

livelihoods

today and tomorrow

May 2009



Livestock Livelihoods

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Elections are over!

Even in the very hot summer, the biggest democratic exercise, the costliest exercise, in the world has been peaceful. Election Commission and the voters need to be congratulated.

15th Lok Sabha has been formed. UPA with 262 members is almost at the half-way mark. Many parties have come forward without any pre-conditions. Manmohan Singh has become the Prime Minister again. More youth have entered Lok Sabha and more youth in the cabinet. More women have entered Lok Sabha than earlier. Jaya Ho! In the simultaneous Assembly elections in three states – AP, Orissa and Sikkim, the old governments have won again and the old Chief Ministers are sworn in again. The elected youth and women give a bit of hope that they will not forget the needs and aspirations of the people.

Amidst the elections, we hear increasing internally displaced in Pakistan and wiping out of LTTE in Sri Lanka. We remember Rabindranath Tagore on his birthday. We hear some 'hal chal' on May Day!

The forest-dwelling human beings have started to domesticate animals as they progressed on hunting. Initially, it was for meat, gradually it was also for milk and other needs. As they moved into agriculture, animal husbandry moved closely hand in hand. Nomads lived on livestock. The livestock included many animals – cattle, buffaloes, sheep, goats, chicken, pigs, camels so on and so forth. Animal rearing was mostly on common lands and common resources. Some graze; some are fed; some others do both. Initially, these animals were for own use/community use. Gradually, this has begun to serve the needs of others and for the market. Slowly, animal husbandry transcended its status as an allied activity of the agriculture and has grown into a special business/industry in itself. It has also become the livelihood of nearly half of the poor. Now the issues are non-remunerative prices to the milk producers and not even half of the consumer rupee is reaching the livestock-dependent poor. In this context, the fifth sector, explored by 'livelihoods', is "livestock-based livelihoods".

Dr BV Rao, the father of 'yellow' (poultry) revolution was responsible for the growth of the poultry as an industry. His efforts ensured the availability of eggs and chicken in every nook and corner of the country. An inspiration for many an entrepreneur! Dr Kurien may be the father of white revolution, the action location is Anand and the Kheda District Milk Producers' Cooperative Union (AMUL) is the living inspiration of the white revolution. Anthra's co-founder, Sagari is taking the veterinary care to the community and women. Goat Development Project has a lot of methods for the goat rearers across to learn and follow.

'Animal Farm' by George Orwell is a classic satire – new rulers follow the ways (bad) of the old rulers and many a time in a more tyrannical manner. New leaders, beware and please be conscious!

It is painful to note – still 300+ million voters did not exercise their franchise. However, we hope that the new governments deliver their manifestos/promises and the needs of the people. We hope that they will rein in rampant corruption. We hope that they stand by the poor. We hope that they build the workers, professionals and leaders to work with/for the poor.

In the journey of India of hope for a better tomorrow, 'livelihoods' is becoming a glimmering light therein. With the faith that you remain and join us in this our journey, I remain.

A handwritten signature in blue ink, appearing to read 'M. G.', with a horizontal line underneath.

G. Muralidhar

the 'livelihoods' team

‘livelihoods’ team

Editor in Chief	G Muralidhar
Senior Editor	T Nirmala
Working Editor	K Bharathi Ira Rambe
Edit Associates	G Bhargava B Madhusudhan V Muralidhar M Vijaybhasker Srinivas
	V. Deepthi
	S. Rekha
	K. Sridevi
Cartoonist	G Dayanand

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For enquiries contact:

AKSHARA Network for Development Support Services,

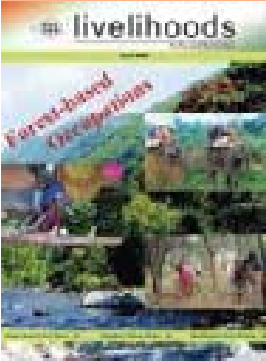
HIG II B-25 F-6, APHB Colony,
Baghlingampally, Hyderabad - 500044

Mobile: 09347802302

www.aksharakriti.org

akshara@aksharakriti.org

Response



I am very glad to say that your monthly Livelihood giving a good information to the society particularly who are in the research field. That will immensely helpful to them.

Ramesh

Contributions Solicited

If you would like to contribute an article or have something interesting to share, email or mail it to us. If it contains pictures or files please remember to attach them to the email. Please include your name, email, contact information such as phone number, location (nation) and area of expertise. If your article is accepted an editor will prepare the article for publication and may edit it for accuracy, grammar, style, and length.

Email address is akshara@aksharakriti.org ; please include "livelihoods Contribution" in the subject line .
Mailing address is: HIG-II Block 25 Flat 6, APHB Colony, Baghlingampally, HYDERABAD, India 500 044.



Deforestation-FAO Blames Agriculture:

The UN Food and Agriculture Organization (FAO) said in the State of the World's Forests Report released on March 16 that forests in the developing world will continue to disappear because of small-scale agriculture and other forms of land dependence. Most of the forest loss in Africa, South America and Asia are due to agricultural expansion, bio-fuel crops, industrialization and population growth. Forest cover in developed countries will increase because they no longer depend on land, have better incomes and are part of the market economy. Ambuj Sagar, professor of technology and policy at IIT-Delhi said that "The FAO report is one way of looking at the forestry. A nuanced approach would examine if the first world has old growth forests with biodiversity." He also asked, "Who is clearing the forests in developing countries, local communities or large companies? If forests are getting cleared for bio-fuel and food, where are the products going?"

Grameen Foundation Honors Marshall Saunders:

Grameen Foundation, a global microfinance and technology organization, has announced Marshall Saunders as its 2009 Humanitarian Award recipient. Saunders, a philanthropist and microfinance practitioner, is being recognized for his two decades of advocacy and support for global microfinance initiatives, particularly in Mexico, Honduras, and India. After reading about microfinance in 1991, Saunders visited Tijuana, Mexico, where he met poor women who inspired him with their resilience, optimism and business savvy in the face of grinding poverty. That encounter with microfinance clients so close to his home in San Diego sparked his passion and commitment to fighting global poverty.

Paddy Sells Cheap In Kerala:

Weather played spoiler for paddy farmers in Kerala's Kuttanad region. When the plants need plenty of rain during the growing period, a dry spell prevailed. Then, from March 12-15 after harvest, the heavy showers for three days drenched the paddy that lay in the open fields, waiting to be lifted. The delay by the civil supplies corporation in lifting and transporting

the paddy to the mills led to further losses. This situation impacted the paddy's quality. There is a black grain disease which reduce yield and the chaff content, which should not exceed 3 per cent per quintal, went up to 25 per cent. Since the paddy was soaked, mill owners refused to take the paddy. A deal was struck where the mill owners would take the rotten grains after the chaff is sifted. However such mechanism of segregation is absent with the farmers. Therefore they had to compromise and settle with the millers terms. The farmers got a deal of 10-20 per cent price reduction per quintal. The farmers now want the state to compensate them for their losses.

Group Certification For Organic Farmers In AP:

The Society for Elimination of Rural Poverty (SERP) under the state's rural development ministry of Andhra Pradesh, has initiated the certification process for the organic farming. The farmers selected for certification first gave up use of synthetic pesticides under NPM (Non-Pesticidal Management) program and then switched to organic farming which does not use synthetic either. They have been practising organic farming for the past two or three years. About 6,000 farmers from 138 villages in the states who practise this can next year expect a premium price for their produce. National Centre for Organic Farming in Ghaziabad will help them earn more.

Children, Women In Indian villages Benefit Most From Solar Lanterns:

A new study led by an Indian American - Govindasamy Agoramoorthy from Tajen University and Minna Hsu from the National Sun Yat-sen University in Taiwan studied the effects of solar lanterns on energy usage, household savings in terms of kerosene and electricity costs, as well as the family's quality of life. Overall, they found expenditure on kerosene and electricity dropped significantly in all households after the solar lanterns were introduced. On an average each household made savings ranging from \$150 to 250 annually. The researchers also found that the solar lanterns particularly benefited schoolchildren and women. Although 70 percent of the villages are connected to the power grid, they do not receive power early in the morning and in the evening

because the state power company redirects electricity to major towns and cities, with six hours of light supplied daily by the solar lanterns, study hours increased, which had a positive influence on the children's performance at school. Women were also able to perform their routine household work both indoors and outdoors during power outages. That's why the lanterns powered by solar energy are now being promoted in India's villages as the way out of the electricity shortfall.

Revived Cooperative Movement Can Keep Recession In Bay:

There has not been any major downfall reported in cooperative societies from any country after the recession. It is a good sign of hope. In Chandigarh last April, Ivano Berberini, president of the International Cooperative Alliance (ICA), calling the present economic crisis as the "moral crisis of capitalism", feels cooperatives could be the answer in times of the global meltdown. India has the largest number of cooperatives and members in the world and has. The scope for cooperatives is phenomenal provided quality services, quality product and an attitude that believes in quality.

Land Grabbing By Foreign Investors In Developing Countries:

In response to the global food crisis, countries such as China, Korea, and the United Arab Emirates are buying or attempting to buy agricultural land in poor countries to meet the food demands of their own populations. But International Food Policy Research Institute (IFPRI) warns that while foreign investment can provide key resources for agriculture, including development of needed infrastructure and expansion of livelihood options for local people, foreign investments in agricultural land can become politically unacceptable. These investments are targeted toward developing countries where production costs are much lower and where land and water are more abundant. Other factors that influence investments include geographic proximity and climatic conditions for preferred staple crops. In addition to acquiring land for food, many countries are seeking land for the production of bio-fuel crops. Many governments, either directly or through state-owned entities and public-private partnerships, are entering into deals on arable land leases, concessions, or purchases

abroad.

Fishing Ban Comes Into Effect: A two month fishing ban imposed every year by fisheries department to facilitate breeding of fish has come into force from end of April. During this period restrictions on extraction of sand and gravel from water bodies is also imposed to facilitate tranquil surroundings for fish breeding. Assistant Director Fisheries, District Srinagar M.M.Bazaz told Rising Kashmir that the ban is imposed as it facilitates enrichment of fish resources through effective breeding and is beneficial to Valley fishermen who are dependent for their livelihood on the fish produce. The official said that fisheries department is continuously monitoring fishing activities and any one found violating the norms will be fined.

Poverty Root Cause Of Human Trafficking In South Asia: The daunting poverty in South Asia has been identified as the root cause for trafficking an estimated 2,25,000 people every year from the region, most of whom end up as sex workers or forced laborers. Among the eight countries of South Asian Association for Regional Cooperation (SAARC), Bangladesh and Nepal are mostly the countries of origin of illegal women and child trafficking aged under 25 years. India is being the largest country of the region and emerging world economy sending and receiving country as well as a transit point for human trafficking. An estimated 10,000 to 20,000 people are being trafficked every year from Bangladesh, but UN children fund in Dhaka says that approximately 400 women and children fall victim of trafficking every month.

Seminar On Climate Change In Ladakh: An Asian regional seminar held end of April at Leh, Ladakh region in Kashmir warned of adverse effects of climate change in cold regions. The conference focused on issues concerning adaptation strategy choices, which have become important for people living in mountain areas. "Its important because these glaciers will melt within 20 years, and people's livelihood will collapse. This seminar aims to share this information with people from Central and South Asia, to improve livelihood for people from Hindukush, Himalayas and Pamir,"

said Vincent Stuffer, Country Director, GERES, India. The objective of the seminar was to share strategies, expertise and field experience on energy and climate change issues to formulate a series of concrete recommendations in terms of policy and methodology and to initiate a community of practice among the key players of the region.

World Bank Approves Additional Funds For India's SMEs: The World Bank approved an additional US\$400 million financing loan to the Small Industries Development Bank of India (SIDBI), mainly to improve the finances of small-scale and medium-scale enterprises (SMEs). The money will help scale up the fully-disbursed original project that was approved on November 30 of 2004, it said. The funding is mainly to help SMEs have access to credit in the midst of the global slowdown. "Achieving and sustaining growth and employment will require a sharp step-up in industrial and services growth. This needs to be spurred by SMEs which have the greatest potential to provide employment", Roberto Zagha, World Bank Country Director for India, said in a statement.

Organization for Economic Co-operation and Development (OECD) - On Social Security: According to OECD study report christened as "Is Informal Normal?," 1.8 billion people, or more than half of the global labor force are working without a formal labor contract and social security. That number is projected to grow to two thirds of the workforce by 2020, assuming stable population trends and growth patterns, and could go higher if more jobs are lost to the economic crisis and more migrants return home to informal sector jobs. Though India grew during the last decade above 5 percentage points per year, people there feel better jobs are not being created. In fact 9 out of 10 employees in India, approximately 370 million people, do not have formal social security.

Rural Poor To Benefit From \$200 Million+ UN funding: Poverty eradication efforts in developing countries are set to receive a cash injection of over \$200 million from the United Nations rural development in May 2009 to help off-set the impact of

the global financial crisis. The new set of grants and loans from the International Fund for Agricultural Development (IFAD) will finance rural micro-finance projects, livestock support initiatives and natural resource management schemes among others.

Hypertension Threat For Workforce: Due to globalization and a stressful working environment, hypertension threatens to wallop the work force in India, according to a survey. The Associated Chambers of Commerce and Industry of India (Assocham) and the PricewaterhouseCoopers (PWC) in a joint report said 65 million people were affected by hypertension in 2008 and that in the years ahead it was likely to see a quantum leap of over 135 million to touch a figure of 200 million by 2015.

ADRA For Long-term Development In Bihar: Eight months after the worst flooding in 50 years devastated large areas in northeastern India leaving millions of people homeless, the Adventist Development and Relief Agency (ADRA) is beginning a long-term recovery phase to bring development opportunities to communities in the state of Bihar. The preparation of this recovery project in the Supaul district will begin in May. The project will continue to help survivors through livelihood development initiatives, including livestock replacement and the provision of animal fodder, as well as water and sanitation projects and disaster risk mitigation education. Approximately 20,000 families will benefit by the end of the 12-month project.

Center For Apparel Manufacturing In Manipur: The Central Ministry of Rural Development with support from the Department of Education and the Government of Manipur has set up a center for apparel manufacturing in Manipur called SEAM - Skills for Employment in Apparel Manufacturing, to generate employment among the educated unemployed youth. The center will train youth for about a month and placement arrangements would also be made outside the state in New Delhi, Bangalore and Chennai. Apart from skills up gradation program, classes on personality development and language will also be provided to the trainees. ■

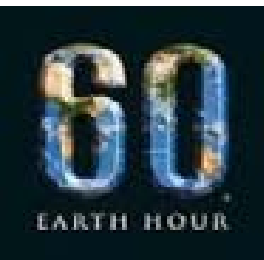
April 22 - World Earth Day

Earth day is celebrated on 22nd of April every year worldwide. **It is a day designed to inspire awareness and appreciation for the earth's healthy, sustainable environment.**

The day was founded by U.S senator Gaylord Nelson as an environmental teach-in in 1970. Senator Nelson chose the date as the one that could maximize participation on college campuses for what he conceived as an environmental teach-in. He determined that the week of April 19-25 was the best. It did not fall during exams or spring breaks, did not conflict with religious holidays such as Easter or Passover, and was late enough in spring to have decent weather. More students were likely to be in class, and there would be less competition with other events mid-week, so he chose Wednesday, April 22. Thus he had purposely chosen this date is spring in the Northern hemisphere and autumn in the southern Hemisphere. According to Nelson, over population is the serious problem. It effects the environment. Every country is responsible for stabilizing its own population. The first earth day was celebrated on 22nd April 1970.

