in order to improve performance. It involves all stake holders in the process and enriches the programs. Social auditing verifies the program on the basis of values laid down by the community. Social audit's key





contribution is that it facilitates the development of social capital by strengthening citizen's organizations and establishing transference, accountability and people's participation.

Participation of stakeholders in the auditing process can give comprehensive understanding about the programs / schemes. Social auditing assures this participation from



both sides. Financial auditing alone doesn't suffice to understand the program/project implementation and impact. It focuses more on implementation method, way of creating awareness, beneficiaries' identification and payment etc. Its goal is to appreciate the stated goals and reality and measuring, understanding and improving the social performance of the organization. It helps to reduce the gaps between stated goals and vision and realities. It values the feedback of various stakeholders particularly the marginalized sections of the people whose voices almost neglected in mainstream auditing process and focus the neglected matters of social performance. It strengthens the local governing bodies by promoting accountability and transparency in governance. It focuses of more on various stake holders in auditing process for social performance improvement. It's a tool to understand,

verify, and measure and report of social performance.

Social audit could be conducted at any stage of the scheme and program from planning stage to post implementation stage. It can be done at planning stage, preparation stage, implementation stage and post completion stage.

Social auditing can be done at various levels of government and civil society and often in a year period. It can be done at different stages such as planning, preparation, implementation and completion stages.

Stakeholders are critical in social audit. The stakeholders have a key role in understanding, measuring, reporting and improving the social performance of the organization. Stakeholders are

individuals/institutions/organizations that benefit from the program or affect the program, information, resources. They can be shareholders, employees, customers, community, state government, local body, banks and investors, Gram Panchayat, SHGs, Village Level Organizations, youth clubs, NGOs, and community leaders etc.

In social auditing stakeholder's analysis provides awareness on programs and schemes to the concerned persons or groups and strengthens the connectivity between the organizations and



stakeholders.

Gram Panchayat (GP) is the lowest governing body in planning and monitoring the programs and schemes. The schemes and programs guidelines recommend social auditing by Gram Panchayat. For example in Mahatma Gandhi National Rural Employment Guarantee Scheme (MGNREGS) guidelines clearly recommended social auditing by Gram Panchayat. Sometimes GP credibility and

willingness also become very important in programs and schemes.

#### **The Basic Principles or Salient Features in Social**

**Audit:** The very important principle of Social auditing is the continuous enhancement of performance according its stated social objectives. There are 8 basic principles in Social auditing as follows...

**Multi Perspective/ Polyvocal:** It takes the feedback of all peoples (stakeholders) those who participated and affected by the programs or schemes of organization or agency or government.

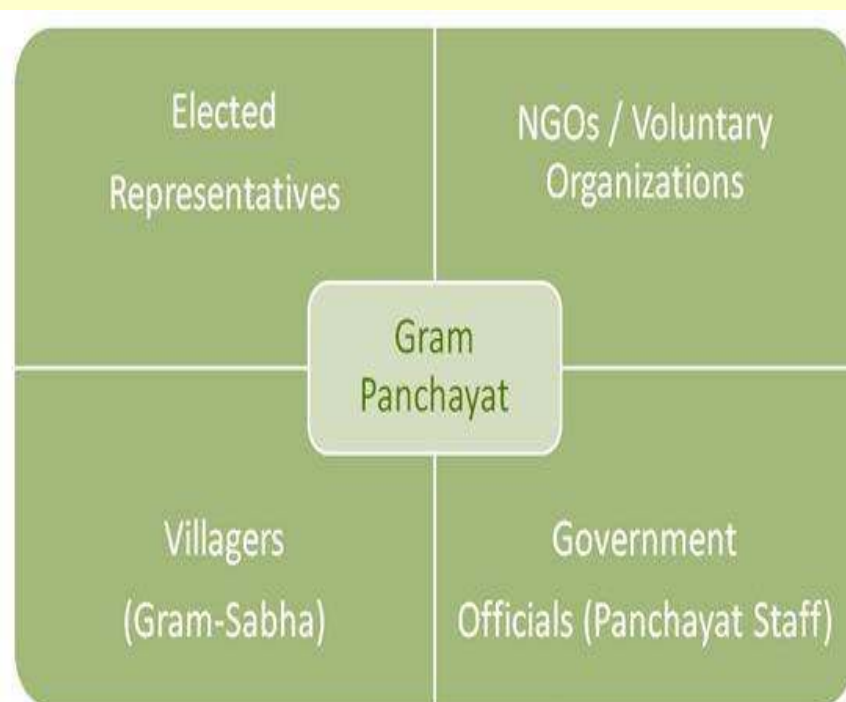


**Participatory:** It gives space for community participation and values their sharing's on programs or schemes.

**Comprehensive:** It appreciates the all aspects of organizations and its works.

**Multidirectional:** It provides place for community feedback on multiple aspects of the programs and schemes.

**Regular:** It's not one time event. It is regular process and become as internal part of the organization and its all activities.



#### **Social-Auditing in India**

Image Courtesy: <http://www.rajeshtimane.com>

**Comparative:** It is comparative. An organization can compare of its achievements with earlier years achievements. It provides external norms or benchmarks for performance comparison. It also gives space to organizations comparisons which are doing same works.

**Verified:** It is verifies and ensures the Social auditing correctness by the experts or agencies without any narrow interests of the organization.

**Disclosed:** Its fundamental aim is to enhance transparency and accountability in the organization. To ensure this it discloses the audit to the stakeholders and wider community without any filtration.

Social auditing designed to enhance



social engagement, transparency and public awareness about programs and schemes and accountability from decision makers, representatives, government officers and managers. The success of social auditing depends on suitable socio-economic, administrative, legal and democratic setting. The core concept of Social auditing is strengthens democracy and people's participation.

The application of social auditing can facilitate good governance by strengthening transparency and accountability.

### **Non- Negotiable Principles in**

**Social Audit:** There are many non- negotiable principles as follows..

Purity should be maintained at any circumstances and never give a chance politicization in social audit

The roles and responsibilities of government administrative and social auditing teams should be clearly defined and each one should respect others roles

No official or political pressure allowed in social auditing

The persons those who used to do social auditing they shouldn't bring their organizational agenda

All the required books, records, receipts, vouchers etc. should be available to the social auditing team members

Social auditors should be neutral on collected facts, they should not bring their personal interests, likes, dislikes, assumptions in to study process and report writing

Gaps or mistakes in the schemes and programs must be support with proofs without evidences social audit can't bring the shortcomings or issues

All the aspects of scheme or program should be verified in the study

The social auditors can't make quick generalizations by interacting very few people, they have to interact all the stakeholders those who are connected with the scheme or program

Social auditor shouldn't show any discrimination like caste, religion, race and profession

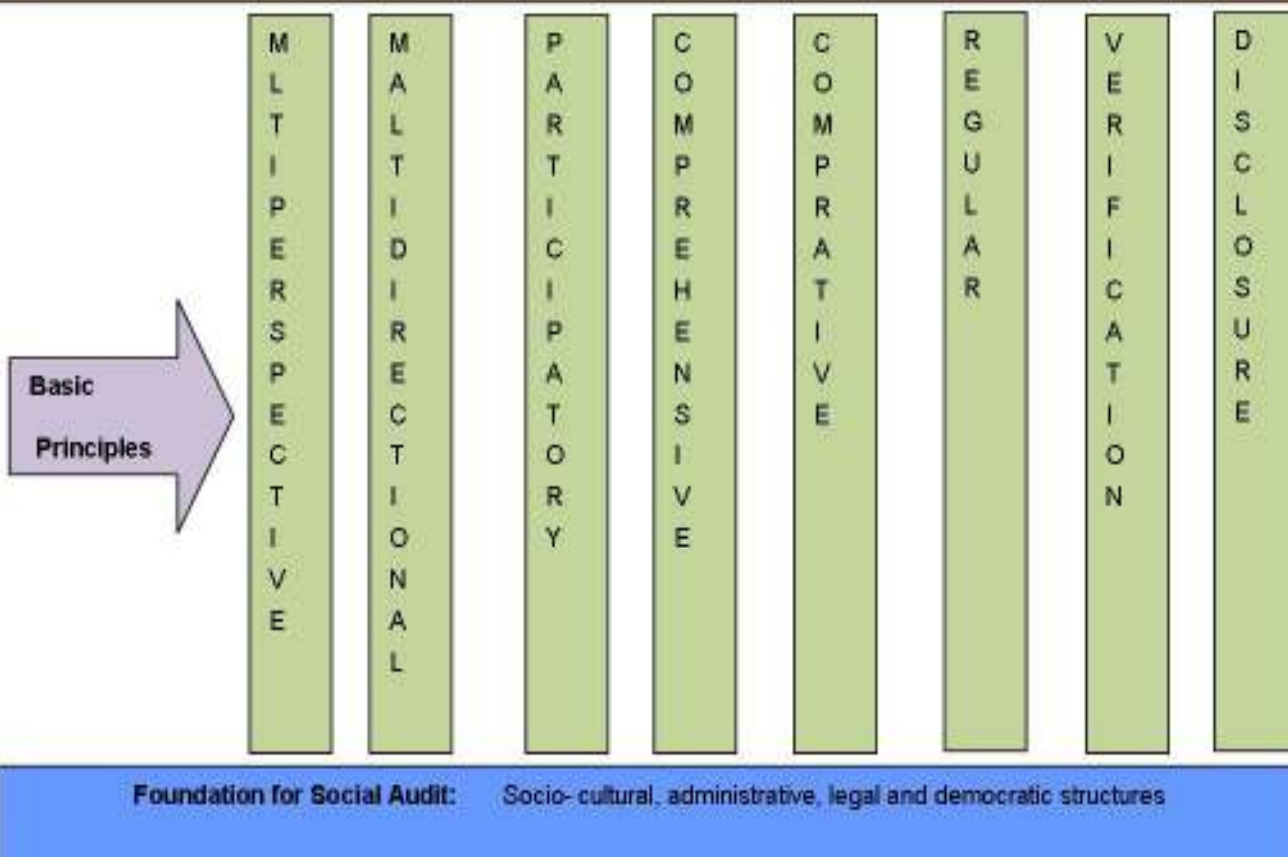
Social auditing can be use as a tool to get critical feedback from





### Universal Values

Equity, Social Responsibility, Trust, Transparency, Accountability, Inclusive, Caring and People's Well being



the stakeholders on government initiatives and to assess the impact of the programs and schemes on well being of the people. It measures the programs and schemes results. Apart from this it gives many inputs as follows..

- \* To monitor the social impact and performance of the organization
- \* To provide inputs to design strategies which are socially responsible and accountable way
- \* To facilitate the organizations to improve its

performance

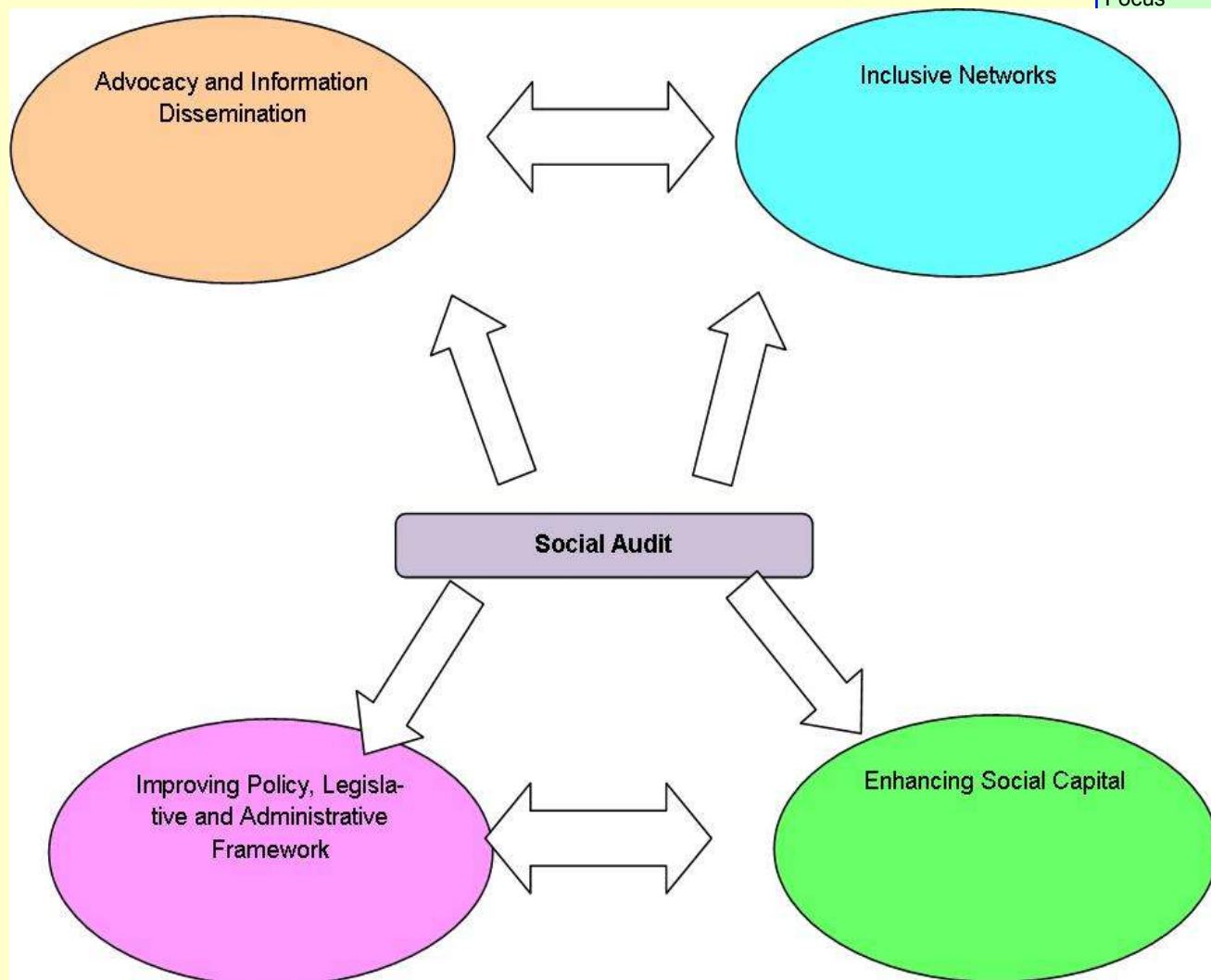
- \* To contribute institutional strategies which are concern for their influence and performance on community and their institutions
- \* To create awareness in community about resources allocation including money and time. This helps to ensure accountability in governance

**Benefits of Social Audit:** There are more benefits with the Social auditing particularly to the government departments.



**Enhances Reputation:** The collected information from

Social auditing is a vital source of knowledge about the government departments regarding their services. Social angle describes the reality or perception of the people on services delivery.



Social auditing helps managers or officials in improves the communication between the community understanding the community's interests, perspectives, and policy makers.

expectations and opinions regarding the program. It gives information of stakeholders concerns and Social auditing maps the gaps in implementation and specify the improvements in existing management

system and employees working method. It recommends the changes according to the issues and concerns of the stakeholders.

Social auditing gives more importance to openness and accountability from the governments. To ensure this the collected information should be accurate and fair. We can say that the performance of the Social Audit depends on organization improvement. It also to redesign their priorities according to the people's concerns.

Social auditing helps to th organizations to increase more confidence among the



people. It identifies the past mistakes and gives solutions for rectification. In this way the organizations increase their confidence.

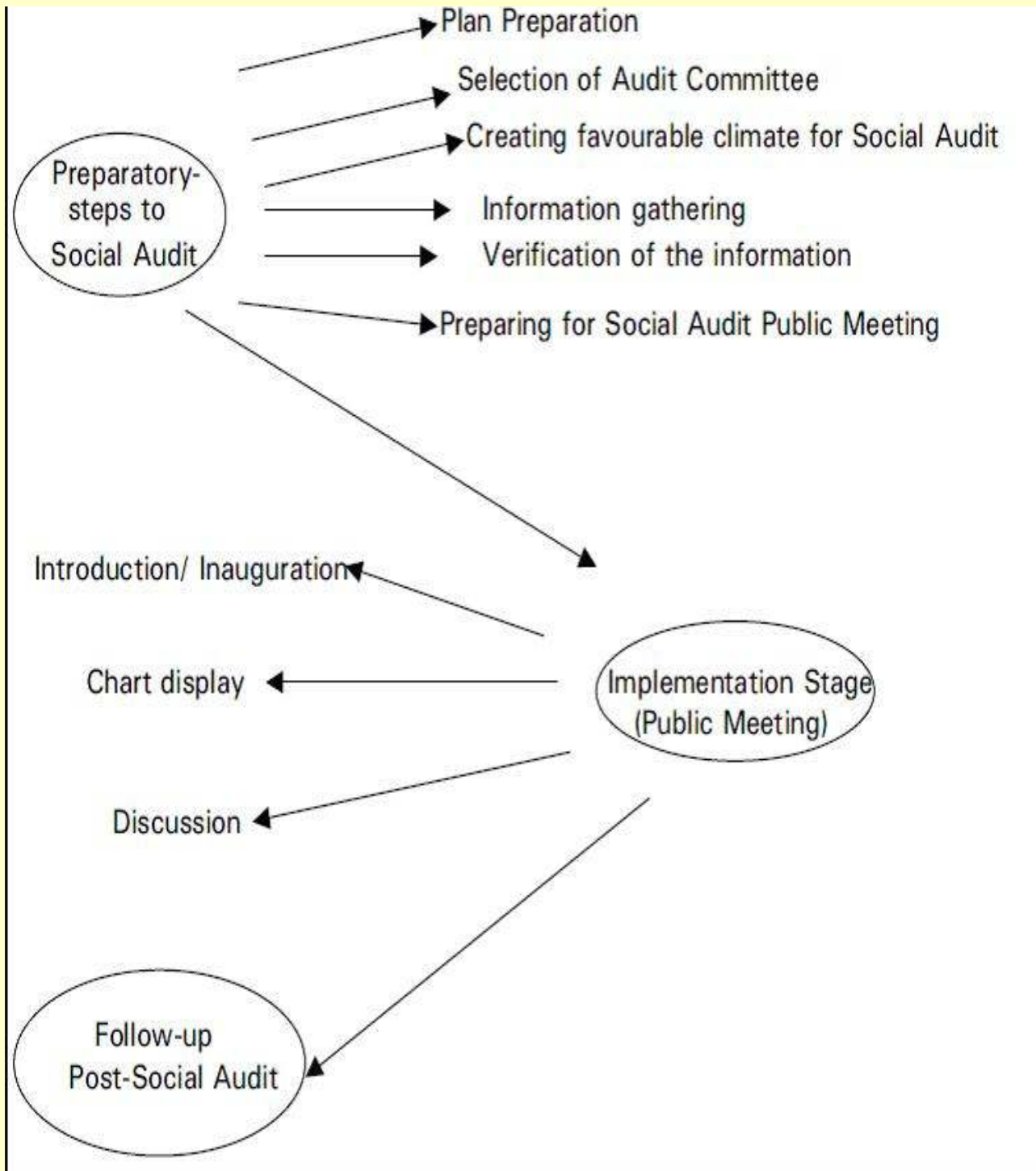
### Social Audit Methodology

Social auditing consists of various components such as economic, political, environment, health & education and social components..