Since the initiation in 1970, Earth Day become the movement for modern environment. Thousands of colleges and universities organize protests against the deterioration of the environment. Groups that had been fighting against oil spills, polluting factories and power plants, raw sewage, toxic dumps, pesticides, freeways, the loss of wildness, and the extinction of wildlife suddenly realized they shared common values. Through Earth Day network, activists connected for change in local, national, and global policies.

The international network of Earth Day reached over 17,000 organizations in 174 countries, while the domestic program engages 5,000 groups and over 25,000 educates coordinating millions of people. Earth day is the only event celebrated simultaneously around the globe by people of all backgrounds, faiths and nationalities. More than half billion people participate in Earth Day network campaigns every year.



In 2007, WWF (World Wide Fund for Nature) organized Earth Hour, a global event that is held on the last Saturday of March annually, asking households and businesses to turn off their non-essential lights and other electrical appliances for one hour (sixty minutes) to raise awareness towards the need to

take action on climate change. Earth Hour was conceived by WWF and The Sydney Morning Herald in 2007, when 2.2 million residents of Sydney participated by turning off all non-essential lights. Following Sydney's lead, many other cities around the world adopted the event in 2008.

Earth Hour 2009 was from 8:30 p.m. to 9:30 p.m. local time, March 28, 2009. 88 countries and more than 4,000 cities joined Earth Hour 2009, ten times more cities than Earth Hour 2008 had (2008 saw 400 cities participate). The Capital city of India, Delhi's power demand fell by 1000MW. The



“phenomenal” dip is attributed to the Earth Hour observed by Delhi on Saturday evening and the rain that brought the mercury down by a few notches. The Canadian province of Ontario, excluding the city of Toronto, saw a decrease of 6% of electricity while Toronto saw a decrease of 15.1% (nearly doubled from 8.7% the previous year) as many businesses darkened, including the landmark CN Tower. Swedish electricity operator Svenska Kraftnät recorded 2.1% decrease in power consumption from its projected figure between 8 p.m. and 9 p.m. The following hour, the corresponding number was 5%.

This equals the consumption of approximately half a million households out of the total 4.5 million households in Sweden. According to Vietnam Electricity Company, Vietnam electricity demand fell 140,000 kWh during Earth Hour. The Philippines was able to save 611 MWh of electricity during the time period, and is said to be equivalent to shutting down a dozen coal-fired power plants for an hour. In Ireland, the equivalent of 700,000 lights went off for the hour, leading to electricity consumption dropping 2 percent for the hour. Total electricity consumption dropped by about 70 megawatts during the period, resulting in a saving of 30 tones of CO₂ emissions. This compares to the 50 megawatts saved during 2008's Earth Hour.

As a person, we can really think about and commit to what we want to do be the change we like to see in the world. Earth Day 2009 is really easy to join, as there are many things we can do to participate, that day, that week, that month, that year, from now. Here are some Earth Day ideas:



Reduce: we can use nil electricity, try some candle light and be clever using electricity in smarter ways. We also can replace our old-fashioned light bulbs with the new energy saving versions. Taking a bus, walk or bike, instead of using car and if we use the car make sure it is tuned.

Recycle/Clean Up: we can clean up our neighborhood that day by taking 2 recycled plastic bags and going for a walk, picking up with a plastic gloved hand and putting the rubbish in another bag.

Reuse: we can make a game of having virtually 'no garbage' that day. It is amazing how many items can be re-purposed or given away to the less fortunate, instead of being trashed. Moreover, we can be as 'inventor', use what we have as tools to get done what we need done, rather than buying yet another, expensive, non-durable gadget.

Earth day is the first holy day which transcends all national borders, yet preserves all geographical integrities, spans mountains and time belts, and yet brings people all over the world into one resonating accord, is devoted to the preservation of the harmony in nature and yet draws upon the triumphs of technology, the measurement of time, and instant communication through space. ■

B.V. Rao - 'Father of Indian Poultry Industry'

Dr. Banda Vasudev Rao (B.V.Rao) was the architect of Indian poultry industry's growth and modernization that created world-class facilities in the country. Because of his significant and numerous contributions to the Indian poultry industry, in 1990, he received one of the highest honours conferred by the President of India, the "Padmashree" award.

Banda Vasudev Rao was born in 1935. A native of Hyderabad, India, he began his involvement with poultry farming in early '60s.

As a child, Rao loved being among the chickens that were part of his home in Chanchalguda near Hyderabad. He sat around watching them for hours, as they brooded over their eggs. He spent in frittering away college fees and years of chasing jobs, ranging from training for the railway police force to being a telephone operator and then personal secretary to a state minister and Rao suddenly found his vocation among birds. Rao found himself responding to an advertisement for a training program in dairy and poultry farming offered by the Rajendranagar Agricultural University. Rao applied and joined the batch of 2000 students.

As an entrepreneur his first challenge was from an American named Moore. Moore decided to test the young aspirant out. He gave him 500 birds and a challenged Rao if he could tend these birds satisfactorily. Rao was expected to head the project. Rao proved better than Moore's wildest expectations. Moore found his star pupil, and taught him everything he knew about poultry rearing. With the expertise he learnt from Moore, B.V. Rao wanted to start his own poultry farm but he did not have enough money. When Rao hesitated, Uttaradevi, his wife, went ahead and sold her jewellery and motivated her husband's friends to collect a capital for his venture and without the knowledge of her husband, she invested some of their hard earned and saved money in a seven acre plot. With in short period of time he succeeded in his business.

In 1971, Rao started Venkateshwara Hatcheries Ltd. near Pune with the help of a friend. Since then there has been no looking back. In just one year, the company, backed by the expertise that has been amassed over years in poultry farming, carved a special place for itself. It secured 70 % of the market share in the country. Nurtured and developed under the genius of Rao, Venkateshwara Hatcheries Ltd. went on to become one of the largest and most integrated poultry group in the world. Overcoming many disasters, he was able to establish a chain of hatcheries all over Andhra Pradesh, Maharashtra, Tamil Nadu, Gujarat, M.P, Delhi and Bengal.

Yet, with the poultry industry still in a fledgling state, the immunization of the chicks was a major issue bugbear-vaccines were not only expensive but had to be imported as well. They were often unsatisfactory due to reasons like poor storage during transportation. There were a lot of formalities included in the lists of allowable imports. Hence, Rao tried to



find a way of getting the vaccine legally. He lobbied with the government on behalf of the farmers and finally the vaccine was included in the list of allowable imports. He moved swiftly touring the vaccine institutes in the US for expertise and then convincing the government of the need for collaboration.

Finally he succeeded in establishing a vaccine plant. Production at the plant began in 1978 and later he established two more companies that manufacture vaccines to face any poultry disease: Ventri Biologicals (manufacturing Mareck's and Gumbro vaccines) and Srini Biologicals. A training institute came next. Rao set up a 40,000 strong

layer farm and a 5,000 per week broiler farm as the best available training ground for students who received hands-on training. He was also very successful in setting up of a mother lab, where all problems connected with all birds could be tackled.

The National Egg Coordination Committee (NECC), as it exists today, was the result of much hard work and foresight of Rao. The egg movement started when he met a few farmers who wanted to form a co-operative for egg marketing on the lines of Dr. Kurien's milk co-operative. A group of farmers motivated by Rao, travelled across the country, organizing over 300 meetings with groups, individuals, and traders. Their objective is to unite poultry farmers from all over India, and take control of their own destiny. Rao's call "My Egg, My Price, My Life" consequently brought farmers onto a united platform and realized this objective. Rao himself toured extensively to visit all farm areas across the country mobilizing the farmers to unite. Later NECC was formally registered under the Societies Registration Act. In line with its democratic principles, it was registered as a trust and from May 14th 1982 onwards NECC started deciding egg prices across the country.

Rao served as the President of WPSA (India Branch) from 1993 to 1996 and was selected as a distinguished poultry scientist of the International Poultry Hall of Fame that was given during WPSA (World's Poultry Science Association) council meeting in Istanbul, Turkey on 11 June 2004.

Rao devoted his life towards the growth and modernization of Indian poultry production, transforming it from a backyard activity into a vibrant industry. Driven by science and technology, the poultry industry is one of the most powerful engines for growth of rural economy in India, supporting the livelihood of over 2.0 million people. His contribution to poultry science and world wide poultry industry, above and beyond the call of duty is an enough reason to put him as a role model for development workers across the country. ■

The Goat Development Project in West Bengal

Motivation of local goat keepers, formation of goat keeper groups and making them partners in the project, providing access to necessary support services and monitoring the functioning of these groups to undertake various activities are extremely critical. The intervention by BAIF in West Bengal goes to prove this. The project helped enhance the incomes of more than 10000 poor women in West Bengal.

Goats are a significant basis of local village economies, a source of food, income and quick cash as well. Goat farming plays an important role in the livelihood portfolio of a large number of small and marginal farmers and the landless particularly women inhabiting geographically isolated areas and who do not have much other means of survival.

In West Bengal, goat farming is widely practiced but there are some problems faced by the goat keepers particularly problem with breeding even though Black Bengal breed known for its superior quality meat and skin prevails here. In the absence of selection of bucks for breeding and prevalence of different strains of Black Bengal breed, there has been indiscriminate natural breeding impacting the quality of the herd. There is also seasonal difficulty in the availability of fodder. Further, most of the goats suffered from the infestations of ecto and endo-parasites, which suppressed the growth and affected the quality of the skin. Severe infestation of internal parasites occasionally caused the death of kids. PPR (*Peste de Petitis Ruminants*) is the major disease of goat, rampant across West Bengal which had caused 45 to 50% mortality. Even in the sphere of marketing since most of the goat keepers sell their goats to local traders or middlemen in their village for immediate need of cash they were victims' exploitation. There is absence of weighing practice and poor awareness about the price for goat meat. All these factors hurt goat keepers and goat farming. Goat keepers are struggling to make a decent earning from this livelihood.

To address these problems, on August 2005, The Goat Development Project in West Bengal was launched. The project was initiated by a dedicated leader of Burdwan District (Minister for Industries), who got concerned about the problems of local goat keepers. He requested Tata International Ltd, which has been procuring goat skin from West Bengal to help goat keepers to improve their income. Tata in turn invited BAIF (Bhartiya Agro Industries Foundation) Development Research Foundation to develop a pilot project.

The project area covered over 135 villages covering 10,000 goat keeping families from Raina II and Kanksha Blocks of Burdwan District and Ranibandh and Raipur Blocks of Bankura District. The project was implemented in each district through supervisors where each of them was responsible for 1-2 blocks and 1-2 villages handled by field guide. In each village, a goat group was formed and each group selected a leader called Mukhia, responsible for providing necessary facilities to the members. The member is responsible for taking care of her/his herd and implements the advice given by the Mukhia and field guide.

The project had four specific objectives: to motivate goat keepers to organise themselves to adopt sustainable goat

husbandry without damaging the ecosystem, to promote improved breeding through use of superior breeding bucks, to promote best practices for feeding, health care and housing and to establish linkage with market for better price realisation.



Goat groups comprising 5-7 women members were formed. Most of the members are linked with SHG. These goat keepers were oriented about the project and best goat husbandry practices helpful to enhance their income. Each goat keepers' group was provided with elite bucks having typical Black Bengal breed characters, especially selected on the basis of their superior genetic characters for providing breeding service to the goats owned by members. Trainings were also given on feeding of goats, forage production, feeding of mineral mixtures and concentrates, housing, health care and control on goat population. De-worming and vaccination against PPR were undertaken to ensure good health and to prevent mortality. As the goat keepers lost most of their profit margin due to poor price recovery, they were exposed to market information on price of live goats and goat meat in local and larger markets in the nearby towns. Further, to enable them to assess the value of their goats, a spring balance was provided at each village for weighing of the goat by the participants.

The main impact of the project is the mass awareness about the diseases and health care practices which was missing earlier. Together with good fodder and supplementary feeding, the mortality of the goats has come down drastically. Black Bengal bucks were largely used for breeding purpose. Now, the goat keepers also have knowledge about weighing and up-to-date market price information. This project demonstrated that by adopting the above best practices goat farming improved and resulted in enhancing the income of the goat keepers.

The project was implemented jointly by local voluntary organisations namely the Deepan Yuba Goshti in Burdwan and Socio- Economic Development Programme in Bankura, BAIF and the Animal Resources Development Department. Motivation of local goat keepers, formation of groups and monitoring the functioning of the groups to undertake various activities were extremely critical for the success of the project. The goat keepers' groups and their members were the key partners of the project. This intervention has since been scaled up to cover several other adjoining villages. ■

Youth in the Lead!

Welcome to young Lok Sabha and young cabinet!

16 May - results are out. 15th Lok Sabha is constituted. A more stable and young cabinet (government) led by Manmohan Singh is getting ready to be sworn in! People in general and poor in particular in India are expecting them to deliver, deliver whatever is promised and whatever is needed, with less time spent on managing the coalition partners!

We got used to recession now, living on hope and optimism that we will be through it soon. Pakistan continues in crisis with more than a million fleeing Swat area. LTTE gives up in Sri Lanka and its Chief Prabhakaran is dead, with more than a quarter million people running helter-skelter.

In the midst of the elections, we continue to ignore many international days – May Day (1 May); World Fair Trade Day (9 May). We may not celebrate World Day of Cultural Diversity (21 May) and International Day for Biological Diversity (22 May).

It is also the time of very hot summer.

The results show a mixed trend of voting - for National Parties and for Regional Parties. five National Parties of significance have managed to get 350+ seats. Of the 543 seats, the ruling - United Progressive Alliance (UPA) led by Congress got 262, and the opposition – National Democratic Alliance (NDA) led by BJP got 162. Third front could not cross 100 and the fourth front could not cross 50. The regional parties called the shots in many a state and the multi-cornered contests changed the outcomes dramatically – AP, Tamil Nadu, West Bengal, Orissa, Bihar, UP etc. Like in the Lok Sabha where UPA consolidated its position, in the simultaneous elections for the Assemblies in AP, Orissa and Sikkim, the incumbent governments swept the elections (in Sikkim – all 32 by SDF; in Orissa – 103/147 by BJD) except in AP (where Congress could get absolute majority on its own) because of multi-cornered contests.

More than 200 youth leaders are entering Lok Sabha, making it young and the Cabinet is expected to be young. Further, we can safely assume that the old guard (read Manmohan Singh) is holding it for the youth leadership (read Rahul Gandhi) for sometime. The future is transitioning from the old generation to the next generation.

The new governments have to deliver the promises made in the manifestos, and also meet the emerging needs of the people. Whether in the manifesto or not, the basics that can not be ignored by any government include - universal

compulsory education for 10-15 years; access to health care and insurance, health security; universal pensions to elders, disabled, widows etc.; universal subsidized public distribution system, food security; universal self-help groups and their higher order organizations, to meet their credit and other livelihoods needs; universal access for 100-150

days of employment/year/person; minimum wages and minimum support prices to produce; cash transfer to families; skill development for jobs, employment, self-employment and collectives/cooperatives; smaller administrative and governance units and devolution of powers, budgets and responsibilities to them; ICT for all and for better governance; security and safety of the citizens; food security for the marginalized; energy security beyond the nuclear energy; and addressing the economic recession and effects of globalization.

It will be great if they can announce their complete plan for the five years in the first 50-100 days in office. Black money needs to be tracked and brought in. Universal Education, Health and Livelihoods of the Poor have to remain in the focus. Everybody wants to watch whether 9% of GDP will go for Education or not. Similar investments are required for Health and Livelihoods. Rural Employment Guarantee needs to be expanded to include occupational groups and urban poor. Integrated Poverty Reduction Efforts need to be intensified. As usual, middle class expects a low tax and low interest regime. Cash Transfer to the institutions of the poor has to be considered seriously. Given the climate change considerations, sustainability-friendliness has to be displayed. Devolution of Powers and Responsibilities to the Local Governments has to be delivered – a long standing promise! Smaller governance units are the need – smaller Gram Panchayats, Blocks, Districts and States. Accountability increases. Corruption is the biggest menace that needs serious attention. If this is not addressed, whatever else we do is of little consequence to the people at large.

It is time to really begin the processes of bottom-up planning, facilitating the people in their communities and neighborhoods to analyze their current reality/livelihoods situation, identify the gaps and opportunities and plan. These can be taken upwards for consolidation and developing district plans, state plans and national plan. To facilitate this and later extend support the communities, their organizations and the local governments to implement the plans, **100,000 development professionals**, may be one for every 2,500 families (or about 1,000 poor families) can be identified with appropriate competencies that include



Perspectives

G. Muralidhar

strategic influencing, development orientation, results orientation, tenacity and self-control, and nurtured/mentored for this task. Further, **2.5 million development community leaders/animators** can be nurtured and made available to the communities. Incidentally, all this may not cost as much as the whopping cost of the electioneering (Rs.500 Billion!).

It is also the time to think about a National Poverty Eradication and Food Security Mission. It is eminently possible to think about the development cadre discussed can be part of this mission. Further, Employment Guarantee, Skill Development Mission, Poverty Mission, Risk Management Efforts and Planning have to work hand in hand.

Cabinet formation is in progress and the key ministries that matter to the livelihoods of the poor are not the topic of discussion at all! However, the youth leaders are likely to enter the Cabinet in a big way. I tend to think that these leaders get the portfolios that matter to the poor rather than the flashy ones.

Seeing elections with livelihoods lenses, elder care, entrepreneurship, collectives/cooperatives and our now-regular engagement with young development/livelihoods professionals are the main foci of the month.

In difficult times, exciting times, and challenging times, like the times NOW, one area of concern is sourcing human resources for the task. First people to be sourced are the most critical people, the dominant talent segment. For development/livelihoods portfolio, it is people with development orientation and strategic influencing competencies matter the most. Their induction has to be accordingly different.

- They need to have the same vision as the leadership;
- They need to remain the best friends of the communities and the leadership;
- They need to believe in the capacity of the communities and their leaders;
- They need to believe that the poverty and suffering are eradicable and need not continue;
- They need to have some sense of urgency;
- They need to have the grasp of the basic situation of the communities and they need to have tools to facilitate the communities understand their reality;
- They need to have the ability to see, source and put together all the knowledge, skills and resources from within the people (PK), from within all of the people working with the communities (our - OK) and from anywhere else (outside - OK)
- They need to have the ability to listen to the 'silent'
- They need to stay with the communities, outside of their own/native areas

Another set of human resources is the entrepreneurs from within the community.

Our new leaders should appreciate that the human beings are multi-dimensional and no one solution will suffice all. Our

new leaders should remain committed to this plurality of solutions. They need to be in the business of changing the world, to make a difference for the good of communities who do not have loud 'voice'. Now is a good time because the world is ready to change (the market exists!). No business can succeed without a good plan. No business can succeed without a fix on the structure, the structure of planning and delivery. High performers do have a **fix on their values**. The values help us to choose when in doubt. Then the next thing is to be fixed is the culture and life style that is simple but functional. The third thing is the team(s) that brings mutually exclusive but collectively exhaustive set of skills, expertise and experience (not clones of the leader!). Of course, some funds are required. Is that a problem? We always hear that the funds are not the problem and the problem is the ideas for the funds!

It is important that people know what is happening. They should know various view points from a variety of lenses. They should participate in understanding their reality, the reasons for their reality and the ways to move forward. We need to remind ourselves it is their life and they need to take responsibility for it. The new leaders should facilitate and contribute to this significantly rather than shrunk in their traditional comfort zones of coteries and 'experience'.

Can we not invest in identifying and building this resource for the community? Should not we? Should not our new leaders think about this? Should not we induct our new leaders? Should not we and should not they reverse the processes of planning?

Should not we start exploring to come out of our comfort zones, of 'leading' to becoming a 'servant leader' of the community, truly, for a giant-leap forward for the new leader, new generation and future India? Planning is the first step. Knowing the fundamentals is the zero step and these include food, water, climate, energy and self-reliant communities!

Yes, if we love life, if we love India and if we love the world. Now is the TIME.

Now is the TIME we see youth in the new leadership in political arena. We see new entrants, not just the children of the politicians. We see youth in new business leadership. We see youth in social leadership. We see youth in the community leadership. We see both young men and women in leadership positions. We see them have these thoughts, abilities and passion. Some lead from front and some lead by servicing the people and their collectives. Some are new entrepreneurs. Some are trained. Some have grown with earthy wisdom.

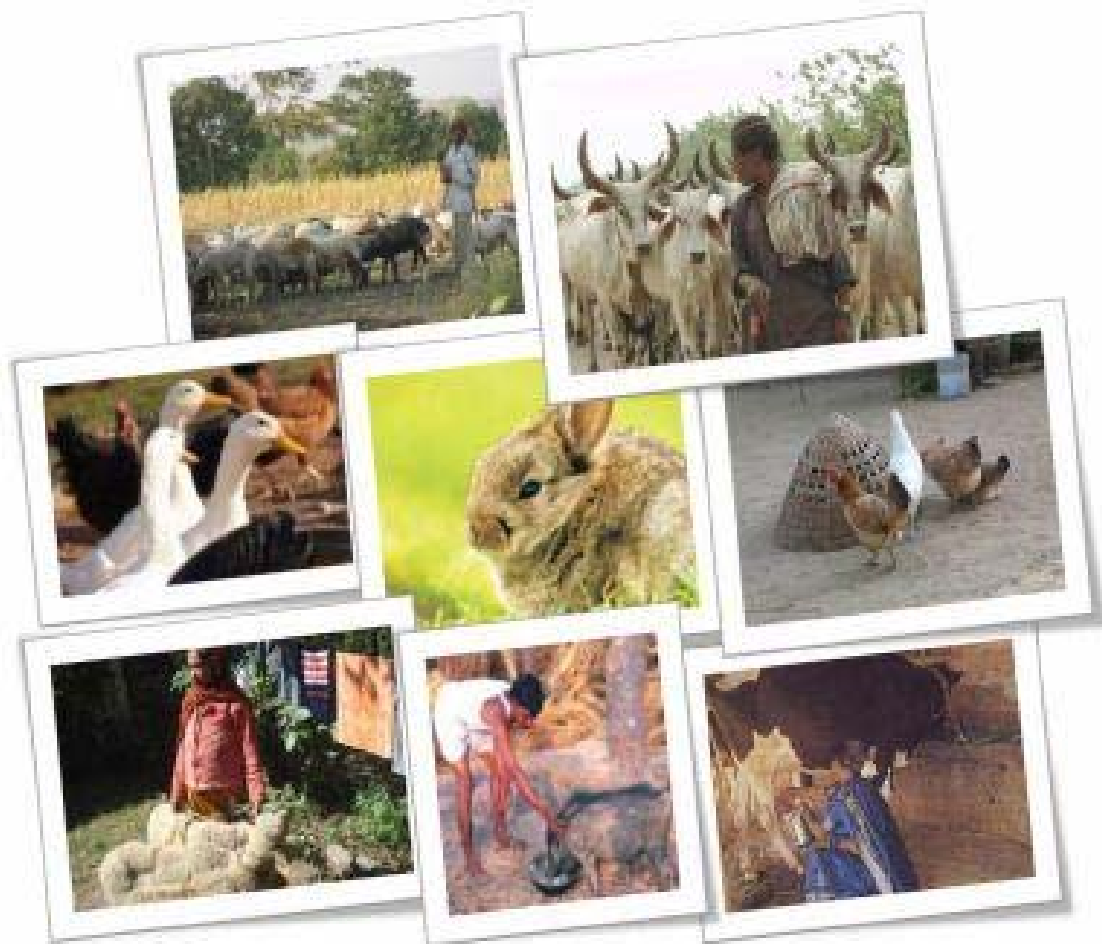
Of course, we need to multiply this trickle into a stream, into a flood. This trickle of youth leadership has to take responsibility to lead, inspire and build new leaders, build relationships and leverage. For sure, we have reasons to believe that they live the change they are leading, bring the legacy of change and walk the talk.

Can we work on/with these leaders? Can we exhaust ourselves in this, right away? It takes time, energy and persuasion. It can be tiring, frustrating, and at times brings brickbats and hardly any laurels. Yet, there is hope. That is all matters. I know we are incorrigible optimists!

Let us get going. ■

Livestock Livelihoods

India has the largest livestock population in the world. Livestock forms an important part of the livelihoods of the rural poor in India particularly among the landless, small and marginal farmers and women. Livestock sector plays an important role in the national economy and in the socio-economic development of the country. Though the major players in the sector are small livestock holders, the government policies are much favorable to the large exporters than the small holders. There is a strong need for these small holders to come together to make government work for them.



Livestock are domesticated animals intentionally reared in an agricultural setting for the purpose of profit or subsistence. Cattle, buffaloes, goats, sheep, pigs, camels, donkeys, horses, yaks, poultry etc have been providing for several of human requirements including milk, meat, wool, egg and leather, manure, draught power, companionship, entertainment, research experimentation, sports and security etc. The type of livestock reared varies worldwide and depends on factors such as climate, consumer demand, native animals, local traditions, and land type.

Livestock forms an important part of the livelihoods of the rural poor particularly among the landless, small and marginal farmers and women. Approximately 80 per cent of the world's 1.3 billion poor live in rural areas and about 680 million have livestock. According to FAO, the major livestock population in the world in 2005 comprised of 1,365 million cattle, 172 million buffaloes, 1,059.8 million sheep, 790 million goats and 943.8 million pigs. Besides providing for nutritious food to millions of people, livestock sector plays a significant role in supplementing family incomes and generating employment in the rural sector.

India has the largest livestock population in the world. Distributed over 100 million households in approximately 600,000 villages, Indian farmers' stock animals as varied as the little known Yak and Mithun to the seemingly insignificant backyard poultry. According to the live stock census of 2003 the country had 485 million livestock population and 489 million poultry population, being the first in cattle and buffalo population, second in respect of goat and third in respect of sheep population in the world. India has 57% of the world's buffalo and 16% of the world's cattle population.

Livestock sector plays an important role in the national economy and in the socio economic development of the country. The contribution of this sector is estimated to be about 25 per cent of the total value of output of agricultural sector. Of the total households in rural areas, about 73% own some form of livestock. This livestock can be grouped into 3 categories depending on their utility - milk yielding animals; animals used to procure meat and egg laying animals and animals used for agriculture and transport.

With its rich agro-ecological diversity, one can find a concurrent range of unique livestock population systems in India that have evolved in each region in tune with the naturally available resources and needs of the people. This diversity begins with the choice of species reared; breeds

that have evolved, management and feeding practices, healthcare systems that are closely linked to the natural flora and fauna, and local marketing systems. Milk production alone involves more than 30 million small producers.

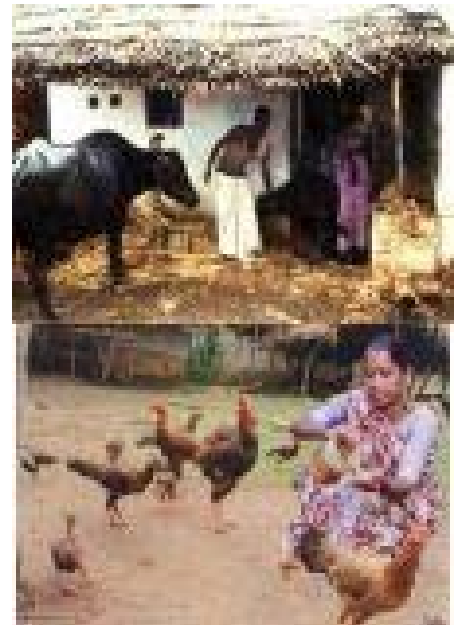
The livestock rearing in India is also highly segmented. A vast majority of livestock producers come from under-privileged section

of rural community. Livestock are important in their livelihood culture and they have limited alternative opportunities for employment. Studies have shown that development of small holders' mixed crop - livestock production is one of the most effective methods of poverty alleviation.

In India, livestock provides a large share of draught power, with about half the cattle population and 25 percent of the buffalo population being used to cultivate 60 million hectare of cropland. Draught animal power, highly suitable to the needs of the farmers with small land holding and areas where mechanized implements cannot be brought to use, is making a significant contribution to agricultural production. The contribution is roughly estimated to be to the tune of Rs.10,000 crores per year besides saving approximately six million tones of petroleum worth Rs. 6,000 crores. A significant output from small and backyard dairy farming is the production of dung, which is important organic manure. The dung cakes are the sole source of energy of the poor, for cooking and for heating their dwellings during winter.

Dairying constitutes the secondary occupation for about 69% of the farming community in India. It contributes close to a third of the gross income of rural households and in the case of those without land, nearly half of their gross income. A decentralized structure of family operations predominate milk production in India. With the success of Operation Flood and other programs, India has achieved the distinction of becoming the largest milk producing country in the world with current level of production estimated at 94.6 million tons per annum. However, in spite of India's position as the highest producer of milk, the average annual milk yield from cattle and buffalo is only 1214 kg as against the world average of 2104 kg per lactation. Increasing population of non-descript cows and buffaloes causing genetic deterioration, shortage of feed and fodder, lack of adequate access to veterinary services etc have contributed to low milk productivity.

A large section of population from weaker sections of the community in the hilly, drought prone and desert areas of the country depend mainly on sheep rearing. India possesses about 61.5 million sheep. Because of their ability to graze very close, sheep can utilize spares vegetation on which



The species-wise breakup of the livestock population in India					
S. No	Species	Livestock population (in 000)			
		1997		2003	
		Number	%	Number	%
1	Crossbred cattle	20099	4.14	24686	5.09
2	Indigenous cattle	178782	36.83	160495	33.09
	Total cattle	198881	40.97	185181	38.18
3	Buffaloes	89918	18.53	97922	20.19
4	Yaks	59	0.01	65	0.01
5	Mithuns	177	0.04	278	0.06
	Total bovines	289035	59.55	283446	58.44
6	Sheep	57494	11.85	61469	12.67
7	Goats	122721	25.28	124358	25.64
8	Pigs	13291	2.74	13519	2.79
9	Horses & ponies	827	0.17	751	0.15
10	Mules	221	0.05	176	0.04
11	Donkeys	882	0.18	650	0.13
12	Camels	912	0.19	632	0.13
	Total livestock	485383	100.00	485001	100.00

(Source: 17th Livestock Census, 2003)



other species of livestock may not be able to subsist. Sheep droppings improve the fertility of soil considerably and penning of sheep in harvested fields brings an additional income to the crop owners. Sheep farming is mainly in the hands of weaker sections of the community, which either do not possess land, or their land holdings are so small that crop cultivation does not provide remunerative employment all the year round. Further, in the major sheep rearing areas, especially in North-Western districts of Rajasthan, grazing and stock watering resources are available only for few months in a year compelling Sheppard to lead a nomadic life. Due to lack of education, the sheep owners are not able to appreciate and adopt improved sheep husbandry practices, which even, otherwise are not brought to them by extension workers. Sheep husbandry has thus remained in a neglected state. Migration and grazing practices have an impact on the present status of sheep husbandry in the country. In the last few decades, the Government policies of protecting forest areas and not permitting sheep flocks to graze have brought immense pressure on the sheep farmers. Even the degradation of common grazing lands in the villages is posing a problem.