**Economic Component** - In economic component

social auditor has to analysis economic indicators like per capita income, unemployment rate, percentage of families in poverty, wage rate etc..Using these indicators the social auditor has to describe the economical situation of the community.

**Political Component** - Analysis of community political settings contributes better idea to identifying the problems and finding solutions. The analysis the informed citizenry, political activities, and local





government welfare programs can be taken as indicators.

### **Environment Component:**

The Social Auditor has to analysis the environment aspects like air quality, noise, visual pollution, water availability and recreational facilities. These factors affect the quality of life.

### **Health And Education Components:**

Health and education components analysis such as availability and accessibility of health care, educational facilities and accessibility can provide useful indicators in social auditing. These indicators reflect the better functioning of social systems and higher health and educational standards.

**Social Component:** Social component measure the social relationships and provide understanding about general living conditions which is availability of telephones, transport facilities, housing, sanitation and availabilities for the individuals to express themselves and get empowerment.



### **Conducting a Social Audit**

Social Auditors should decide the type of information according to the study purpose and should fix the reasonable time period for auditing. People can't recollect or tell about the programs / schemes feedback of many years ago. It's better to confirm the Social auditing period for last one year. The auditors should prepare suitable formats for required information.

**Social Audit to Whom:** The scope of the social audit may differ according to government institutions, civil society and private enterprises. In the case of private

enterprises the focus is the financial viability and impact and community expectations. In case of NGOs the focus is on maximum impact of the programs / schemes on the community.

### **Key Steps in Social Audit:**

There are various steps and activities involved in Social Auditing. Creating awareness in people about their rights, entitlements and obligations in scheme and program, Preparing or motivating the people to participate in Social auditing process, Making all formats, questionnaires and





documents in simple and understandable way according to people's language, Disseminating the collected information to people by publicly displayed on

boards or read the information for the people in the case if they are illiterates and ensuring corrections or rectifications of schemes and programs according to the Social auditing feedback.

### Steps of a Social Audit

There are six key steps in social auditing such as

#### 1. Preparatory Activities:

Understanding the key principles of social audit, identifying the core values of the organization/program/ schemes, collecting the objectives of the scheme or program implementing organization, matching the organization activities with its objectives, mapping current practices and services delivery systems, fixing the responsibility for social auditing and budgeting for the social auditing.

**2. Defining Social Audit Boundaries And Identifying Stakeholders:** Formulating key issues of social audit according to the stated social objectives, designing purpose, objectives, key issues and activities, identifying

the stakeholders from civil society and government



departments, making agreement according audit boundaries and formalizing commitments.

**3. Social Accounting And Book Keeping:** Selecting performance indicators, identifying existing records to use, identifying the additional data collection including the responsible persons and method and time, preparing stakeholders interactions and method, preparing social accounting plan and monitoring plan for social auditing activities.

**4. Preparing And Using Social Accounts:** Preparing social accounts by using the existing and collected data and feedback from stakeholders, identifying key issues, preparing objectives, activities and values and setting targets for future.

**5. Social Audit Report Dissemination:** Preparing social audit report based on submitted social accounts and stakeholders feedback, disseminating the final social audit report to the implementing



organization and civil society and planning for next cycle of social accounting.

#### **6. Feedback and Institutionalization of Social Audit:**

Submitting the social audit feedback aim to improve policy, legislative and administrative aspects and program orientation, follow-up action, review of civil society participation and institutionalization of the process.

#### **Limitations or Problems**

Social audit's credibility depends on the administration, legislature, cultural circumstances and organizational values and social auditor's sincerity. This environment is much required for best social audit. Presently social audit output is influenced by the political leaders and

department officials. Social auditors are also demanding bribe to cover the short comings in the schemes or programs. Social auditors are informing their study to the concerned officers or employees before the study begin. Social audit one of the crucial concerns is to prevent corruption in schemes or programs implementation. Social auditors aren't properly disseminating the social audit report to the community and also social audit inputs aren't institutionalizing up to the mark.

Lack of transparency and accountability are leading to so many short comings in the schemes and programs implementation. Preventing these short comings and enhancing the performance of the schemes and programs are essential to provide better services to the





## Urbanization: Impact on Women

Usually the exodus from the rural areas to the urban hubs is expected to bring more independence for women, often resulting in employment bringing in more moolah to sustain the family. Studies reveal that number of livelihood opportunities, restrained fertility, better mobility; chances for vocational and academic pursuits offer them a better perspective towards life. The bottom line being that such activities are possible only they do not have to encounter threat to their personal well-being and sometimes mere survival. That brings us to the important question of Independence at what cost for women, who play a significant role in their households, workplace and in the immediate surroundings but the gender based inequalities in terms of wage structure, sexual harassment, and climb in the organization ladder have been a pervasive bane for almost all women in the urban society.

The position of women in the changing scenario of the urban India is under scanner yet again. Society has been unable to provide adequate protection to them and has failed miserably in winning their confidence. The gory incidents like rape, molestation and murder have placed the fair members of the society under duress and physical vulnerability leading to certain amount of mental stress since the issue is driven towards all the sections of women irrespective of class.

The sex-ratio has been dwindling but the pressures of responsibilities have been upped due to the urban life style with somewhat weakened bonds of traditional and religious restraints. Instances of aborting female fetuses by educated doctors and nurses, killing of girls as soon as they are born by educated families in few parts of the country, forcing girls, intelligent ones at that, to drop out of school by educated parents and communities since the family feels it is futile to educate someone who is going to be married off are still a blot on the shaky map of the women's position in the society. After a honest day's work, as a citizen of India, the woman has been denied a freedom to saunter home with confidence. Even after 66 years of Independence, the state is unable to provide safe passage for her, and expects that she fetters herself with some escort or better still stay home, an outright denial of fundamental right.

A woman's rights as an individual over her own reproductive health, alarming situations that she faces of forced sex and rape have been countless. Over the centuries, the women's health right has neither been given recognition nor cognizance. This tirade therefore focuses on the kind of hurdles that are faced by the women in terms of personal insecurity (before birth and after birth), industry and employment in the urban areas –the cities- the modern hubs. The urban woman is an assemblage of sorts wherein she has to do more work than her male counterpart. At the various stages of her lifecycles she struggles with various biological changes that come over her. She in fact has to

juggle between verbal abuses to physical assault – really an unsolicited actuality.

Another grave truth that the decision making power yet does not lie with them, be it on issues personal to them or the ones which are related to their careers, the decisions regarding them for them and related to them are made by others. The onus is always on the women to provide for elders in the conjugal home, for the children, for their medicines (both the generations) and the upkeep while the man largely scot free and does whatever he wants with his income and of course hers too. So the pretension that she is automatically economically independent if she is able to earn should be dropped. The financial levels of urban women may be different. The women working as domestic helps, construction labourers, shop assistants etc. apparently come across difficulties which are different from the ones faced by the educated women in white collared jobs. However the issues which dog her multiple identity as a homemaker, daughter, wife, mother, sister etc has commonality in terms of care and her capability to juggle the multiple tasks. The household work entails separate equations for the work done by the daughters and daughters-in-law are also expected to augment for the daily bread. The woman is an earner but then the question arises, what is being done to safeguard her physical wellbeing. A safety net is required for her otherwise she is like a proverbial prisoner in the circumstances of urban mesh.

Most women then prefer to seek a workplace close to home to save time and the anxiety to reach home and take care of the family and household chores. Workplaces are generally spread out in urban areas and public transport is the most preferred mode for commuting. Though vastly spaced out, the transportation system connects the various areas in the urban areas; women therefore try to set scales between workplace and livelihood, home, school (children) and outdoor activities by using the best conveyance available keeping in mind to save whatever finances are available. On the other hand she also has to combat with the harassment faced by her in the public transport modes of bus, cab or an auto. A lone woman travelling on roads or in a private public transport or a public transport is a target of vulnerability and unsavoury incidents act as deterrents for their mobility in the city that they reside and grew up. The lady has to face threat to her person along with her other gender responsibilities like status in livelihood, position and mobility. It is felt that with the evolvement of cities and as the urban culture took wings, the position of women has become more and more jeopardized, both at home and in the work places with the streets and roads being the worst. On the other hand, she has greater accessibility to better livelihoods to augment her financial status and has help from institutions in case of assaults and harassment. ❖

## Floods Impact on Livelihoods

The recent flashfloods have left a spectacle of widespread destruction and devastation in their aftermath. Thousands of lives were lost and financial losses to the state will amount to crores of rupees. The economy of the state of Uttarakhand is mainly dependent on the tourism. The peak tourist season is from April to August, especially at the Char Dham Shrines.