The other important category of small ruminants that majority of poor people prefer to rear is the goat. Goat population in India during the last four decades has increased at the fastest rate amongst various livestock species. The current goat population is estimated to be around 124.4 million. In many parts of the country, the current practice is to purchase the crop of sheep or goat many months ahead of their sale on an arbitrarily settled price. Consequently the poor have no control on what price they get for their stock and at what age they are required to sell them. Invariably most stock is sold by the time they are six months and weigh around 10 to 12 kgs while the recommended standard weight for sale should not be less than 25-30 kilos if these animals have to fetch a commercially attractive price. One of the reasons for early sale of animals by the shepherds is non-availability of required credit leaving farmers at the mercy of traders.

Sheep and Goat are reared mainly for the production of wool and meat in India. But the wool production has remained constant in the country in spite of large number of sheep population at about 45 million kgs out of which around 4 million kgs is of fine quality while the remaining of medium and coarse quality. The requirement of industry is estimated at around 35 to 40 million kgs of fine wool, which is met mainly through imports. There is also a large unsatisfied market for mutton in the country. About 36% of total sheep and 41% of goat population is slaughtered annually for meat purposes. Due to social reasons, the consumption of cow

meat is restricted in India. The consumption of buffalo and pork is also limited. Mostly in India, the large animals which are slaughtered for meat purposes are spent animals from work or milk production. There is no special breeding or feeding animals for meat production, except by export oriented plants so that high quality meat is obtained for international markets. Only 2% of the meat produced in India is processed for value addition. There are many limitations to the value addition because of the food habits in India. Similarly, the meat exported from India is also fresh and chilled, but very small portion goes into value addition and export.

Within the livestock the sector that provides great employment opportunity is the poultry. The Indian poultry industry has transformed from meager backyard poultry farming to a well-organized scientific techno commercial industry. Majority of poultry industry is in organized sector contributing nearly 70% of the total output while the rest 30% is coming from the unorganized sector. It is estimated that more than 2 million people are employed directly or indirectly in this sector. It is further estimated that an increase of one egg and 50gms of meat per capita consumption would create an employment opportunity for about 25,000 and 20,000 persons respectively. This sector provides employment to even unskilled laborers and women there by providing income generation to the vulnerable groups. Today India ranks 4th in egg production and 19th in the broiler production in the world. It is estimated that the egg production in the country is about 45200 millions and poultry meat production is about 2.0 million tons per annum. Though there is lot of increase in the volume of poultry products, it is mainly because of the commercial poultry units. There is not much focus on the development of backyard poultry which can give some additional income to the rural households.

Pig husbandry is the most important activity in the north-eastern region of the country especially in the tribal areas. Pork is an important item in the daily food habits of these people. There are more than 128 lakh pigs in the country of which approximately 14.5 per cent are graded and exotic variety. There are about 158 pig breeding farms in the country run by the State Governments/Union Territories. Exotic breeds like Large White Yorkshire, Hampshire and Landrace are maintained at these farms. Pig production is invariably a small-scale, backyard, marketed-oriented enterprise. It is a low-external input enterprise depending upon family – mainly women's – labour and on other local inputs, particularly feed, that are of no or low opportunity cost. Despite being small-scale (generally no more than one to five pigs), production contributes significantly to the livelihood of

the majority of pig-rearing households. The income from pig sales meets essential household and farming expenses, and provides some financial independence to the women in the family.

The under-privileged livestock producers face a number of constraints. Their access to modern livestock services, especially veterinary services are poor. Their access to the market is also poor. The prices received by them for products are low. Credit support for purchase of animals and its maintenance is not easily available to the small holders. Goat, pigs and backyard poultry are most commonly kept by the underprivileged and these get very little development/research support. Improved animals that would 'niche well' with the systems of the underprivileged and adverse agro-ecological conditions in which majority of them live, particularly the ecologically fragile regions, are not available. There are hardly any programmes to assess their needs and produce or make available such animals. Feed, fodder availability is a major constraint and conventional approach to improve the situation does not work with the underprivileged.

Market opportunities have opened up for the livestock sector following the economic liberalization. But the sector's ability to capitalize on new market opportunity is constrained by the availability and quality of support services. At present, Government is the main provider of these services. The quality of the services is however not satisfactory and these



services are not available at the doorsteps of the producers. The present structure of livestock improvement is based on fixed model of a Veterinary Hospital/Dispensary being the key

nodal structure at the ground level from where services and goods are currently distributed. There is a need to restructure service delivery mechanism to become conducive to the requirement of the rural livestock producers. Livestock extension service includes transfer of technology and also strengthening of locally relevant innovation systems; advisory service; the provision of access to a range of services that include input and output markets; and the strengthening and support of farmers' organizations. Livestock extension service should assist livestock farmers through educational process, to improve livestock farming methods and techniques, increase production efficiency and income, better levels of living, and lift the social and educational standards of rural life through livestock enterprise. For this there is great need to increase the number of veterinary dispensaries in the rural areas. It is more important to train Para veterinarians from among the community who are always available to provide animal health services.

Lack of credit for livestock production has been a major problem. Public sector lending is abysmally very low. The commercial banks are not favourably disposed to providing credit to livestock farmers and the cooperative credit system



is very weak resulting in excessive dependent of livestock farmers on informal sources usually at exorbitant interest rates. The strategy should be to correct these distortions and ensure timely availability of inputs and services including credit to livestock farmers.

Demand for animal-based products such as milk, meat and eggs has significantly increased due to sustained growth in income, urbanization, change in food preferences and increased awareness on nutritional intake. In order to meet the emerging demand for livestock-based products both in domestic and global markets, there is a renewed need to enhance livestock production and productivity. The major challenge before the Indian livestock sector is sufficient supply of livestock inputs that is feed, fodder and concentrate. As land-scarce poor households face feed and fodder scarcity, they tend to give up livestock rearing, particularly that of large ruminants. Adequate availability of quality fodder is essential for enhancing livestock productivity. For this, there is need to target at least ten percent of the cultivable land for growing fodder crops. Measures should be taken to increase the extent of common grazing lands and the control over these lands should be given to the small livestock owners groups.

External markets are an extremely important source of demand and these should be tapped much more aggressively. Although, the possibility of export of livestock products is immense but it is not realized fully because India is unable to adjust effectively to the open trade regime under the WTO particularly in respect of requirements under Sanitary and Phytosanitary (SPS) regime. In order to encourage exports, all licensing control for processing of livestock products/by-products should be repealed and all restrictions on



the export of livestock and its products need to be removed. The minimum requirements for sustainable export are

creation of disease-free zones, organic farming and potable water; these should be made available in selected areas having large marketable surplus.

Since many years, efforts were made by the government to control diseases of the livestock especially Rinderpest, Black quarter, Hemorrhagic Septicemia, Anthrax and Food and Mouth disease. The Rinderpest has been eradicated from the country and India declared free from Rinderpest infection in the year 2006 by the International Committee of the World Organization for Animal Health (OIE), Paris. While, Rinderpest has been eradicated, other diseases still continue to pose a major threat to animal production programme. Some of the emerging diseases like Peste des Petitis Ruminants (PPR), Bluetongue, Sheep pox and Goat Pox, Swine Fever etc are causing substantial economic losses. The Department of Animal Husbandry and Dairying is not well equipped with necessary infrastructure and adequate technical manpower to execute various programmes on animal health and bio-security.

When it comes to poultry industry the productivity in both broilers and layers has improved tremendously due to the implementation of good management practices, optimum nutrition and scientific breeding. The government has now to play a limited role concerning policies confronting the organized sector and to provide support to development of rural poultry. Similarly, no serious attempt has been made to develop Yak and Mithun, which are otherwise important in their home state.

It is very important to promote small ruminant owners associations such as Federation of SHG, Cooperatives, Producer Companies and Associations at the grassroots level for promotion of production, procurement and marketing of small ruminants. There is also a great potentiality for export of mutton especially to Gulf and Middle East countries. The sheep development programme should, therefore, concentrate on improvement for mutton production. However, there is no well-organized marketing system for livestock in India. Since poor farmers mostly graze sheep, there is a need to organize them into cooperative groups on the pattern of Dairy Cooperative Societies to take advantage of organized sale. This would prevent



exploitation by traders and help them to get appropriate share of consumer price. Support should be provided to modernization of meat sector. Registration of all slaughter houses in cities/towns is essential for clean meat production

and protection of environment. The establishment of rural based abattoirs in animal tracts would reduce the need for transportation of live animal to urban areas for slaughter. In addition, modern Abattoirs/Meat Processing Plants should be supported to promote export.

The small holders, who hold the bulk of the livestock resources, derive large amount of animal feed, fodder and water from CPRs which in turn have been deteriorating due to the distribution of common lands to the landless under government land distribution policy, encroachment by the influential rural rich and lack of proper management. The structural changes in livestock distribution within various categories of households show that livestock are becoming a specialized commercial activity which is sidelining the marginal households and smallholders – as these groups lack resources in terms of land, feed and fodder and water to maintain livestock herds. Therefore, proper management of CPRs is essential for the development of livestock sector.

The livestock sector in India has experienced remarkable growth during the last two decades due to increased demand for livestock products in both domestic and global markets. But compared with the potential this growth is minimal. Much of the livestock at the production stage is a family occupation in India. The poor in India in large numbers depend on livestock as their significant source of secondary/supplementary incomes. They need variety of support systems in place including finance, market, infrastructure, institutions, transport, agricultural extension and veterinary services etc. The domain of value addition in livestock is largely occupied by big players. The poor need access to this domain.

Many see Livestock making up the next Food Revolution. Global production and consumption of livestock products is increasing rapidly; Developing countries are rapidly expanding their share of production and consumption; Livestock production is developing from a multifunctional activity independent of markets into a globally integrated market activity; Meat products are increasingly replacing cereal products in the human diet; The fodder is increasingly based on cereals; Claims on grazing land are growing; Industrial production and processing are subject to rapid technological changes. If India has to become a part of this Revolution it cannot but co-opt the millions of its small producers, work with them and work for them. ■

‘Keep Moving On’

His name is Rathnam. Rathnam comes from Girisalu village, Jammalamadugu, Cuddapah District, Andhra Pradesh. He migrated out of his village and is living in Hyderabad. Rathnam suffers from Psoriasis disease. He learnt that having a skill is a critical asset to live in the city. ‘livelihoods’ interviewed Rathnam to know more about his life and livelihood.

Q: What is your name?

A: Rathnam.

Q: How many members are there in your family?

A: I and my wife live in Hyderabad. I came to Hyderabad in the year 1991. My mother, father, younger sister and younger brother reside at Proddutur in Cuddapah District.

Q: What do your parents do?

A: At first, they worked on agriculture but there were no sufficient yields from the crops. Because of that, they started doing coal business and roaming through the village. But even this livelihood did not help us to get to a better situation. We got loss in the coal business. Amidst those difficult times my father decided to move to Proddutur. There he started fruit business.

Q: And what about your education?

A: I have studied until 5th class in my village, Girisalu then I studied 6th class in Guthi and 7th to 10th in Jammalamadugu. I failed my 10th class. I reappeared for the exam but could not succeed.

Q: Anyone helped you to come to Hyderabad?

A: When I came to Hyderabad, I took some rice with me that is all. There is a church in our village. The father of that church helped me to come to Hyderabad. Through his recommendation, we get a room near by the railway track.

Q: What were the problems you were facing the few first months after arriving to Hyderabad?

A: In just few days, the rice which we got from the village was over. I still could not get any job. Then I went to work in a kirana shop and the owner gave a job to help him in the shop. He paid me a salary of Rs.350 per month. I did that job for 1 month. After that, I got a job in the office of actor Vijaychandran as an office boy. They provided me food, room and Rs.300 salary per month. I did my sister's marriage with my savings. I also helped my father financially to some extent. .

Q: Are you still continuing with that job?

A: I continued working in that job for 3 years. I wanted to improve my working situation step by step. After three years, I got a job in Musheerabad Chemical Factory as a security guard. I worked there for 2 years with Rs.800 monthly salary.



My economic conditions prompted me to work overtime and enhance my income.

Q: Tell us more about your overtime. Did it impact your health?

A: Actually my job was for 12 hours but started working for nearly 24 hours per day. I worked for 6 months without proper sleep. At that time, I got the Psoriasis disease. That made me lose my confidence. I wanted to commit suicide but I was also afraid to die. It is my fear of death that kept me alive.

Q: How did you come out from these difficulties?

A: I took treatment from the General Hospital for 1 month. Until 1996, I continued as security guard. In 1997, I got married. Ten years after that, in the year 2007, I decided to learn DTP. With that knowledge, I worked as a DTP operator and I got Rs.1500 salary per month. Compared to my job as security guard, the salary came to the same amount as I had lack of experience. People with experience can make around Rs.2500 per month.

Q: Are you still working as a DTP Operator now?

A: No, I worked for that job only for 6 months because I could not get better earning that was enough for my family.

Q: Then what was your job after that? Did you feel it was difficult for you to earn better money because you only had education until 10th class? Or did you continue your education after 10th, if yes, did you study further?

A: Yes, I continued my education and I passed 10th class in 2004. I also did the fitter course in ITI but there is no use of it. Subsequently, I also learnt computer repairing to improve my skill and my livelihood.

Q: So, was that skill helpful to you?

A: Yes, definitely. At present I am repairing computers at Baghlingampally and I am getting reasonable income. Now my life is stable.

Q: What is your opinion about life?

A: Coming to life, I have learnt many lessons from life. We should stand on our own legs without expecting any background support. We should be satisfied with what we have. Now I am more confident. I am not depressed. One should not be scared of problems but should **keep moving on**. That is life. ■

Goat Farming

Small ruminants particularly goats contribute to the livelihoods of millions of rural poor in most of the developing countries of Asia and Africa. Small farmers and landless agricultural laborers particularly women are increasingly relying on goats for meeting their cash requirements.



Goat farming provides a dependable source of income for at least 40 per cent of the rural poor in India. Today India has a population of nearly 128 million goats which is

about 20 per cent of the total global population. Among the Indian states, West Bengal has the largest goat population followed by Rajasthan, UP, Maharashtra and Bihar.

Some of the advantages of goat farming include - short gestation period, low risk capital investment, low cost of maintenance including low quality feed, meager housing, high survival rate under critical environmental conditions, can attain sexual maturity in 10 to 12 months and start lactating by 16 to 17 months, twinning is common, no taboo against slaughter and consumption of goat meat, low cholesterol meat, can be milked as and when required and several times in a day and gives variety of products including meat, hides, manure, hair and milk.