The various livelihoods practiced by the people during the tourist season include porters, laborers, and vendors selling knick-knacks like chips or bottled water and raincoats. Many people run dhabas, eating joints etc that dot the winding mountain roads. All of them are hit badly and will now need to look for other source of earning. It is also feared that the tourism will be affected for next 2-3 years. The fate of the thousands of people from nearby village who come from the villages in these valleys (and elsewhere) to earn a major part of their families' annual income on the yatra routes during the tourist season. They help run the dhabas that line the entire 14 km trek route from GauriKund to Kedarnath; they sell raincoats, umbrellas, canes, walking sticks, soft drinks, water bottles, home-made snacks and other supplies. On their backs, they carry children, the old, the infirm and tourists who are simply unfit and out of shape to walk the entire route. They run along the path with their ponies or horses carrying yatis. Local residents tell of village after village in the Mandakini valley below Kedarnath resounding with wails from homes whose boys and men have not yet returned and are now feared dead. One village near Guptkashi alone counts 78 missing.

The tragedy of the families dependent on religious tourism for much of their annual income is compounded by the fact that the yatra season is over for the year, and is unlikely to resume even next year given the destruction of the roads and bridges in the upper reaches. Several thousand Char Dham valley families will now fall below the poverty line. Till the revival of the yatras, what will be the alternative sources of employment for the newly unemployed? Most likely we will see increased male outmigration from the region.

In addition to all this the floods have destroyed the farmland, irrigation system in the mountains, including the network of canals and irrigation channels. Farmers had lost their fields. Voluntary organizations have reported devastation from more than 200 villages so far and more



affected villages are being reported every day. Villagers whose homes, lands and animals have been swept away by the floods are in a state of shock trying to imagine day-to-day survival without their basic livelihood assets.

We need to look into the reasons that lead to this disaster. In the name of development, mountains have been deforested. Roads that were designed to minimize expenditure rather than enhance safety have endangered human lives. Tunnels blasted into mountainsides have further weakened the fragile slopes and dried up springs, ill-conceived hydropower projects have destroyed rivers and their ecosystems, and hotels and land developers have encroached on river banks. All this development did not lead to an improved life for the villagers. Instead it benefitted only the politicians, land developers and other already rich people. The rising river levels had alerted the people even in Delhi. The need of the region is Eco-sensitive development which may mean a slower monetary growth rate but a more sustainable and equitable one.

Now the biggest question that is facing the state is the huge task of rebuilding. The lessons that are learnt from this tragedy should be used in the reconstruction process of the state. Towns and villages in such terrain ought to be better planned. There should also be a comprehensive renewal and relook at construction techniques and methods employed. Better systems of forecasting and dissemination of weather-related information are also essential. Government is planning to set up large hydel projects in the state. Those need to be carefully planned taking advice from the environmental experts. The tragedy that happened in the state of Uttarakhand should be taken as a lesson for the other states where the environmental degradation is taking place. ❖

Direction	Idea	Innovation	Emerging Livelihood
<b>Kitchen gardens in Schools</b>	<b>Zero Budget Farming</b>	<b>Catering</b>	
<p>The Student Amateur School Yard Agriculture Project (SASYA) is a project supported by UNICEF and Department of Education. It is being implemented in Medak, Andhra Pradesh by Centre for Environment Education (CEE).</p> <p>Teachers and students play an active role in initiation and maintenance of the garden. People from the village help in to raise the nursery beds, seeds, ploughing and etc. The mid-day meal cooks helped in watering and harvesting the vegetables and cook them. Student committees have been formed to carry out tasks including watering, weeding, harvesting, preparation of botanical extracts, compost pit maintenance etc. Some students have also taken on the responsibility of tending the garden during holidays.</p> <p>So far, 15,000 students from 150 schools in the district have participated and benefited from this initiative. ❖</p>	<p>Zero Budget Natural Farming and Zero budget farming are unique methods of farming. In these systems of farming no monetary investment on the part of farmer is required for purchase of seeds, fertilizers and plant protection chemicals from the market. The farmer can produce his own seed or he may use seeds that are available with other farmers. More importantly, there is absolutely no place for fertilizers and plant protection chemicals in this scheme of farming. Dependence on hired labour is also reduced to the bare minimum as the system discourages intercultural operations. The whole philosophy behind this system is to make the farmer self-reliant so that he is freed from the clutches of money lenders and market dispensed high cost inputs. ❖</p>	<p>Catering is one of the major emerging livelihoods. The service is in demand at hotels, guest houses, function halls, parties, etc. The sector engages people for various purposes –cooking, serving, driving, cleaning and managing the entire service.</p>  <p>Catering services provided depending on the event like cooking, delivering food to outside location, servicing food and full service (preparing food, providing service staff, decoration of event location and cleaning). ❖</p>	
People	Leader	Community Worker	Volunteer/ professional
<b>WUA Leaders</b>	<b>Para Teachers</b>	<b>Professional Resource Person</b>	
<p>The President of a Water Users Associations (WUA) is an elected representative with a two-year-tenure.</p> <p>The President's responsibility is to manage and administer all the activities of the WUA. For this, conducts monthly meetings, builds financial resources, maintains financial records, etc. For this, she is assisted by the Vice President, Secretary and other office bearers. The President is at the discretion to form sub-committees for managing the WUA. Together with the office bearers and sub-committees, the President plans for the usage and maintenance of the watershed area under the WUA's purview; maintains transparency by conducting social and financial audits. She also resolves disputes and ensures that the members fulfill their responsibilities of as member of the WUA. The President, being the face of the WUA is responsible for maintaining ties with relevant line departments of the government. ❖</p>	<p>Para teachers work in primary school and high schools. The idea of the Para Teachers system first emerged in the 1980s to help overcome the problem of shortage of qualified school teachers and teacher absenteeism.</p> <p>Para teachers are generally members of the same community in which they teach, and therefore, share many of the experiences and cultural practices of their students, including their primary languages and cultural practices. Unlike regular teachers, para teachers are not as qualified. Many of them stop education after a certain point. They are chosen by the government and trained to become teachers. They are paid lower salaries than the regular teachers. There are more than 500 thousand para teachers in a number of states who are working to fill in the gaps of the nation's inadequate primary schools. ❖</p>	<p>Professional Resource Persons (PRP) are a cadre of grassroot workers under NRLM. The first batch of PRPs were trained by the Society for Elimination of Rural Poverty (SERP) to scale up the SHG model in other states. The PRPs are sent to resource blocks in states that have just begun implementing NRLM.</p> <p>The PRP is posted at the cluster level and is in charge of implementing the scheme there. The responsibilities of the PRP include profiling the village, mobilizing the community, building rapport and essentially preparing the villages for the Community Resource Person (CRP) rounds. SHGs are formed and trained during the CRP rounds. After the CRPs leave, the PRP along with the community cadre monitors the functioning of the SHGs.</p> <p>The PRP is also expected to build and groom a strong pool of local community workers. ❖</p>	



## Apadha Nidhi

In 2008, Mathsyakara Mandal Mahila Samakhya (MMS), Tallarevu (East Godavari) initiated the Apadha Nidhi Scheme with the aim of providing emergency health care to SHG members.

MMS runs the program with help of the VOs and SHGs that fall under its purview. Each SHG member contributes Re. 1 a month and each Village Organisation (VO) contributes Rs. 196/- a month to the MMS. The MMS also contributes to the fund from its income.

The VOs select potential beneficiaries in their respective villages and who are in emergency like accident/died/health problems. The list of beneficiaries is finalized at the Village Organisation General Body meeting. So far, Apadha Nidhi has benefitted above 40 members in the mandal. The beneficiaries are given an amount of depend on their conditions and situations of emergency they will get approximately between Rs. 1500/- to Rs. 5000/-. The MMS pays amount to the members. The programme has been appreciated from local authorities and other development agencies in the mandal. ❖



**12 June**  
**World Day Against**  
**Child Labour**

### Convergence

## Convergence With NREGA

Aga Khan Rural Support Programme (India) is one of the leading partners of Rajiv Gandhi Mission on Watershed Management, a nodal agency under Dept. of Panchayat and Rural Development, Go MP has done commendable work through implementation of NREGS especially converging the scheme in the area of integrated natural resource management (INRM). AKRSP (I) is implementing the scheme in 9 villages in Zirniya block of Khargone district in Madhya Pradesh since 2008. AKRSP(I) has demonstrated several models of INRM through focus on watershed development activities.

The government of Gujarat approved a few projects worth over Rs. 700 crores called IWADP-RKVY (commonly called Jeevika and Sunshine projects) under the Rashtriya Krishi Vikas Yojana. This project is supported by the Tribal area Sub Plan, under the Van Bandhu Kalyan Yojana. The government of Gujarat linked with NGOs as their implementing partners for project implementation and AKRSP(I) is the recipient of Jeevika -1, a 64 crore project and a 4 year convergence project which aims at leveraging substantial funding from NREGS, Micro-Irrigation promotion

schemes of the Government of Gujarat, GGRC ( Gujarat Green Revolution Company), DGVCL (Dakshin Gujarat Veej Company Limited), GTDC (Gujarat Tribal Development Corporation) and people contribution. The broad goal of this Project is to remove poverty and ensure urban level infrastructure in these villages to support few major economic activity of the Taluka. ❖



**15 June: Elders Abuse Awareness Day**

## Unemployed youth

Unemployment is the state when people are without work and are seeking work. The unemployment rate is a measure of the prevalence of unemployment and it is calculated as a percentage by dividing the number of unemployed individuals by all individuals currently in the labor force. Current Indian unemployment rate was 9.4% as per 2011 statistics.