Urbanization, income growth and other factors have caused a spurt in the demand for livestock products making goat farming an attractive activity. Goat meat constitutes about 35 per cent of the total meat market in India. About 95 per cent of the goat meat is consumed locally. In 2007, India ranked second in goat meat production in the world. In 2007-08 India exported Rs.134 crore worth of goat meat. The major export destinations are Saudi Arabia, UAE, Qatar, Germany and Oman.

Goat milk constitutes only 3.5 per cent of the total milk supply in the country though it is rich in nutrients and

preferred to cow milk for those suffering from liver dysfunction, jaundice, acidosis, insomnia etc. The manure output from an adult goat per day varies from 0.5 to 1 kg. According to a publication by the Central Institute for Research on Goats (CIRG) the contribution of goat to GDP through meat, milk, skin, offal, manure and blood is about Rs.7376 crore.

There are nearly 102 goat breeds in the world of which over 20 well defined breeds are present in India.

Breed (Region)	Utility
Gaddi, Changthangi, Chegu (Temperate)	Fibre
Shingari (Temperate), Sangamneri (Southern), Black Bengal, Ganjam, Assam hill (Eastern),	Meat
Jamunapari, Beetal (North-Western), Jakharana (Eastern)	Milk
Osmanabadi, Malabari (Southern), Sirohi, Barbari, Kutchi, Marwari, Mehsana, Zalwadi (Western)	Meat & Milk

Studies reveal that 40 to 60 per cent of the goat farmers in India belong to landless and marginal communities. In some families while men migrate for wage labour, women and children take care of livestock.

Goats in India are mostly maintained by pastoralists on very low inputs, with a tendency to graze animals on public lands, roadsides and in forests. Migration often occurs when larger herds are short of feed. During the migration, there is competition for feed with local village goats, and some conflicts are created by the fear of spreading diseases. The positive aspect of migration is that the local farmers tend to purchase bucks from migratory farmers who have large herds. Selection of bucks from such herds becomes easy. Another benefit is that crop farmers can allow sheep and goat farmers to graze their animals on fallow lands and on crop residues while the animals' urine and faeces increase soil fertility. Non-pastoral communities maintain goats in small numbers. These farmers hire community goat

Inputs	Pre-production	Primary Products	Value-Added Products
<ul style="list-style-type: none"> ◆ Goat herds (herd size depends upon the breed, but a small farmer typically maintains a herd size of 10 to 30 goats) 	<ul style="list-style-type: none"> ◆ Rearing (tethering, free-range, shed feeding, browsing under plantation crops, stall feeding etc) ◆ Caretaker, Sheds, Stalls ◆ Caring for kids ◆ Fodder and other concentrates ◆ Vaccination, De-worming and other vet services ◆ Transport 	<ul style="list-style-type: none"> ◆ Meat ◆ Blood ◆ Wool ◆ Skin ◆ Milk ◆ Manure 	<ul style="list-style-type: none"> ◆ Dishes made from goat meat, blood and other organs ◆ Leather and leather products ◆ Shawls, coats etc ◆ Milk and milk powder, yoghurt, cheese, ice cream ◆ Sweets and candies from goat milk

caretakers who collect goats from households in the morning, take them to the grazing fields and return them in the evening.

Depending on the agro-climatic conditions goat rearing is practiced in one of the many ways including tethering where goats are tied to a tree and they browse from the surrounding. This is suitable to farmers with one or two goats in intensive agri areas. In arid, semi-arid and hilly areas goats are allowed to browse on free range and provided shelter during night time. In urban areas feeding fodder and concentrates in sheds is more feasible. Where there is integration with cropping system, goats browse under plantation crops and in turn increase soil fertility with dung and urine. In organized forms stall feeding is practiced where goats are not let loose. Under free-range system goats browse plants on village commons and along the roadside.

Economics of goat farming -

Average herd size is 6-8 comprising 3 does, 2 male kids and 2 female kids. The productive life of a goat is 5 years. There can be 9 new born kids per annum. If all conditions are conducive 8 kids can survive. Male kids of 10-12 months will fetch Rs.1200 to 1500 and females fetch up to Rs.1000 to 1200. After deducting expenses the net annual income will be around Rs.7000 to 8000 per family. The goat keepers usually do not spend on feed because the small herd can easily graze on common and private lands.

Kids are allowed to suckle for 2 to 3 months. Therefore income from milk is negligible. Also there is not much demand for goat milk. Its usually used for home consumption.

Goat manure is high in demand. By camping goats in farmers fields goat owners can get Rs.75 - 100 per night for a flock of 100 goats.

At the butcher's end apart from selling meat s/he also makes money by selling skin to middlemen for supply to local tanneries and by selling special organs like intestine, liver, heart, stomach and head separately at different prices.

Issues / Problems -

- ⇒ Indiscriminate breeding, absence of elite bucks causing severe genetic erosion
- ⇒ 30 to 40 per cent goats die due to lack of timely vaccination; absence of de-worming stunts growth
- ⇒ Shrinking pasture lands, ban on grazing in forest areas, shortage of labor for range rearing of goats.
- ⇒ Shortage of fodder and feed leading to poor growth
- ⇒ Poor housing facility and shortage of drinking water will affect growth and productivity



⇒ Goat rearing is almost a full time job.

⇒ Goats are often sold in distress for a less price to middle man. Goat keepers tend to increase their herd.

Best Practices -

⇒ Select good quality bucks of elite breeds. Special feeding for the bucks should include mineral mixture and concentrate. Buck should be kept free from external parasites.

⇒ For breed improvement castrate stray and mixed breed males.

⇒ Kidding can be adjusted to a season when there is minimum outbreak of disease. After kidding, the doe should be given a warm bran mash containing oatmeal, ginger, pinch of salt and mineral mixture with jiggery. After 3 days give some concentrate to enhance milk production.

⇒ Stall feeding is advocated where there is no sufficient fodder is not available on grazing lands and free family labour is available. Staff fed goats should get 3 to 4 kg green fodder, 1 to 2 kg dry fodder and 200 to 250 g concentrate. Where goats are partly stall fed the above feed can be reduced by 50 per cent. Community pasture can be developed for easy supply of forage for goats. Cultivating fodder trees like leucaena, gliricidia, prosopis cineraria and acacia on the field bunds and backyards can be promoted.

⇒ Vaccinations like PPR and Goat Pox should be organized regularly. De-worming should be carried out twice a year.

⇒ Goats should be protected from dampness, extreme heat and cold. Grazing areas can be free from pits and shallow pools.

⇒ Kids should be allowed to suckle immediately after birth to get adequate quantity of colostrum. Feeding can continue up to 3 months along with green fodder

⇒ Take proper care of the animal during transportation for sale

⇒ Goat keepers can do collective selling in the urban market to fetch better price

The landless, small and marginal farmer communities and particularly the women view goat farming as a lucrative alternative livelihood. Appropriate breed conservation policy and livestock extension services, suitable orientation to goat keepers, promoting collective practices in goat farming including collective rearing and collective selling etc will go a long way in fetching better incomes for the poor. The Central Institute for Research on Goats and other organizations/ individuals making interventions in goat farming can help give impetus to farming this poor man's cow. ■

AMUL

AMUL is an embodiment of faith - faith in the ability of farmers to break the shackles of poverty and oppression and to create a socio-economic revolution in rural India. Amul had multidimensional impact on rural economy and society. Amul products have been in use in millions of homes since 1946. Amul is a leading food brand in India and today is a symbol of a proven model for dairy development.

AMUL, a dairy cooperative movement, was formed on December 14, 1946 in India with a group of farmers keen to free themselves from intermediaries, gain access to markets and thereby ensure maximum returns for their efforts. Based in the village of Anand, the Kaira District Milk Cooperative Union (better known as AMUL) expanded exponentially. It joined hands with other milk cooperatives, and the Gujarat network now covers 2.12 million farmers, 10,411 village level milk collection centers and fourteen district level plants (unions) under the overall supervision of GCMMF (Gujarat Cooperative Milk Marketing Federation Ltd).

This world's biggest vegetarian cheese brand began the history of magnificent experiences from over five decades ago. At that time, the life of an average farmer in Kheda District was very much like that of his/her counterpart anywhere else in India. His/her income was derived almost entirely from seasonal crops. The income from milk buffaloes was undependable. Milk producers had to travel long distances to deliver milk to the only dairy, the Polson Dairy in Anand, often milk went sour, especially in the summer season, as producers had to physically carry milk in individual containers. While in winter the milk output of buffaloes doubled which caused prices to fall down even further. Private traders and middlemen controlled the marketing and distribution system for the milk. These middlemen decided the prices and the off-take from the farmers by the season. As milk is perishable, farmers were compelled to sell it for whatever they were offered. Often, they had to sell cream and ghee at throw-away prices.

Gradually, the realization dawned on the farmers with inspiration from then nationalist leaders Sardar Vallabhbhai Patel (who later became the first Home Minister of free India) and Morarji Desai (who later become the Prime Minister of India) and local farmer, freedom fighter and social worker Trbhuvandas Patel, the exploitation by the trader could be checked only if they marketed their milk themselves. In 1946, AMUL was the result of the realization that they could pool up their milk and work as a cooperative. Therefore, the Kaira District Co-operative Milk Producers' Union Limited (KDCMPUL) began pasteurizing milk for the Bombay Milk Scheme in June 1948. By the end of 1948, more than 400 farmers joined in more Village Society, and the quantity of milk handled by one Union increased from 250 to 5,000 liters a day. In 1954, Kaira District Co-operative Milk Producers'



Union built a plant to convert surplus milk produced in the cold seasons into milk powder and butter. In 1958, a plant to manufacture cheese and one to produce baby food were added. Subsequent years saw the addition of more plants to produce different products. In 1973, the milk societies/district level unions decided to set up a marketing agency to market their products. This agency was the Gujarat

Cooperative Milk Marketing Federation (GCMMF). It was registered as a co-operative society on 9 July 1973. Since then, today GCMMF is a state level apex body of milk cooperatives in Gujarat, which aims to provide remunerative returns to the farmers and also serve the interest of consumers by providing quality products, which are good value for money, GCMMF markets and manages the AMUL brand.

These experiences along with great results has been achieved was gained from the AMUL model, also popularly known as 'Anand Pattern'. 'Anand Pattern' is an innovative three-tier organization structure combines the productive genius of farmers with professional management and modern technology. The three-tier 'Anand Pattern' structure consists of a Cooperative Society at village level affiliated to a Milk Union at District level and they are further federated into a Milk Federation at State level. The structure was formed in order to delegate responsibilities at various levels such that there is no internal competition and economics of scale is achieved. The facilities at all levels are entirely farmer-owned. The cooperatives are able to build markets, supply inputs and create value-added processing. The AMUL Pattern has established itself as a uniquely appropriate model for rural development. Prompt and remunerative payment for produce of good quality has ensured the best incentive for the farmer to increase production and quality.

The first products with the AMUL brand name were launched in 1955 with liquid milk as its product, but from mid-1990's AMUL have entered areas not related directly to its core business. Started with ice cream, GCMMF enhanced the product mix through the progressive addition of higher value products while maintaining the desired growth in existing products. Despite competition in the high value dairy product segments from other firms, GCMMF ensures that the product mix and the sequence in which AMUL introduces its products is consistent with the core philosophy of providing milk at a basic, affordable price. All these product mix decisions were

made to implement their vision on retaining their focus on farmers while the vast and complex supply chain stretches from small suppliers to large fragmented markets. Aware with that, a hierarchical network of cooperatives was developed, which today forms the robust supply chain behind GCMMF's endeavors. These include monitoring milk collection contractors, the supply of animal feed and other supplies, provision of veterinary services, and educational activities.

Down with technology development, GCMMF's technology strategy is characterized by four distinct components: new products, process technology, and complementary assets to enhance milk production and e-commerce. Few dairies of the world have the wide variety of products produced by the GCMMF network. Village societies are encouraged through subsidies to install chilling units. Automation in processing and packaging areas is common. AMUL actively pursues developments in embryo transfer and cattle breeding in order to improve cattle quality and increases in milk yields. GCMMF also was one of the first FMCG (Fast-Moving Consumer Goods) firms in India to employ Internet technologies to implement B2C commerce. Today customers can order a variety of products through the Internet and be assured of timely delivery with cash payment upon receipt.

Nowadays, AMUL manufacture and market a wide range of dairy products in India and abroad under the brand names of AMUL and Sagar. The product categories are Infant Milk Food, Skimmed Milk Powder, Full Cream Milk Powder, Dairy Whitener, Table Butter, Cheddar Cheese, Mozzarella Cheese, Emmental Cheese, Cheese Spreads, Gouda cheese, Ghee, Sweetened Condensed Milk, Chocolates, Malted Milk Food, Blended Breadsreads, Fresh milk, UHT (Long life) Milk, Ice-ream and ethnic Indian sweets. Another achievement, AMUL's sugar-free Pro-Biotic Ice-cream won The International Dairy Federation Marketing Award for 2007.

A key source of GCMMF's competitive advantage has been the enterprise's ability to continuously implement best practices across all elements of the network: the federation, the unions, the village societies and the distribution channel. In developing these practices, the federation and the unions have adapted successful models from around the world. It could be the implementation of small group activities or quality circles at the federation or a TQM (Total Quality Management) program at the unions. Or housekeeping and good accounting practices at the village society level. More important, the network has been able to regularly roll out improvement programs across to a large number of members and the implementation rate is consistently high. For example, every Friday, without fail, between 10.00 a.m. and 11.00 a.m., all employees of GCMMF meet at the closest office, be it a department or a branch or a depot to discuss their various quality concerns. Each meeting has its pre-set format in terms of Purpose, Agenda and Limit (PAL)

with a process check at the end to record how the meeting was conducted. Similar processes are in place at all levels. Examples of benefits from recent initiatives include reduction in transportation time from the depots to the wholesale dealers, improvement in ROI (Return on Investment) of wholesale dealers, implementation of Zero Stock Out through improved availability of products at depots and also the implementation of Just-in-Time in finance to reduce the float. The most impressive aspect of this large-scale roll out is that improvement processes are turning the village societies into individual improvement centers.

AMUL manufacture and market a wide range of dairy products in India and abroad under the brand names of AMUL and Sagar. GCMMF has 19 affiliated dairy plants with a total milk handling capacity of 6.7 million liters per day. The total milk drying capacity is 510 MT per day. The products are available in over 500,000 retail outlets across India through its network of over 3,500 distributors. Every day AMUL collects 447,000 liters of milk from 2.12 million farmers (many illiterate) converts the milk into branded, packaged products and delivers goods worth Rs 6 crore (Rs 60 million) to over 500,000 retail outlets across the country. There are 47 depots with dry and cold warehouses to buffer

inventory of the entire range of products. GCMMF is also the largest exporter of dairy products from India. AMUL is proven as India's largest food products marketing organization with annual sales turnover of Rs.2881 crores (US \$ 650 million). With all of these outstanding processes and efforts, the quality control expert in Anand suggestion was true that the brand name AMUL which was sourced from the Sanskrit word Amoolya, means priceless.



AMUL also received awards Rajiv Gandhi National Quality Award 1999 (12th November 2001), AMUL - The Taste of India (GCMMF) Receives International Cio 100 Award For Resourcefulness (19th August 2003), Ramkrishna Bajaj National Quality Award 2003 (11th March 2003), AMUL Pro-Biotic Ice-cream Gets No. 1 Award At World Dairy Summit (3rd October 2007) and GCMMF bags APEDA AWARD for 11th year in a row (3rd June 2008).

The success of AMUL was instrumental in launching the White Revolution that resulted in increased milk production in India. The breakthrough technology of spray-drying and processing buffalo milk, developed by Mr. H.M. Dalaya, was one of the key factors that contributed to the Revolution. It is officially termed as Operation Flood by AMUL. AMUL is one of the best examples of co-operative achievement in the developing world. Anyone who has seen the dairy cooperatives in the state of Gujarat, will naturally wonder what combination of influences and incentives is needed to multiply such a model a thousand times over in developing regions everywhere. Aside from the great measurable success that this project was, it also demonstrated the power of "collective might". A small set of poor farmers of Kheda district in Gujarat had the vision and foresight to act in a way that was good for the society and not for the self alone. ■

Sexual harassment at the workplace and its impact on women's livelihood

Equality at workplace is fundamental right of all Indian citizens. Workplace equality refers to equal opportunity to work, equality in wages and benefits, equal opportunity to grow (promotions) and equal opportunity for capacity building and equal treatment at the workplace. However certain employees are devoid of some of these rights because they are women.

Women's access to work and scope for development/growth in workplace is not on par with men. There are several social factors like stereotypes about kind of work that women could take on and associated with it is the kind of education and skill building that women need to acquire, stereotypes like women are good at care giving and are not good at finances and management and gender construct of women's role in the family as care giver rather than member who is expected to be involved in productive activities, lack of access to and control over resources necessary to start a livelihood activity are important ones. As a result though women contribute to 40% of productive workforce, we see that 80% of these women workforce is in the unorganized sector. The scene is not very different in organized work sectors, statistics reveal that only 2% of women are their in the management positions and most are employed in service sectors.

Women experience various forms of discrimination and violence in the workplace. They face discrimination in wages, assignment of roles and responsibilities, denial of maternity benefits, lack of opportunities to get promotions and sexual harassment.

Sexual harassment at the workplace is one such factor that impact on women's ability to continue work and develop once position in workplace. According to recent newspaper reports, 78% of working women experience some form of sexual harassment at the workplace. Study conducted by Hengasara Hakina Sangha, ngo working of women's rights in Karnataka, in collaboration with SAKSHI a Delhi based women's organization conducted a study in 2000 on Sexual harassment at the workplace in Bangalore city in different work sectors like Education, Government Departments, Information Technology (IT), Public Sector Undertakings (PSU) and Unorganized Sector reveals that, Sexual harassment is faced by women working in both organized as well as unorganized sector. The highest percentage (82.2 %) was in unorganized sector. In most situations both male and female colleagues are aware of that the person is being

harassed. Mostly harasser is a powerful person in the workplace, who can influence decisions for or against women in the workplace

Issue

Women's body is a contested terrain. It has been a subject of many wars and clashes between communities, religions and families. Sexually abusing / assaulting women has been an age old method of tarnishing reputation or showing how powerful one is over the other family, caste or community to which that women belongs to. Therefore chastity and protecting sexual purity is expected to be foremost and single most moral responsibility of women in a patriarchal society as it represents 'Maryada'/ honor of not only the women but also of the family, community and caste to which she belongs to. This has led to control of women's body and its functions (including labour, childbirth, pleasure, ill health etc) by family and community taking it away from hands of women. It has curtailed women's mobility and access to market, education and skill building.

When we observe women's labour, let us focus on labour outside the home for the benefit of the issue being

discussed, we see that family and community which is patriarchal (upholds superiority of men, rule of men) decides what kind of skills women need to acquire in order to be gainfully employed, resources that women could have control over conditions and circumstance in which women could work and how much should she be paid. This has shaped women's access to work and nature of her work.

Women have always been working mostly in un-organized sectors as agriculture labourers, supportive roles to the artisan husbands (carpenters, blacksmiths, masons etc), involved in livestock caring at homes, in cottage industries and home based work. 80% of women workforce is employed in this sector. Unorganized sector is featured with casualness of the work that is being done, unregulated, unskilled and little or no scope for growth. The work is always considered less productive and is therefore paid less. This is acceptable in a patriarchal society as it doesn't change the secondary position of women in the family or community and the decision of whether to work or not is determined by the family and in most cases income generated by this labour is in control of the family.

When women entered the organized workforce, these equations didn't change; the only change was the work



setting. Initially women employed in organized work sector were considered to have loose character and outrageous. All the stereotypes about kind of work that women can do continued here also. one can find that most women workforce in organized work sector are employed in service sectors like clerks, schools, nursing, customer support etc. which is like an extension of their care giving and serving role that is done at homes. Women are not in a position to take up challenging roles like management positions, heading a business establishment etc, which expect a person to stay for long hours, take up extensive traveling, interaction with other male counterparts. As women roles in the family which take up substantial time and energy has not changed, working women have double burden of managing homes as well as work. As families also don't expect women to have a growth in her carrier, she is expected to be content with a job that pays her some salary and doesn't impinge on her domestic roles.

As a result mostly women are in powerless positions, both because of their numbers and also position in the workplace and are therefore vulnerable to different forms of harassment at the workplace. Sexual harassment is the most common harassment faced by women, discrimination while considering promotions and skill building, right to maternity leave and benefits are others.

What is sexual harassment?

Issue of sexual harassment is not new. women have been subjected to different forms of sexual assault both with in the private spheres of home as well as public places including workplaces. Eve teasing, asking for sexual favours in return for promotions, passing obscene comments, spreading gossips about woman's character (sexual purity), showing pornography and raping a women are different forms of sexual harassment that women face in workplace. According to National crime records bureau; one case of eve-teasing every 51 minutes, one molestation every 26 minutes, one rape every 29 minutes.

According to the Supreme Court ruling, sexual harassment is **any unwelcome sexually determined behavior** like:

- physical contact and advances
- sexually coloured remarks
- showing pornography
- sexual demand through words or actions



The parameter of considering where it is harassment or not, is to look at the **impact** of sexual harassment and not the **intention**

Impact of sexual harassment

Consequences of sexual harassment recorded by the International Labour Organization reveal not only the adverse impact on women's health, but the same can result in emotional and physical stress as well as stress-related illnesses.

The following is a summary of the range of effects sexual harassment can have on a complainant. Emotionally, such effects may include: Revulsion, Anger, Disgust, Fear, Shame, Guilt, Confusion and Powerlessness. There are a number of psychological reactions to stress due to sexual harassment at the workplace such as: Anxiety and nervousness, Depression and Feelings of low self – esteem. Some physical manifestations of this stress are: Sleeplessness, Headaches, Nausea, High blood pressure and ulcers

Some manifestation on performance at workplace are become ill, take time off, reducing efficiency, less productive , less motivated, do not enjoy being at work, quality and quantity of their work decreases.

Conclusions: Sexual harassment is a very influential factor which can impact women's right to employment and livelihood. After several and persistent struggle by women's women, even to this day we don't have a legislation to protect women from sexual harassment from workplace. What we have a guidelines laid down by Supreme court of India as part of a landmark judgment in the case of Vishaka and other v/s Union of India. The judgment recognizes Sexual Harassment at workplace as a Human rights violation as it amounted to discriminatory conduct and seriously affected the enjoyment of equality in the workplace. The guideline puts responsibility of providing safe, conducive and equal opportunity at workplace on the employer. The guideline suggests setting up of sexual harassment complaints committee to prevent sexual harassment as well as providing redress to women who are faced with the harassment.

Legislation is one measure of ensuring that women's right to work and equal opportunity at workplace is protected. Change in status of women in our society, change in our outlook towards women's sexuality, reflecting on our double standards related to sexuality of women and men goes a long way in creating more opportunities for women to pursue livelihood. ■

People's Verdict

The world's largest democratic exercise, Indian elections for the 15th Lok Sabha with 714 million voters, 828,804 polling stations with more than a million electronic voting machines, spread over March – May 2009, have finally ended and people's verdict is delivered on 16 May 2009. This is the election after the new delimitation of constituencies. This is also the election in which Electoral photo identity cards and photo-electoral rolls have been used. 57% of the electorate voted in five phases of the elections to elect 543 representatives. It is largely rumored that more than \$10 Billion have been spent during the course of the elections by the candidates and parties on a variety of things including transportation, advertising, celebrity endorsements and cash bribes over the course of the campaign. The cost of last presidential campaign in the United States is estimated at \$2.4 billion, a mere 25% of the cost of Indian Elections.

The results are out. Of the four fronts (ruling United Progressive Alliance – UPA led by Congress, opposition National Democratic Alliance – NDA led by BJP, Third Front led by Left, Fourth Front consisting of RJD, LJP and SP) broadly that contested the elections, UPA has secured the confidence of the voters with 262 (about 35% votes) seats, followed by NDA – 157, Third Front – 67, Fourth Front – 27 and Others – 30. With only a shortfall of 10 seats for the half-way mark, UPA is more confident and expected to offer more stable and certain government and governance, with all its energy devoted to better care of the people rather than managing themselves and the coalition partners.



Along with the Lok Sabha elections, three states - Andhra Pradesh, Orissa and Sikkim went to polls for their Assemblies. Congress managed to get majority on its own in AP (157/294); Biju Janata Dal swept Orissa (103/147); and Sikkim Democratic Front swept Sikkim winning all the seats (32/32).

It is interesting to note that all the incumbent governments succeeded in getting the second term, in the Centre and in the three states. The results mean stable governments, with weaker opposition. While this has to mean more responsibility and humility (as Rahul Gandhi has said), this might also mean increased arrogance for the ruling parties and bulldoze their way forward. Beware!

Allegations are heard that the ruling parties leveraged their power to influence the elections, that there was free flow of money and liquor from almost all parties and so on. Crores of rupees were seized by the police that would otherwise change hands to be distributed among the voters. While some manifestoes were poorly drafted, some sounded flamboyant, some a little too intellectual and some with no definite agenda. Various media were used by all parties to indulge in mudslinging. These elections were also not completely free of untoward incidences like booth capturing and localized clashes. A matrix of alliances, post-poll alliances, candidates switching/leaving parties and alliances have exhausted the voter in some sense. However, in spite of all this, Indian elections have been peaceful, by and large. People stood in long lines braving all kinds of weather particularly soaring mercury to cast their votes. Indian





democracy once again displayed its resilience when most of its neighbors are sadly caught either in civil wars, unstable governments and fighting terror elements and when the world as a whole is reeling under deep recession. **A Guinness record fete indeed!**

The results surprised many of us including poll pundits and major political parties. Multi-cornered contests have redefined the outcomes in a large measure in some states like UP, Bihar, West Bengal, Orissa, AP, Tamil Nadu, Karnataka and Maharashtra. There is no national party with national presence in representation. Regional parties have continued to assert. The vote for national parties is still around 50% (Congress – 28%, BJP – 18%). More than 300 parties have got no seat. Only 39 parties could get one or more seats. Left Parties reduced their tally to less than 30. More than 200 youth are in the new Lok Sabha. Still a one-fourth of the members have criminal proceedings against them.

Collective wisdom of the Indian Voters endorses stability, better governance and youth leadership. Communal and caste divisions are not supported. The voters do not prefer 'representation'. They want action and delivery of what is promised and what is needed. They want sensitive, humane and concerned leaders, rather than the intolerant or the heroes on the screen.

Younger cabinet is under formation, may sworn in on 22 May 2009. These are challenging times, with economic recession, food crisis, climate change, energy crisis, etc., but with hope.

The agenda for the new government, from livelihoods lenses, is to –

- ◇ Fill in more details in to the rather sketchy manifesto of the Congress, and develop a complete plan
- ◇ Look at the elements in other manifestos which can be considered
- ◇ Increase the allocations for Education (to 9% of GDP as promised).
- ◇ Provide similar allocations for Health, and for Livelihoods/Employment.
- ◇ Expand NREGA beyond 100 person-days per family, beyond direct work on land, water and infrastructure,



beyond rural; Include social infrastructure, Include works of occupational groups, etc.

- ◇ Figure out the competitive edges and invest to tap them
 - ◇ Add Meta-skilling, Entrepreneurship and Self-employment in Skill Mission to reach out 100+ Million.
 - ◇ Universal Social Security – pensions, insurance; consider cash transfers to the institutions of the communities
 - ◇ Universalize 108 and 104 services
 - ◇ Universalize women/youth/marginalized collectives and their federal structures up to national level and offer them substantial corpus fund to leverage with banks
 - ◇ Collectivize and collectivize and offer favorable environment (s) for collectivization
 - ◇ Low and simplified tax and low interest regime
 - ◇ Devolve powers and responsibilities to local governments
 - ◇ Smaller governance units – Gram Panchayats, Blocks, Districts and States
 - ◇ Track and rein in black money
 - ◇ ICT for all and ICT for governance
 - ◇ Mechanisms for universal and comprehensive bottom-up planning processes
 - ◇ Build Development Professionals – one per 2500 families and Community Animators – one for 100 families
 - ◇ National Poverty Reduction Mission
 - ◇ Millennium Development Goals
 - ◇ Single multi-purpose card to each and every citizen
 - ◇ Inclusive economic development and business
 - ◇ Rein in Corruption, the biggest threat of all
 - ◇ Security and Safety
- In essence, it has to work for more inclusive growth, peace and prosperity for all on a sustainable basis. ■

Production and Trade Policies of Livestock

India has the world's largest livestock population. Livestock forms an important livelihood activity for majority of the households in rural India. Livestock are essential pathways for asset accumulation and market access for the poor. The poor livestock policies constrain access to input and output markets, new technologies and hinder sustainable management of natural resources. Poor infrastructure and distortion in marketing livestock products prevents small holders from adopting new technologies and competing.

As majority of livestock producers come from under-privileged sections of the community, there is a great need for the formulation of pro poor livestock policies so that the poor livestock producers can gain substantial income from livestock activities. We can say livestock policies are pro poor, if they included: 1. Policies establishing the basic needs for livestock production', such as land and water as well as coping mechanisms for natural disasters and price shocks. 2. Policies 'kick -starting domestic livestock markets' such as pro poor functioning of the credits markets, animal health and extension services delivery, and adequate access to output market for small holders. 3. Policies 'supporting and expanding livestock markets' developing research for improving feeds and breeds, food quality control and trade-supporting policies.

At present the policies are describing themselves as pathways to poverty reduction but there is no significant contribution towards this agenda. The policy documents are failing to appreciate the livestock in poverty reduction. They treat livestock production and poverty separately. They assume overall objective of livestock sector is increased meat and milk production rather than alleviating the poverty through livestock development. First, the livestock production increasing policies are not necessarily benefits the poor

livestock holders. Second, mostly the policies are not addressing constrains of small livestock holders. Most of the policies are focusing animal health and extension service delivery rather than providing basic services, marketing and market information. Research activities have been reformed either centralizing or decentralizing the research institutions.

In India a large section of livestock producers are still unorganized and most of the production policies in animal husbandry are focused mainly on dairy development. There has not been much focus on meat and wool production though there is so much potential to generate incomes to poor households through the production of these items.

Ministry of Food Processing Industries (MFPI) with "Grant –In –Aid" for livestock markets modernization evolved, Meat Food Products Order (MFPO) 1973 with the formulation to licensing the production and sale of meat products and The Ministry of Agriculture (MOA) with its regulations of bovine germ plasma export import are three examples of the several laws and policies regarding development of livestock production and trade. In details, some other policies can be found in the table below.