In India, poverty, slow growth of the economy, increased population, lower returns from agriculture and increased educated persons are some of the major reasons for unemployment. Every year, 2 million fresh graduates enter the job market. When these educated youth fail to get employment, many have to face social and financial insecurities, inability to fulfill their responsibilities. Often they are forced to take up jobs for which they are overqualified. Lower or no income and inability to secure a decent job as per their capabilities often drive them to become hostile and fall prey to anti-social elements.

Government is facing difficulty in providing employment to these people as per their capabilities. To address this problem, many interventions such as Jawahar Rozgar Yojana, Swarnajayanti Gram Swarozgar Yojna, recently NRLM and many others to encourage self employment (entrepreneurship) so that they need not depend on government and secure sustainable livelihoods. ❖

### Vulnerability

## Poverty

Poverty means a reduced (or complete lack of) access to material, economic, social, political or cultural resources needed to satisfy basic needs. It is associated with deprivation of health, education, food, knowledge, influence over one's environment and many other things that make the difference between truly living and merely surviving. Another aspect of poverty, which makes it particularly painful and difficult to escape, is vulnerability. The poor are more vulnerable than any other group to health hazards, economic downturns, natural catastrophes and even manmade violence. Shocks such as illness, injury, loss of livelihood, lack of education, health, entrepreneurship, capital, opportunity, wasteful expenditure, addictions and natural conditions have dreadful impacts and are the significant causes of poverty which traps them in to Vicious cycle of poverty.

Poverty is the major problem for a developing country like India. Government's poverty measurement on the basis of calorie intake to estimate the country's poverty is not appreciated as it does not show the correct picture of the country's condition. Though the survey numbers show that poverty has decreased from 37.2 % (2004-05) to 29.8% (2009-10) of the total population, in absolute terms, there are 35.5 crore people below the poverty line, which is very huge number to be worried of. ❖

## Prisoners

Life in prison is one of acute loneliness and grief as freedom is denied. Being labeled as criminals and called by their numbers, people who have spent or are spending their life in prisons are psychosocially vulnerable. Prisoners under stressful conditions of confinement are ill prepared to cope and at risk for developing suicide intention. Depression, stressful segregation housing, hopelessness, reasons for living, mental health problem etc are boosting suicide ideation. Some become even tough, rigid and develop unwillingness to be a part of society. When they are released, they carry their mindset onto the streets, into the free world. The reaction of society against them is also discouraging. They are ill treated with humiliation, no decent employment, and rejection to be a part of the society.

The condition of imprisoned women and children is much more vulnerable. In many cases the woman is not accepted in to her family, suffers loneliness and insecurity. Children coming from rehabilitation centers are often labeled as convicts and suffer from untrustworthiness and rejection by the society which drives them to take the extreme steps of anti social activities. ❖

## Earthquake

Earthquake is one of the most devastating of disasters, causing a large number of deaths and injuries and severe damage to built environment in just a few minutes. Within minutes of shaking, it reveals the vulnerabilities of buildings, households, communities, and of a country. The socio-economic impact of an earthquake can be very severe, not only due to direct losses but also due to the shifting of various resources towards rehabilitation and reconstruction of affected areas.

Vulnerability to earthquakes is a function of the potential of losses caused by it ( Death and injury to people, damage and other physical structures) and the level of preparedness( the extent to which a society has been able to translate mitigation measures into practice.)

Earthquakes affect the full range of social classes – from royalties to the homeless. Apparently, it treats everyone equally. However, some are more equal than others - the poor and socially disadvantaged groups of the society are the most vulnerable to, and affected by, earthquakes and other natural hazards, reflecting their social, cultural, economic and political environment.

To manage its risk effectively, a community must have the capability to adopt, adjust, and change its public policy on the basis of scientific, technical, political, and legal consensus that is evolving with time. ❖

## Matching Center

## Farmhands Manufacturing Inner ware

P. Laxmi has been running a Matching Center in Mahabubnagar for last 2 years. She has studied up to Intermediate. Earlier she did sari business for 4 years from her home. During this period, she learned entrepreneurial skills like purchasing sarees from the wholesale market for reasonable price and sales techniques. She planned to expand her Sari business to set up a Matching Center.

She took a loan of Rs. 25000/- from her relative and adjusted Rs. 50000/- from her personal savings. She identified a good location and took a shop for rent. She runs the shop from 11 am to 2 pm and 4 pm to 8 pm. In festival season, she enjoys more sales. Every month she

S	Item	Cost Rs.
1	Shop Rent	500
2	Electricity charge	150
3	Transport charges	500
<b>Total Monthly Expenditure</b>		<b>1150</b>
1	Monthly Profit on Sales (20% on Sales)	5000
<b>Monthly Expenditure</b>		<b>1150</b>
<b>Net Profit Per Month</b>		<b>4850</b>

purchases Rs.20000/- material such as sarees, dresses, blouse material, lining clothes etc. from wholesale shops, Charminar, Madina and Koti - Hyderabad.

In off- seasons, her sales reaches Rs. 25000/- from which she enjoys 30% profit on sarees and dresses materials and 15% profit on matching materials. She is planning to develop her business by increasing the sales from Rs. 15000/- to Rs. 30000 per month by increasing business hours and investment by taking bank loan. ❖

Social

Members of the Swayam Krushi women SHG of Koratlagudem village in Nelakondapally mandal, Khammam District who earlier worked as farm laborers ventured into the business enterprise of manufacturing underwear.

They started the enterprise in 2001 with the free training and subsidy provided by the District Rural Development Agency (DRDA). The venture proved to be successful and the group carved a niche in producing quality underwear under the brand "Mayuri."

The group performs all tasks right from procuring the raw material from Tirupur in Tamil Nadu to manufacturing the banians and underwear. They achieved financial self-reliance by vigorously marketing their products on their own at government offices and other institutions and repaid the loan within a few years after the establishment of the unit by sheer hard work and enterprising skills.

M Rama Devi, leader of Swayam Krushi says that the quality of their products propelled them on the path of success all these years and they need improved marketing opportunities to step up production and to meet the growing market demand. ❖

Public

## Bhagwan Mahaveer Viklang Sahayata Samiti

## Kabbigere Biomass Power

Bhagwan Mahaveer Viklang Sahayata Samiti (BMVSS), Jaipur also famous as Jaipur Foot is the world's largest organization serving the disabled. Set up by Dr. Mehta in the year 1975, BMVSS is a secular, non-religious, non-governmental, non-political and non-profit organization to help the physically challenged, particularly the financially weak and underprivileged. It provides all its assistance, including artificial limbs, calipers and other aids and appliances **totally free of charge** with a vision to restore the glory of life and maintain their dignity and self respect. Spread across 22 centers throughout the country, BMVSS is serving 50,000 people on an average annually. BMVSS has open-door facility.

To reach out the poor patients in rural areas, BMVSS holds on-the-spot limb/ caliper fixing camps and provides services as quickly as possible. Prostheses provided to the patients are fabricated in BMVSS's home-manufacturing unit using local material and own patented design and technology.

BMVSS receives funds for all these services from ADIP scheme with the grant-in-Aid from Ministry of Social Justice and Empowerment, Government of India and donations from generous donors. Being a non-profit organization, cost of over-head and administration are kept low without compromising on the quality of the product. ❖

Abbigere Gram Panchayat – Tumkur district, Karnataka sells power generated by its self-run bio mass gasifier power plants at a rate of Rs.2.85 per kWh to the Bangalore Electricity Supply Company (BESCOM).

The gasifier plant generates power by burning wood in a controlled manner without emitting any carbon residue. The farmers who supply biomass, such as wood or coconut shells, are paid Rs. 1.10 a kg of biomass. The youth of the village have been trained to run the plants and the village bio-energy management committee operates and maintains the generation and supply of power under Gram Panchayat at ground level.

In addition to environmental benefits, the economic savings from the project are also significant. Fifty-one group biogas or *gobar* gas plants, set up as part of the project, have helped 175 households cook with cleaner fuel without any increase in operational costs.

The electricity produced has also ensured that 130 borewells built in the village, each shared by five families, are used to meet irrigation needs of the village. This has increased average household income in Kabbigere by about 20 percent. Power generated is sold at much lower rate than that supplied by BESCOM. The excess power generated is sold to BESCOM. ❖



## Children Should Take Care Us...

**Dropped of at an old age home by his children, S Vittal Goud , 70, tells 'livelihoods'; more about his life.**

### What is your native place?

My native place is Savapur village, Jainath Mandal, Adilabad district in Andhra Pradesh.

### How long have you lived in the old age home?

I have been living in this old age home for the last three years. An organization called SAIDS maintains our old age home in Adilabad district. My sons dropped me here after my neighbors suggested that I join here.

### What is your educational qualification?

I am illiterate because my parents were not aware of education.

### Can you tell us about your family?

I have two sons who are living comfortably in society with stable jobs. My wife and I both worked to support our children. We provided our kids with good education despite not having any inherited assets or properties to support us. I still don't own any assets.

### What was your occupation prior to living here?

I worked as a salesman in cloth shop in Adilabad ever since I was a young man.