The present policies are mainly focusing on expanding markets including export rather than providing basic needs. There has not been much focus on small livestock holders while formulating these policies. The policies should provide opportunities to develop small holders. Though their holdings are small these small livestock holders are contributing significantly to the economy and to the nutrition of the people. But they are suffering with lot of infrastructural gaps. The Governments should design policies to provide basic needs such as community land, water facility, quality feed, medical access, hygienic awareness and good marketing infrastructure to the small livestock holders. ■

Law	Regulating Agency	Area of Regulation	Text Details & Application
Meat Food Products Order 1973	Director of Meat Food Products, Ministry of Food Processing industries	Standers for licensing of meat processors for production and sale of meat. Enforce sanitary and hygienic requirements control at all stages of production.	http://mofpi.nic.in Domestic Industry
Prevention of Food Adulteration Act and Rules (PFA)	Ministry of Health and Family Welfare	Regulate both domestic production and import ion of meat and meat products through the standards laid out in PFA.	http://mohfw.nic.in Domestic Industry and Imports.
Prevention of Cruelty to Animals Act, 1960	Ministry of Environment and Forests	Regulates and compliance with animal welfare and transport rules.	http://envfor.nic.in Domestic Industry
Guidelines for the Export and Import Bovine Germ plasma	Department of Animal Husbandry, Dairying and Fisheries (DADF), Ministry of Agriculture	Ensure that regulatory procedure is set up for processing applications received for the export and import of the bovine Germ plasma.	http://dahd.nic.in Domestic Industry and Imports.
Livestock importation Acts, 1898	Ministry of Agriculture	Regulates procedure for the import of livestock products.	http://dahd.nic.in Import
Sanitary procedures for the import of various livestock items	Department of Animal Husbandry, Dairying and Fisheries (DADF), Ministry of Agriculture		http://dahd.nic.in Domestic Industry and Imports.

Behavioral Competencies and Livelihoods Workers

Livelihoods interventions are more complex than other development interventions. Hence, the selection of staff and volunteers for implementation of livelihoods interventions should be done with a lot more care than normal. The concept of Behavioural Competencies comes in handy in recruiting identifying right persons.

Behavioral competencies are personal strategies used by a person with consistent higher performance to gain value from experience. It has been found that the difference between persons with consistent higher performance and others is not caused by the initial knowledge or skill of the person but the behavioral competencies that result in these personal strategies. These strategies or competencies generate responses in situations leading to superior performance. Thus, the concept of behavioral competencies focuses on behavior that decisively alters, shapes or influences the situation and assumes that behavior is linked to some factors, which are attributable to the person and transferable across situations.

Behavioral competency has three important elements:

- ◆ *Underlying Characteristic* means that the competency is fairly deep and enduring part of the person's personality and can predict behavior in wide variety of situations and job tasks. The characteristics are:
 - ◇ Motives – things a person consistently thinks about or wants that cause action, (motives drive, direct and select behavior towards certain actions)
 - ◇ Traits – physical characteristics and consistent responses to situations.
 - ◇ Self concept – a person attitude value or self image.
 - ◇ Knowledge – information a person has in a specific work area.
 - ◇ Skill – the ability to perform certain mental or physical tasks.
- ◆ *Causal Relationship* means that a competency causes or predicts behavior and performance
- ◆ *Criterion Referenced* means that the competency actually predicts who does what well or poorly, as measured on a specific criterion or standards.

McClelland. connected all these three characteristics of a behavioral competency when he defined the Behavioral Competency "as an underlying characteristic of an individual that is causal related to criterion referenced effective and/or superior performance in a job or situation."

These competencies can be divided into two categories are **threshold competencies** (i.e., those which must be present for the job to be done with minimum level of performance) and **superior performance competencies** (i.e., those when present would contribute to a better performance.)

After examining the successful and not so successful livelihoods workers, it was concluded that the following behavior competencies are important for the success of livelihood workers:

- ◆ Threshold competencies consist of:
 - ◇ concern with impact and
 - ◇ result orientation.
- ◆ Superior performance competencies consist of:
 - ◇ tenacity,
 - ◇ critical information seeking and
 - ◇ consensus building.

These competencies are also relevant for volunteers to be engaged in livelihoods interventions.

Presence of the competencies can be accessed through interviews and by observing people on the job. Hence, livelihoods workers should be aware of how to assess these competencies by informal interaction and observing another person on the job. They should use the opportunities of informal interactions with the prospective volunteers to assess the presence of these competencies. This assessment should be followed by involving the prospective volunteers in some work and observe them on the job for assessment of these competencies.

Since livelihood staffs and volunteers implement more complex interventions, determining behavioral competencies of potential staffs and volunteers is important. Determining behavioral competency would help identify the right person that works as a livelihood worker and it will greatly enhance the impact of the intervention implemented.

Mentoring is a good method to develop the behavioral competencies among the staff and volunteers. Hence, the livelihoods worker and manager need to develop the skills and attitudes required to mentor. The performance assessment of livelihoods managers could include this component and the other organizational methods followed in the organization could be tailored to encourage mentoring. An organization engaged in livelihoods interventions could also consider identifying mentors from outside the organization also so that the staff and volunteers get the required support in developing these competencies and contribute effectively towards the livelihoods improvement of the target communities. ■

Tenacity relates to repeated and or enduring nature of attempts to achieve a goal rather than different approach used, the latter being more likely to relate to flexibility.

The tenacity behavioral indicators are:

- ◇ *Stick to the problem until it is resolved*
- ◇ *Repeatedly pushes others to do something*
- ◇ *Demonstrate unflagging energy in pursuing a problem*
- ◇ *Works unusual hours to accomplish a goal*
- ◇ *Keeps trying to achieve a goal despite encountering obstacles*
- ◇ *Demonstrates repeated efforts to complete a task*
- ◇ *Stays with a position or a plan of action, until the desired objectives is achieved on no longer reasonably attainable.*

Tent House

Shining Livelihoods



Leaf Plate

Declining Livelihoods



SAGARI R. RAMDAS

A young veterinarian, is introducing controlled, environmentally sustainable approaches to animal husbandry, a critical dimension of the rural fabric where, until now, advances in development practice have lagged.

Sagari R Ramdas trained as a veterinarian (1986) and has a Masters in Animal Breeding and Genetics (1991), from the University of California, Davis, USA. She has worked with rural and adivasi communities as a field veterinarian, trainer and researcher on livestock and peoples livelihoods. With Nitya Ghotge in 1992, she founded the organization named ANTHRA that has two operating offices in Hyderabad and Pune. For this organization, she is the Vice President of ANTHRA and Director of ANTHRA Hyderabad.

ANTHRA is an organization of women veterinary scientists working primarily on issues of livestock development in the wider context of sustainable natural resource use. Working mainly, with small and marginal farmers-dalits, adivasis, pastoralists, landless groups and especially with women from these marginalized communities, ANTHRA has a team comprising of experts from the field of veterinary sciences, sociology, medicine, environmental sciences and communication. ANTHRA's focus areas are livestock production and farming systems, crops and fodder varieties, livestock and plant genetic resources, medicinal plants and health care traditions, land and water use and the protection of indigenous knowledge related to these. The initial aim of the organization was to search for alternative systems for delivering livestock health and management practices to poor people, especially women in rural areas. Today, ANTHRA is a resource centre offering training, research and advocacy initiatives in the areas of livestock, biodiversity and people's livelihood.

Sagari R Ramdas is aware about the current condition where for want of the application of modern development theory and technology to animal husbandry, terrible human and environmental damage has taken place. Shifting land use and cropping patterns, excess animals, and non-sustainable grazing patterns have led to declining fodder and forest yields and soil erosion. Animal disease, death, and low productivity have also taken an enormous toll on the rural economy and the nutritional level of its people. The self-focused nature of the government's animal husbandry and veterinary bureaucracies has made them deaf to the views and knowledge of those who own and care for animals at the village level. Nor are these organizations are comfortable in reaching out for collaboration. In Sagari's own words, "the highly centralized animal health care system has denied the existence of a local knowledge base, has failed to meet the needs of the producers, especially the poor, landless, and marginal farmers. As a result, local people have become more dependent on external forces for the management and care of their livestock."

By undertaking village-level data gathering and analysis, she and her team trains village animal caretakers in basic



veterinary skills. Then she develops the intervention models: seeking creative solutions to problems in the four areas of health, feeding, breeding, and management. Sagari's ultimate goal is to change the outmoded bureaucratic pattern of the animal husbandry field rationally. To speed that day she plans to demonstrate her approach in two different states, moving quickly in each by working through two well-established, quality private area development organizations. She is also positioning herself within the scientific,

nonprofit, and government communities so that she will have direct and influential access to those who give input to and develop livestock policies.

She has co-coordinated research on the gender, caste and class dynamics of Indigenous Knowledge Systems and Livestock Production and her work includes community action-research, training and policy research on livestock production in dry land agriculture. She has significant publications on livestock production in the larger framework of people's rights to food sovereignty. She also ran a project of Human Rights for India's Dalit Community, Empowering Dalit communities through strengthening livestock as a livelihood base that were includes Dalit men and women from 3 districts of Andhra Pradesh & Maharashtra.

She was one of the signatories of Statement of Solidarity with Southern African nations over GM (Genetic Modification) food and crops on World Summit on Sustainable Development at Johannesburg, 26 Aug – 4 Sept 2002. She is also a member of advisory group of ELDev (Endogenous Livestocks Development Network) together with her partner in ANTHRA Nitya Ghotge. Again with Nitya Ghotge, she contributed livestock and livelihood pages for the book titled Conservation and Sustainable Use of Agricultural Biodiversity-A Sourcebook that was published by CIP-UPWARD (International Potato Center – Users Perspectives with Agricultural Research and Development) in collaboration with GTZ (German Technical Cooperation), IDRC (International Development Research Center) of Canada, IPGRI (International Plant Genetic Resource Institute) and SEARICE (Southeast Asia Regional Initiatives for Community Empowerment) in 2003.

Beside her activity with ANTRHA, Sagari R Ramdas is also one of Ashoka Fellows that was elected on 2003 to joined ASHOKA. Ashoka Fellows are leading social entrepreneurs who are recognized to have innovative solutions to social problems and the potential to change patterns across society.

Managing and demonstrating how India can do a far better job at the India's livestock sector indently of rural development is the enormous task. Sagari R Ramdas takes this responsibility and she did demonstrate by her actions on building a strong foundation of local knowledge and creating interactive exchange of accurate knowledge of the facts between local residents and science professionals and policy makers. ■

Books

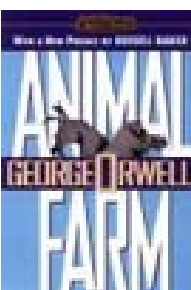
Book Summary

Name: **Animal Farm**

Publisher: **US Publisher**

Author: **George Orwell**

Animal Farm is an easily readable social and political commentary in the unique setting of a rural farm.



Interestingly of all the translations during Orwell's lifetime, only Telugu kept the original title of "*Animal Farm: A Fairy Story*, but A *Fairy Story*".

This book describes how a society's ideologies, no matter how good, can over time be manipulated by those in positions of social and political power to the great harm of those who supported it in the first place. Although it's about the Bolshevik revolutionaries and the aftermath that followed, it can be seen as a commentary for the corruption of any movement or society ideas.

It starts with the horrors of the human owner of Manor farm, Mr. Jones (representing the Czar Nicholas II). Old Major, a boar that symbolizes Marx or Lenin, has a dream of the animals running the farm without humans stealing all of their hard work. A meeting of all the animals is called by Old Major and he tells them the cause of their misery is man and there must be a rebellion to drive the humans off the farm. Old Major soon dies and other pigs take up the cause of rebellion and start preparing and teaching the animal for the coming rebellion. The pigs are Napoleon (Stalin), Snowball (probably Leon Trotsky) and Squealer (the soviet paper Pravda). The rebellion is a great success and Mr. Jones and his men are driven from the farm. The farm animals are joyous and unchangeable commandments to live by are drawn up.

They do their tasks far more efficiency than before and work more collectively. The harvest is the best they have ever seen and everyone has more food and more leisure. The work is hard but problems get solved the cleverness of

the pigs and by hard work from all, especially a very strong horse named Boxer (representing the working class). The farm is a utopia. But signs of trouble appear ahead when some milk goes missing and the fact that the pigs do not do physical work but direct and supervise the others becoming the leaders. As time progresses there is a division in the leadership and there are then more and more disputes between the Napoleon and Snowball. Eventually Napoleon seizes control by unleashing nine vicious dogs he has raised in secret (representing the secret police) and drives out Snowball.

Napoleon and the rest of the pigs then take more and more control by brain washing and propaganda from Squealer. The pigs start engaging in all the activities that the humans did and when the animals question this the fear of "Jones returning" is used. Times continue to worsen. Propaganda by Squealer is used to twist history and the present to suit the pigs. Totalitarian rule then fully arises and there is a decent into hunger and political executions. The animals are worked harder and harder with less and less food, all the time being told how well they have it. Eventually trade is started with neighbouring farms run by humans and the pigs living in Mr. Jones old house even start walking on two legs.

All of it culminates in the final scene where humans meet with the pigs at Mr. Jones house as the rest of the animals look in through the windows. While looking in at the argument the rest of the animals realize they cannot tell who is a human and who is a pig. The pigs now too closely resemble the humans!

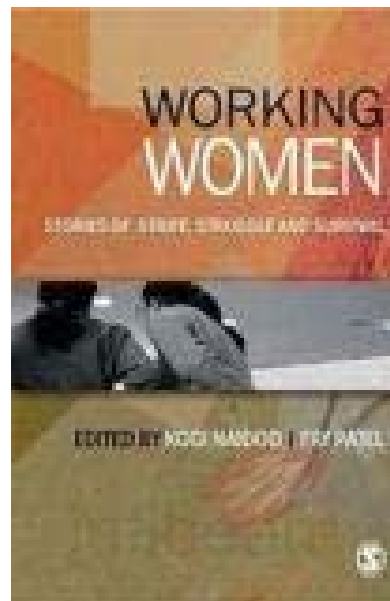
Animal Farm is not an attack on utopias or necessarily communism. Old Major (representing Marx or Lenin), for example, is portrayed positively throughout the book. And George Orwell was a committed socialist. *Animal Farm* is the story of betrayal of ideals, of the way leaders in general can hijack a longing for a better world and turn it into a different tool of oppression. Its relevance has not changed from the time it was written and is a warning that we can use in any venture in which we are involved. ■

New Books

Name: **Working Women - Stories of Strife, Struggle and Survival**

Publisher: **Sage**

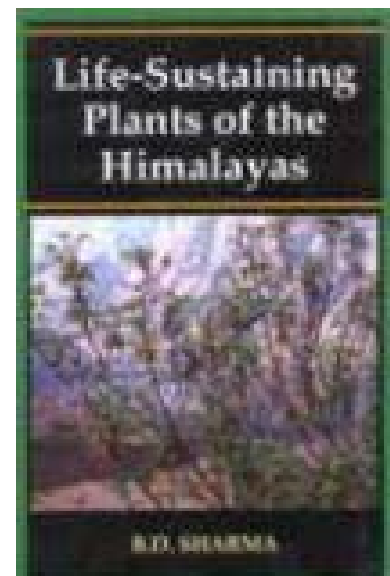
Author: **Kogi Naidoo and Fay Patel**



Name: **Life-Sustaining Plants of the Himalayas/**

Publisher: **Indus Publishing Company**

Author: **B.D. Sharma**



Livestock Schemes

Central Scheme on Livestock Insurance

Eligibility criteria: Farmers (large/small/marginal) and cattle rearers having the crossbred and high yielding cattle and buffaloes. Valid up to: 11 / 01 / 2013. Aims to provide protection mechanism to the farmers and cattle rearers against any eventual loss of their animals due to death and to demonstrate the benefit of the insurance of livestock to the people and popularize it with the ultimate goal of attaining qualitative improvement in livestock and their products.