### Why you are living in old age home?

A few years ago, I lived in a stable nuclear family with my wife and two sons. Three years ago, my wife unexpectedly died due to cancer. My sons haven't been caring for me ever since that incident, and I still do not understand the reason for their attitude. I understand that I never left them any properties or large amounts of wealth to inherit. But I also fulfilled my responsibilities as a father to my best extent by giving them a rich childhood, providing for their well-being and education from my hard work, and ensuring that they followed their dreams.

### Do you suffer from any health-related issues or problems?

Yes, I suffer from heart disease among several other ailments. I

### Q: What is your plan for the future?

A: I don't have any future goals at this age. I just want leave this world immediately and save myself the torture that I face on a daily basis.

### Q: As a father, do you have a message to convey to the public?

A: Yes, although it should be common sense, I still need to remind adults in our society that they are responsible for their own parents. The older generation is not asking for too much. We are not greedily seeking any material gains. We only want to live with our children, maintain strong bonds with our families, and spend our last years in this world with contentment. ❖



## Work For Elders Gives ....

**N. Ravi Prakash, (24) belongs to Suryapet, Nalgonda, Andhra Pradesh. He shares his experience as a Help line coordinator in HelpAge India.**



### What is your educational qualification?

I completed my post graduation in Master of social work from Osmania University.

### Since when have you been working at HelpAge India?

I have been working as a Help line coordinator for the last 3 months in Adilabad District.

### What are your Roles and Responsibilities?

My roles and responsibilities are Coordination with officials, Documentation, record maintenance, visitors counseling, visitors handling, rescue and rehabilitation for elders, data base information, Senior citizens associations formation, finding volunteers, meeting organizing, conducting special events like elders day, and elders abuse day, old age homes visiting and fund raising.

### Tell about your organization.

HelpAge reaches out to the underprivileged elderly through its various services in the areas of financial, health and emotional security. HelpAge is slowly moving from welfare to integrated age care services for the elderly in urban & rural areas. In many cities our Elder Helplines (1253) have been working to address the loneliness and neglect of elders.

### Do you have any past experience?

I worked as a Project coordinator six months in Diya Disha organization and funded by APSACS at Vikarabad, Ranga Reddy district. To HIV/AIDS positive persons, their family members were not treated as family members. I am bothering about HIV/AIDS patients condition.

### What is your future plan?

I want to start an orphanage for HIV/AIDS effected people in Suryapet. ❖

# Trade-in and Trade-out Analysis

Traded-in and traded-out analysis is one of the tools used in understanding livelihoods of any village.

This analysis is done to understand the products and services going out and coming in to the locality, for consumption as well as productive purposes.

It is calculated for a year taking average income and expenditure for all the families in the community.

The facilitator asks the community to list all items/ services that the village is

- Purchasing i.e. Trade-In (Money goes out—wage work from outsiders, shops in the village by outsiders)
- Selling out i.e. Trade-Out (Money comes in—services and wage works outside the village etc.)

in a specific format as shown below.

Traded-in and Traded-out								
Village:				Block & District:				
Date of exercise:								
Participants:								
Facilitator:								
<b>Traded-In (Items coming into the village, including services obtained by villagers from outside)</b>								
Item	HH Purchasing	Unit	Periodicity of purchasing	Quantity purchased by HH per period	Quantity purchased by HH per year	Rate per unit	Total purchases by village	Season of purchase
<b>Total</b>								
<b>Traded-Out (Items going out of the village, including services provided by villagers to outsiders)</b>								
Item	HH Selling	Unit	Periodicity of sale	Quantity sold by HH per period	Quantity sold by HH per year	Rate per unit	Total sale by village	Season of sale
<b>Total</b>								

This tool helps to point out—

1. If any anomalies present among those items that are coming in or going out (whether they are buying the same product at higher price which they have sold for lower price)
2. Scope for value additions to the local products– facilitates availability of product as required by the villagers in the village itself and no need of buying from it from outside at higher price
3. Skill development - A little enhancement of skill will significantly improve the trade deficit condition of village as they will earn more money from outside and spend less.
4. Entrepreneurial opportunities—Identifying the opportunities available for an enthusiastic entrepreneur– e.g.-Start-up of a flour mill or chicken shop where the villagers are depending on the nearby villages for these facilities.
5. Identifies the advantage of Collective selling and purchasing of goods and services—Purchasing goods and services collectively significantly increases the bargaining power, reduces transportation costs, improves the selling capability at higher prices. ❖

## Aasara

Aasara is a community based organisation for sex workers. It was registered in 2010 with the support of Spandana Cultural Organization for People Education (SCOPE). Aasara works in Jaheerabad and Sadashivpet mandals in Medak district. There are nearly 800 sex workers identified in 22 hot spot areas in these mandals.

SCOPE has identified and counseled these women to become members of the organization. With these efforts, out of the identified 800 sex workers, 350 have taken membership in ASARA, for which the organization collects Rs. 10 yearly twice as membership fee.

### Support Organization

Aasara members elect their Executive Committee (EC) with 7 members on rotation basis- which include President, Vice president, Secretary, Joint Secretary, Treasurer and two Advisers.

EC conducts monthly meetings – to address the member's problems, needs and other requirements. Aasara is member in Manjeera district level network organization. Three EC members from Aasara represent to Manjeera.

Aasara supports to get entitlements, legal support and generates awareness regarding Anti Retroviral Therapy centers (ARTc), Integrated Counseling and Test Centers (ICTC), medicines to HIV+ve people and other health services. ❖

## Girijina Seema Welfare Association (GSWA)

Girijina Seema Welfare Association (GSWA) was established in 1977. GSWA has been working in the tribal areas of Khammam and Vijayanagara districts in Andhra Pradesh with the objective of nurturing Adivasi youth in Dandakaranya (Central Tribal Belt of India).

It has directly implemented interventions in around 80 villages in Khammam and West Godavari Districts in Andhra Pradesh.

GSWA has supported around 20 voluntary organizations in Srikakulam, Vijayanagara, Vizag, Khammam, East and West Godavari districts with funds and technical support.

GSWA introduced land development concept, irrigation, dairy and

community based organizations in their working area. Farmers were trained in settled cultivation by GSWA.

GSWA maintained community based night learning centres in 40 villages. 4500 children were taken in as students in Ashram Schools.

It has given support to Forest Department in implementing Joint Forest Management in Khammam and other districts.

It has been working on peace building by Samatha Swaraj Mithra Mandal is a National Platform in Dandakaranya. Chhatti Mahatma Gandhi Ashramam located very near to the Tri Junction of Andhra Pradesh, Odisha and Chhattisgarh base for SSMM peace initiatives. ❖

### Training Organization

## Mann Deshi Foundation

Mann Deshi Foundation established in 1994 in Maharashtra. It serves as the NGO arm of Mann Deshi Mahila Group. It's providing a variety of non financial services to their clients. Its aim is improving the quality of life for rural women and their families in India.

The Mann Deshi Foundation started Business School for rural women. It provides training for rural women in technical, financial and marketing skills with no formal education and to girls who dropped out of high school, allowing them to start and improve their own small enterprises. So far, 27543 women have completed their Graduation from this school and 60 per cent of the women

started their own business. HSBC is the founding sponsor for Business School for Rural Women. The British Asian Trust supports Mann Deshi business school for rural women.

With the support of Mann Deshi Mahila Ltd. Bank, the business school guarantees suitable loan options to its graduates for seed capital to start micro enterprises. Most courses are offered in a classroom and mobile class room. The courses are designed to provide the skills needed to start and run successful enterprise in the local market. The levels of the courses range from basic to advanced, to meet the varied needs and skill levels of women. ❖



# FOOD SECURITY BILL 2013

Food insecurity is referred to a condition when the people suffer from hunger and starvation. Food security of a country can be measured by the three important factors - availability, affordability, and quality and food safety. In India, food security is a big issue in many parts of the country. India is home to more than 30 crore poor, 21% of the population in under nourished and calories supply per capita is 2321. Recent statistics have shown the position of India in world hunger index which is not at all good for the prosperity of the country. The recently passed Food Security Act, 2013 hopes to address this issue.

The main features of the food security bill 2013 are:

The supports are focused towards priority households and antodaya households.

The supports should extend up to 75% of the rural population and up to 50% of the urban population.

Priority households are entitled to 5kgs of food grains per person per month, and antodaya households are entitled to 35 Kgs per household per month.

The bill guarantees age appropriate meals free of charge for children in the age group of 6 months to 6 years, through the local anganwadi.

For children between 6-14 years, one midday meal at free of cost in all schools run by local bodies, government and aided schools till class VIII.

Children who are suffering from malnutrition will be identified through local anganwadi and meals will be provided through them. Every pregnant and lactating woman can have meal from anganwadi with a maternity benefit of Rs.6000.

The Bill provides for a two-tier grievance redressal structure, involving the District Grievance Redressal Officer (DGRO) and State Food Commission. State governments must also put in place an internal grievance redressal mechanism which may include call centres, help lines, designation of nodal officers or such other mechanisms as may be prescribed.

The bill directed towards the formation of state food commissions. The main function of the commission is to monitor and evaluate the implementation of the act, give advice to the state government and their agencies and inquire into violation of entitlements.

The bills talk about mandatory transparency provisions which are, placing all PDS-related records in the public domain and keeping them open for inspection to the public; conducting periodic social audits of the PDS and other welfare schemes; using information and communication technology (including end-to-end computerisation of the

PDS); setting up vigilance committees at state, district, block and fair price shop levels to supervise all schemes under the Act.

In case of any mal practice as given by the Act, food commission have power to impose penalties.

The Food Security Act, 2013 talks about providing meals to pregnant and lactating mother through anganwadi or government run primary centres. It also seeks to provide food at free to children in the age groups of 6-14 years. The bill had provided guidelines to form state food commission and streamlines the PDS in the states. Last but not the least it has provided space for redressal of grievance and complains.

The bill talks about various PDS reforms like door step delivery of food grains; ICT application and end to end computerization; leveraging adhar; fair price shops by women or their collectives and display of transaction in public domain by PDS shops in their respective places.

If we look at the trend the hunger situation has improved in the country and people want to switch to better food but not more food. Also there is a shift towards superior food than just spending in coarse cereals. According to the NSSO, the percentage of people saying they are hungry was 15% back in 1983. It fell to 5.5% in 1993-94 in rural areas and 1.9% in urban areas. It is further gone down in 2004-05 to 2.6% in rural and 0.6% in urban areas. This means at present only 25 million people need food security not 800 million in the country. Also 30% of the population at bottom are shifting towards superior food (fats, tea, sugar, eggs, meat, pulses, vegetables and fruit) which further strengthens the need to provide normal subsidised food too few and with superior food and superior food which can give higher calories to other who are suffering from malnutrition.

If anyone can see the present inflation trends it is easily identified that the critical reason for inflation is the rising food prices and that too rising prices of the superior food items. Commission for agricultural cost (CACAP) has come with interesting link between rising food prices with increasing fiscal deficit. This food security bill will increase the fiscal deficit not less than by 50000 crore. And superior food items will be hit the most which again make them out of reach from bottom 30% for whom food security and nutrition is very important. Just by giving food security for one third population and ignoring the food needs this food subsidy may create deep trouble.

This food security bills aims at providing subsidies food to 800 million people mostly by providing cereals which will not address the nutritional need for the people who need superior and regular food. It's more a populist bill to use as an agenda in the coming election. ❖

## The Wealth of Nations



Name of The Book: The Wealth Nations

Name of The Writer: Adam Smith

Adam Smith, a Scottish, studied at Oxford. He published his masterpiece 'Wealth of Nations' in 1759, treatise that coronated him the 'founding father of economics'. Today's customary theory of markets was propounded by him.

Other book written by Smith is the *Theory of Moral sentiments*.

*An Inquiry into the Nature and causes of the "Wealth of Nations"* is a seminal work expounding topics like division of labour, productivity and free markets. It states that the real wealth of any country is the flow of goods and services generated by its citizens. The phrase *gross domestic product* coined by Smith has become a focal point of present day economics. Smith explains that wealth of a nation gets augmented through its capacity to produce, expansion of its markets and increase in trade. Economic system is involuntary with an innate mechanism to standardize itself in spite of intimidations by monopolies, lobbying clusters, tax preferences and certain 'privileges' of few members. He drafts the role of government and its wings which require a fair and clear taxation maintaining the 'dignity of the sovereign' too. ❖

## Resources

## State of The Nation



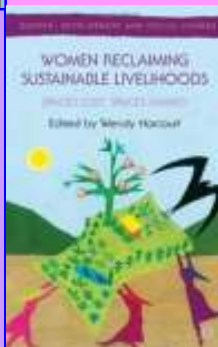
Name of The Book: State of The Nation

Name of The Writer: Falisnariman

Senior advocate of the Supreme Court Fali Nariman is among country's eminent constitutional legal luminaries. Padma Bhushan and Padma Vibhushan awardee, Nariman has been a Rajya Sabha member too. A zealous champion of Indian Constitution he believes in the rule of law. In *State of the Nation* (published--March-2013), he focuses on decisive concerns which the various organs of the government and the common man have to deal with. Just formulating laws is not enough, the government's principal duty is to implement and enforce them. Nariman converges on the monster of corruption found at all levels of administration including judiciary. The book examines the failure of the elected representatives of the people in providing adequate wellbeing and security to the "junta". Matters like reservations for certain section of citizens, relations between state and central governing bodies, the true purpose and relevance of Indian constitution and its positive or negative impact over the years on the people are few core points the author has dealt with. This state-of-the-art diagnostic book by Nariman prompts a knee-jerk reaction in the reader to muse and ponder over the state of affairs in the country. ❖

## New Book

**Mazdoor Kisan Shakthi Sangatan (MKSS):** It is community based organization in Rajasthan. It works with the peasants and workers. It was established in 1990 to strengthen people's participation in decision making process which enhances democracy. It fights to access information to the people and demand transparency and accountability from government in decision making process which affects peoples interests.



Name of The Book:

Women Reclaiming Sustainable Livelihoods

Edited by Wendy Harcourt

Publisher: Hivos and Development Journal of The Society for International Development

## e-Resources

LEAP: Gunjanapally Thanda: [http://www.aksharakriti.org/magazines/doc\\_download/216-leap-ginjanapallythandaqunturdoc](http://www.aksharakriti.org/magazines/doc_download/216-leap-ginjanapallythandaqunturdoc)

VCA: Dairy: [http://www.aksharakriti.org/magazines/doc\\_download/217-dairy-value-chain-analysis](http://www.aksharakriti.org/magazines/doc_download/217-dairy-value-chain-analysis)

Sub-sector: Green Gram: [http://www.aksharakriti.org/magazines/doc\\_download/218-green-gram-](http://www.aksharakriti.org/magazines/doc_download/218-green-gram-)

E-book: Stay Hungry, Stay Foolish: [http://ebookey.org/Stay-Hungry-Stay-Foolish-Rashmi-Bansal\\_354945.html](http://ebookey.org/Stay-Hungry-Stay-Foolish-Rashmi-Bansal_354945.html)

V-book: Livelihoods Improvement Through Ecology: <http://www.youtube.com/watch?v=VKB-pg8EGMQ>

## e- Course

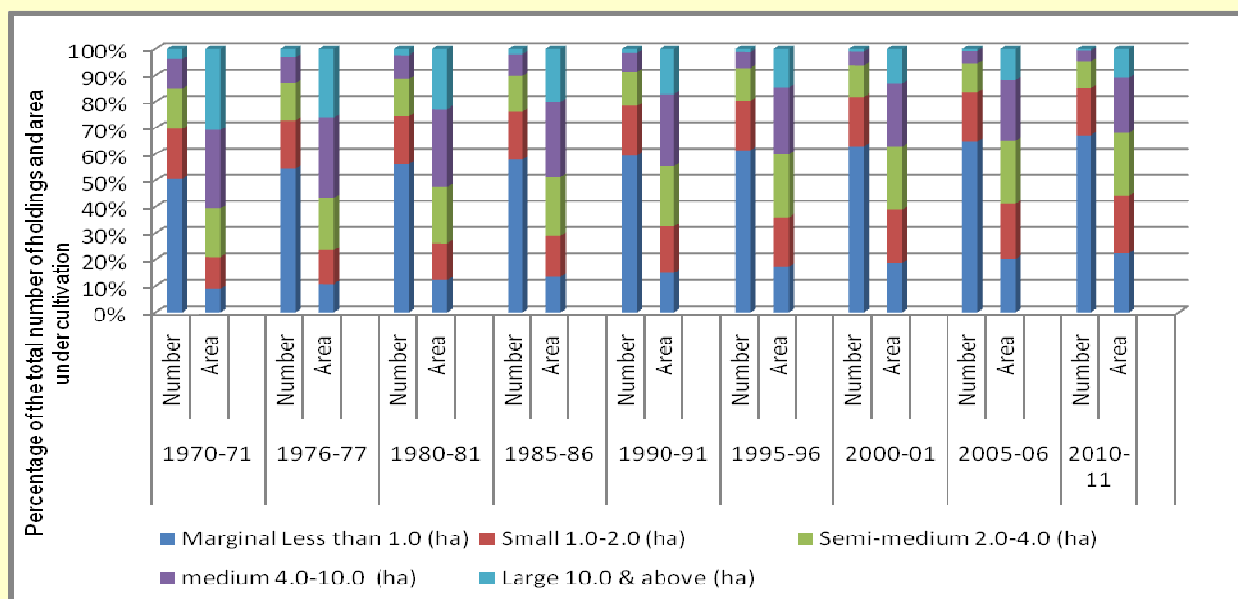
## Capsule 6 June 2013: Sub-Project Proposal &amp; Business Plan:

<http://www.livelihoods.net.in/pdf/e-course-capsule-6-sub-project-proposal-business-plan>

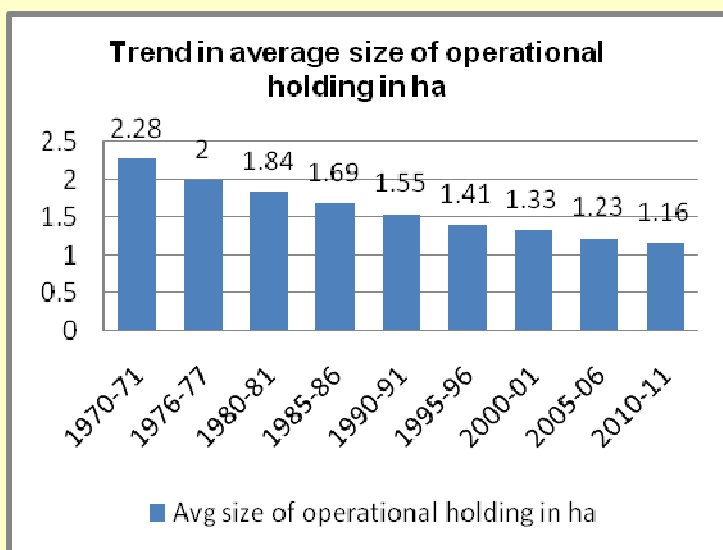
[http://www.aksharakriti.org/magazines/doc\\_download/222-e-course-capsule-6-june-2013-](http://www.aksharakriti.org/magazines/doc_download/222-e-course-capsule-6-june-2013-)

# Operational Land Holding in India

Agriculture is an important sector of the Indian economy, accounting for 14% of the nation's GDP. About half of the population still relies on agriculture as its principal source of income and it is a source of raw material for a large number of industries. A majority of the farmers in the country own small or marginal landholdings. The following charts depict the pattern of landholding in India between 1970 and 2011.



Between 1970-71 and 2010-11, the total number of operational holdings increased from 71 million to 137 million and the total operational area declined from 162 million ha to 159 million ha. This resulted in the reduction of average farm size from 2.28 ha to 1.16 ha. In the same period, the share of small and marginal holdings in operated area doubled. Small holders now cultivate 44% of operated land and constitute 85% of total land holdings.



Source: Agricultural census 2010-11

entire family is engaged to produce small amounts in the little land available.

Serious steps should be taken to increase the land-labor ratio, create employment avenues for smallholders outside agriculture, but within the countryside so that the workforce in small farms gets work and income from rural non-farm activities without leaving the farms. ❖



**Utilizing Opportunities Makes Difference****Lake of Professionalism Leads to Loss**

Gundla Yadagiri, 42, lives in Hyderabad with his wife and daughter. He migrated to the city from his native in the neighbouring Nalgonda district in 1998, after suffering huge losses in agriculture. When he arrived, he started working as a daily wage labourer at a construction site.

He could manage work only for 10-15 days a month. The income was insufficient for his family. At that time, he contacted his cousin who worked as a watchman in an apartment complex in the city. Yadagiri's cousin told him that there was a requirement for a watchman at another apartment complex.

He said that Yadagiri would be given a room to stay and Rs. 3000/month. Yadagiri took this job since it was a stable and regular source of income. Though the going was still tough, he managed to pay for his daughter's education. Now his daughter also earns and the family is in a comfortable position. ❖

**Into Employment**

Kishore Kumar (29) lives in Hyderabad with his family. He was working as a Medical Transcription in private hospital at Secundrabad. In 2010,

Kishore friend convinced him to set up a diagnostic centre in Hyderabad. Kishore made an initial investment of Rs. 2 lakhs for the business and put his friend in-charge of maintaining the centre.

The centre ran well for five month after which trouble began. Kishore's friend was unable to give the centre enough time as his father was ill and promised to spend more time at the centre.

Later, Kishore went to his village to get married. Upon his return, Kishore found out that his friend wasn't giving it enough time to his family and decided to shut down the business. He could recover very little amount of the money he invested. He was forced to pay business loan. To clear the loan he sold his wife gold. ❖

**Out of Employment****Got Opportunity by Goodwill****Remains Unemployed..**

K Venkateshwarlu (36 years old) works at a nursery at his village Paipad, Mahabubnagar District. After studying up to SSC, he got married and currently lives with his wife, son, daughter, and parents. As the sole breadwinner of the family, he works hard to make ends meet for his family. Earlier, Venkateshwarlu was involved solely in farming.

Although he reaped large harvests, Venkateshwarlu was forced to sell his produce at low prices, hence diminishing his profits. Furthermore, his land was not reliable, since there were no irrigation systems in place (rain-fed agriculture) and varying climate patterns could easily affect his output. Once he found himself consistently in losses, he knew it was time to move on to a different livelihood. His friends recommended that he look into a job in the nursery. After a lean season of working in a nursery, the manager claimed that the business was diminishing because farmers were not cultivating during the summer

Three months later, the owner of the nursery contacted Venkateshwarlu and offered him a partnership with the nursery business. ❖

Venkat (40 years old) is currently an employed man from Paipad, Waddepally, Mahabubnagar District. He completed his education up to SSC, and subsequently got married. He has a son, who is studying in a graduate college, and a daughter in 8th class.

Venkat has a variegated job profile with prior occupations such as farmer, laborer, pesticide salesman, and security guard in Medak. However, he was unable to sustain a stable career because of his lax mentality; he often did not show up at work and roamed around with his friends instead.

A couple of months ago when Venkat was working in Medak, he took a permitted vacation to his village to participate in a traditional festival. He neglected the one-week vacation time that his boss allowed, and returned to Medak at his own convenience. His boss later called him into the office and fired him for lack of professional ethics. This scenario was entirely caused by Venkat's lack of seriousness. He finally started a mobile tea powder business to help sustain his family. Although this was a fairly profitable business, it still turned out to be a failure because of Venkat's bias that such a business lacked prestige.

Venkat remains unemployed even to this day. His entire family currently depends on his wife's income that she earns through performing agricultural tasks. He finally claims to have understood his mistakes in his mentality and habits, and wishes to be given a second chance to prove his diligence. ❖

## Band Melam

### Shining Livelihoods



## Beedi Making

### Declining Livelihoods



### Story

## Universal Love

One day, a poor boy who was selling goods from door to door to pay his way through school, found he had only one thin dime left, and he was hungry. He decided he would ask for a meal at the next house. However, he lost his nerve when a lovely young woman opened the door. Instead of a meal he asked for a drink of water. Sensing his hunger, she brought him a large glass of milk. He drank it slowly, and then asked, "How much do I owe you?" "You don't owe me anything," she replied. "Mother has taught us never to accept pay for a kindness." He said, "Then I thank you from my heart." and left that house. He not only felt stronger physically, but his faith in God and man was strong also.

Years later that woman became critically ill. The local doctors were baffled. They finally sent her to the big city, where they called in a specialist to study her rare disease. After a long

struggle, the battle was won and the doctors were able to save her. The final bill was sent to the specialist for approval. He looked at it and wrote something on the edge and the bill was sent to her room. She feared to open it, for she was sure it would take the rest of her life to pay for it all. Finally she looked, and something caught her attention on the side of the bill. She began to read the following words:

**"Paid in full with one glass of milk"**

Give love without expecting any return. It will come back to you any day and in any form. ❖

**A glass of Milk  
paid in Full**



# ‘Yoga’kshemam

## Happy Environment!

This month witnessed the Himalayan Tragedy in Himalayas that took 10,000+ lives and 100,000+ stranded and rescued in Kedarnath area.

This month has also seen the transfer of VV Lakshminarayana from AP operations of CBI, back to Maharashtra.

This month sees the narrowing of the fight between NaMo and RaGa on one hand and some glimmering hope for federal front. In any case, India is getting ready for Elections.

This month emphasized the differences between leaders and managers – every effective manager is a leader but every leader need not be a manager. Leaders ask questions, leaders call attention to mistakes indirectly, leaders reward the smallest improvements too, leaders emphasize the good, and leaders give credit. Can we be leaders? Can we produce more of them?

I came across Harvard Business Review ‘Management Tips’ discussing Managing Self, Managing Team and Managing Business. The Tips include –

- \* *Let us have a Leadership Vision, long-term.*
- \* *Let us schedule Regular Meetings with Self*
- \* *Let us manage our limited energy – take breaks, reduce interruptions, do what we love*
- \* *Let us decrease our technology dependence*
- \* *Let us keep to-do list and do the most important thing first*
- \* *Let us schedule time and energy for non-urgent things*
- \* *Let us not micromanage ourselves*
- \* *Let us give up control and let us set direction*
- \* *Let us have people we enjoy working with and take up issues we enjoy solving*
- \* *Let us take breaks everyday – exercise, cell-off, solve puzzles*
- \* *Let us identify our unique skills and focus on*

*the distinctive skill set*

- \* *Let us achieve thought leadership*
- \* *Let get over our mental barriers*
- \* *Let us have 30-second ‘about myself’ pitch always ready*
- \* *Let us nurture humanness, intuition, tough empathy and uniqueness in us*
- \* *Let us keep things simple*
- \* *Let us be transformational – give love, growth, space for contribution and meaning*
- \* *Let us build a culture of trust and mentoring*
- \* *Let us assess behaviours in addition to results*
- \* *Let us identify hidden talents of our associates*
- \* *Let us identify our smartest and work with them differently – stretch and challenge them*
- \* *Let us inspire, engage and trust*
- \* *Let us innovate with less and make low-cost mistakes*
- \* *Let us be cost-effective*

Leadership is love for the universe. Leading is being useful to the universe in the way universe wants. It involves thinking, articulation and doing. It requires unlearning, learning and practice over a long period of time with dedication, intense and concentrated effort and discipline. Leading requires building leaders to lead.

This is the spiritual journey! The bliss is in the journey! This is [krishnakrishnayogam](#).

Can we be there? **Yes, if we pursue Atma Yoga.** If we pursue deep and intense reflection deep within for unlearning, learning and mentoring leaders for being useful to the ‘universe’! Krishna confirms – lead (antaryami) and led (antaraatma) are free souls yearning to be one together with thought, speech and action and they are meant to mutually change positions constantly.

Join us in the world of yoga – for leading and being led – towards krsnaraadhayogasiddhi. You will not regret it. ❖

**G Muralidhar**





**livelihoods**

*Policy and Implementation*