Central Scheme on Livestock Health

Eligibility criteria: All States/ UTs dealing with animal health issues Valid up to: 12 / 02 / 2010. Aims to control the economically important livestock diseases and to undertake the obligatory functions related to animal health in the country.

National Project for Cattle and Buffalo Breeding (NPCBB)

Eligibility criteria: All States and Union Territories. Valid up to: 24 / 12 / 2010. Aims to envisages genetic up gradation and development of indigenous breeds on priority basis.

Central Scheme on Conservation of Threatened Breeds of Small Ruminants, Rabbits, Pigs, Pack Animals and Equines

Eligibility criteria: All States and UTs. Valid up to: 01 / 01 / 2010. Aims to preserve the breeds of Small Ruminants etc. which are on the verge of extinction by providing proper infrastructure and germ-plasm in association with State Governments and their undertakings, NGOs, professional bodies and Institutes, Private Limited Companies, etc.

Intensive Dairy Development Programme (IDDP)

Eligibility criteria: The pattern of funding is 100% grant-in-aid from Central Government for the districts where investment under Operation Flood (OF) programme is less than Rs.50.00 lakh. Valid up to: 07 / 01 / 2010. Aims to increase the milk production as well as facilitate procurement, processing and marketing of milk in a cost effective manner.

Madhya Pradesh : Special Livestock Breeding Programme (SLBP)

Eligibility criteria: Farmers having 4-month female calf. Valid up to: 31 / 12 / 2010. Aims to provide financial assistance to all types of farmers for the improvement of crossbreeds cattle & Milk production.

Andaman and Nicobar Island: Poultry, piggery and Goat development programme

Eligibility criteria: All Pet Holder owners, Coop Society. Valid up to: 01 / 01 / 2012. Aims at improving the production of poultry, piggery and goat by providing necessary infrastructure and taking up programmes for their development. The main programmes under the scheme are given below. 1. Poultry Development 2. Piggery Development programme 3. Goat Development programme

Puducherry: Sheep/Goat Development Scheme

Eligibility criteria: All Below Poverty Line members of Puducherry territory are eligible. The annual income of member should not exceed Rs.24,000/- per annum. The applicants who are eligible for assistance under the scheme should not have been in receipt of similar assistance from Animal Husbandry and Animal Welfare Department / any of the Government Department / agencies within a period of 3 years from the date of application. Valid up to: 02 / 10 / 2013. Aims to provides assistance to Below Poverty Line members by granting 75% subsidy in the Union territory of Puducherry for the purchase of sheep/Goats. 2. It shall extend to the whole of the Union territory of Puducherry

Jammu and Kashmir: Cattle Development Programme

Eligibility criteria: Any Cattle. Valid up to: 21 / 06 / 2012. Aims at genetic improvement of cattle population of about 15.36 lacs out of which an overall average of 61.2% has already been achieved

Himachal Pradesh: Integrated Sheep and Wool Development Projects

Eligibility criteria: Sheep Owners. Valid up to: 01 / 01 / 2012 . Integrated Sheep and Wool Development Project have been sponsored by Central Wool Development Board, Jodhpur on 100% Central Assistance. Following activities are being covered under this: 50,000 sheep are being covered in each district and following facilities are provided to the registered breeders - Breed improvement. - Health Care. - Product development - Marketing Assistance. - Training camps for sheep breeders.

Goa: Financial Assistance for Establishment of Modern Poultry Farm and Purchase of Poultry Farm Equipment

Eligibility criteria: Any individual having some experience in poultry keeping. Valid up to: 01 / 01 / 2012 . Aims to the establishment of Modern Poultry Farm and purchase of Poultry Farm Equipments. ■

For details, please go to: <http://india.gov.in/govt/schemes.php>

The Heron, Serpent and the Mongoose

The solution to a problem could be a bigger problem. Many at a time, the solutions suggested by livelihoods workers to the people increase their risk. The livelihoods workers themselves may not suggest with bad intentions and the suggestions may have been made in good faith. But an improper assessment of the situation and the stakeholders may lead to a state where the community finds itself in much worse situation before the intervention. This short story of The Heron, Serpent and the Mongoose illustrates the point.

Near the mountains in the north, on a fig tree on the banks of the river Amravati, lived a pair of Herons who were husband and wife. In a hole, at the foot of this tree, lived a serpent. He used to slither up the tree and eat the Herons' young ones.

Once, when the female Heron was lamenting over the loss of her babies, another Heron living in a tree hereby, advised, "Do as I tell you". "You must bring some bits of fishes from the river and lay them, one by one, in a line from the hole of the Mongoose down to the serpent's hole. The mongoose is greedy for fish. When the Mongoose comes to get the fishes, he will find the Serpent and when he find the Serpent, he will kill him."



The advice seemed good, so the Herons flew down to the river and quickly brought many fishes which they laid in a long line all the way from the hole of the Mongoose down to the Serpent's hole. Pretty soon, the Mongoose came to get the fishes and at last he found the Serpent. But while he was killing it, the Mongoose heard the cries of the young's Heron. So after that he climbed up the tree and eaten up all of them.

The neighboring Heron felt miserable and guilty for giving advice unthinkingly. He did not think that the Mongoose will climb the tree and eat the Heron's. He was with good intentions to help the Heron's family and do not want to see them lose their babies anymore. He said to himself, "When one thinks of a plan, one should also think of its consequences."

The solution to a problem could be a bigger problem. Be aware! Its happen not only on solving the personal problem but also on solving the community problem. Therefore, the learning of the neighbouring Heron are true - When one thinks of a plan he/she should also think of its consequences. ■

Per 1000 distribution of persons aged 60+ by number of surviving children (2004)

States	No of surviving children						
	zero			one or more			
	Males	Females	Persons	Males	Females	Persons	
Andhra Pradesh	Rural	60	63	61	940	937	939
	Urban	27	50	39	973	950	961
Arunachal Pradesh	Rural	265	155	214	735	845	786
	Urban	178	79	137	822	921	863
Assam	Rural	39	59	47	961	941	953
	Urban	30	77	51	970	923	949
Bihar	Rural	49	52	50	951	948	950
	Urban	75	65	71	925	935	929
Chhatisgarh	Rural	83	121	105	917	879	895
	Urban	9	80	47	991	920	953
Delhi	Rural	0	0	0	1000	1000	1000
	Urban	34	51	43	966	949	957
Goa	Rural	46	106	79	954	894	921
	Urban	144	106	124	856	894	876
Gujarat	Rural	33	33	37	967	967	963
	Urban	30	43	37	970	957	963
Haryana	Rural	22	0	11	978	1000	989
	Urban	23	57	42	977	943	958
Himachal Pradesh	Rural	78	88	83	922	912	917
	Urban	52	23	37	948	977	963
Jammu & Kashmir	Rural	36	14	27	964	986	973
	Urban	56	46	51	944	954	949
Jharkhand	Rural	81	60	73	919	940	927
	Urban	11	34	22	989	966	978
Karnataka	Rural	39	52	45	961	948	955
	Urban	25	49	37	975	951	963
Kerala	Rural	28	48	39	972	952	961
	Urban	41	109	78	959	891	922
Madhya Pradesh	Rural	76	69	72	924	931	928
	Urban	63	99	82	937	901	918
Maharashtra	Rural	25	73	50	975	927	950
	Urban	45	64	55	955	936	945
Manipur	Rural	225	170	202	775	830	798
	Urban	105	171	137	895	829	863
Meghalaya	Rural	84	74	79	916	926	921
	Urban	27	23	25	973	977	975
Mizoram	Rural	115	197	147	885	803	853
	Urban	199	155	181	801	845	819
Nagaland	Rural	132	164	141	868	836	859
	Urban	0	0	0	1000	1000	1000
Orissa	Rural	63	63	63	937	937	937
	Urban	15	57	33	985	943	967
Punjab	Rural	36	4	21	964	996	979
	Urban	52	25	39	948	975	961
Rajasthan	Rural	61	36	48	939	964	952
	Urban	24	32	28	976	968	972
Sikkim	Rural	28	124	74	972	876	926
	Urban	168	0	101	832	1000	899
Tamil Nadu	Rural	25	59	43	975	941	957
	Urban	62	79	71	938	921	929
Tripura	Rural	31	31	31	969	969	969
	Urban	0	8	4	1000	992	996
Uttaranchal	Rural	80	50	67	920	950	933
	Urban	20	32	27	980	968	973
Uttar Pradesh	Rural	81	53	67	919	947	933
	Urban	57	69	63	943	931	937
West Bengal	Rural	45	63	54	955	937	946
	Urban	89	83	86	911	917	914
India	Rural	53	56	55	947	944	945
	Urban	49	66	58	951	934	942

Source: National Sample Survey Organisation 60th Round

Out of Poverty

New Skills Help Sombabu!

His name is P. Sombabu. Bhyrivanipeta village, Srikakulam district is his native. This 35 years fellow is a carpenter of wood for houses. There are 8 to 10 helpers working with him. People call him Mestri. Sombabu is also a vegetable farmer. He owns a small 50 cents vegetable farm that makes up for his seasonal business. With his wife, two daughters and parents, he is living a comfortable life.

Ramanarsu and Narsamma are the parents of Sombabu. Sombabu has three younger sisters. Since they only have small land of vegetable farm, the harvest was not enough and his parents were engaged as agriculture labor to cover the needs. Agriculture labor was the major source of their income. Few years later, due to father's ill health, all the family burdens came upon Sombabu'. He failed 10th class.

Sombabu decided to discontinue the education and wanted earn money but he did not know what to do. With the help of local friends, he joined at one big mestri who assigned carpenter works to boys. Though carpentry is not his community occupation, Sombabu put his all out efforts to learn the work. Many people from same community ridiculed his new occupation. Sombabu ignored people's remarks. The carpenter's job gave him decent income.

In short time, Sombabu learnt many carpentry skills.

Gradually he bought all the tools to be able to get the work on his own. In some time Sombabu started his own business and started taking up routine works to get some additional income from it. He got good name as a dedicated worker. He also established wide networks because of his good social interaction. Sombabu did all this amidst a pool of problems including his father's ill health, three sisters waiting to get married and a small broken hut for dwelling. But Sombabu persisted and prevailed.

After Sombabu got married the house became a little too small to accommodate the new couple. Therefore he built the new house. Sombabu spend Rs.1 lakh for building the house, he covered half cost from his savings and half cost from borrowing money without interest. From his income, he also helped his sisters to get married. Still, he managed the small land of his father's vegetable's farm and that gives a good harvest.

Sombabu brought himself and his family to a better situation. It is all because of his hard work and his ability to keep his priorities lined up. He succeeded on manage the situations of life that he faced and kept looking forward. That's why he now says, "I am enjoying my life!" ■

Broken Lives

Migration Hurt Raju!

Shakthiraju (Raju) belongs to the state of Gujarat. His father was doing fish business in Gujarat. Due to friend's advice, Raju's father sold his house and migrated to Hyderabad with the family. When they came to Hyderabad, it was difficult to find a house in the city. At last, he found a small house. Raju and his family were living in that house and commenced fish business.

In the beginning, Raju's father got some profits but later, day by day the business was incurring losses. The way business is done in the city was quite different from what Raju and his family are used to. So the business got bankrupt. Raju's father could not pay the rent of the house and the situation became more difficult for the family. Because of that, Raju's father built a hut on pavement near Chikkadpally road. The family started doing flower and fruit business.

Not long after that, Raju father passed away due to ill health. Raju was studying his 10th class at that time. He stopped his studies and took the responsibility of the whole family on himself at that very young age. He

continued his father's flower and fruit business.

Now, Raju is married. He is living with mother, two sisters and his wife. Raju's wife goes for domestic work in two houses. She earns Rs.1000 per month. His mother and sisters make flower garlands with to help Raju's flower business.

Raju commutes to Nizamabad once every two days to gets flowers and sell it in Narayanaguda. Festivals and marriage season is the only high income season for the business. Further flowers are perishable.

Looking back Raju thinks that his father made a mistake by migrating to the city without thinking about the prospects and how to survive in the city. Raju's family have nothing since the father sold the house and left the village.

One should think twice before taking at least critical decisions. Its important to guesstimate all the possibilities and probabilities. Migrations sometimes help the poor find better livelihood opportunities but also may prove bad to some. The lose of social network is also an important issue many a time. ■

'Yoga'kshemam

Congratulations to Voters of India! What a verdict!

India has been through the intense election process. Results are out on 16 May and United Progressive Alliance is very near to the half-way mark in Lok Sabha (262/543). Many small players show interest in aligning with UPA. Thus, this can be dubbed as the decisive victory for Manmohan Singh and Congress. Apart from the parties, the new victor is **youth**. We have a younger Lok Sabha, with one-third of them are 'young' and we will have a younger Cabinet. As the multi-cornered contests thrived, the majorities with which the candidates won have become marginal. There are only a few could muster near 50% votes. One notices a strong third, or a fourth, taking substantial votes – 10-20% - in some large states that changed the outcome dramatically – AP, TN, Maharashtra, West Bengal, UP, Bihar, etc. We also see the rise of Trinamool in WB, Janata Dal (U) in Bihar and Congress in UP. Further, we see the co-existence of National Parties (50% votes) and Regional Parties on the national scene. In the three Assembly Elections held simultaneously, Sikkim Democratic Front swept all 32 seats in Sikkim, Biju Janata Dal swept Orissa (103/147) and Congress managed to get absolute majority on its own in AP (156/294). All of them got their consecutive second term!

An estimated Rs.500 Billion have flowed in the electioneering, a whopping Rs.2000 per household. So much for the black money! We hope new Government will not ignore tracing and bringing back the black money. Can the new government ignore the food crisis/ prices? Economic recession can not be left to itself. We need to cope with globalization. We need to start worrying about the climate change. We need to expand on competitive edge (s) for Indian workers. We need to deliver on livelihoods (employment), education and health. We have to include corruption free safety net to the poor, may be cash transfer to the institutions of the poor (women). We need to reduce the size of the administrative units for better and responsive governance – smaller GP, smaller Block, Smaller district and smaller state – this can not be postponed. We need to deliver on the promised devolution of powers and responsibilities to the local governments forthwith. We need to deliver on the manifesto and finally, we can not ignore corruption, the biggest menace!

Further, we can initiate true bottom-up planning processes. We need to position high quality development workers (say 25,000 in the country, one for 10000 families) with the community to help the community to analyze their situation, gaps and opportunities and plan. We can also build local development leaders in each village and neighborhood, some 2.5 million of them!

Amidst electioneering, Satyam got a new owner – Tech Mahindra, to acquire 51% stake. They are reviewing job cuts, we were told. LTTE is wiped out in Sri Lanka and its leaders including Prabhakaran are dead! The President proudly announces that now he has control on every inch of the land! More than a million people flee Swat in Pakistan!

This month was spent broadly on – sustainable and/or community-managed elder care; following electioneering; thinking/planning for support and advocacy of livelihoods thinking/practice in general and collectives in particular; evolving Akshara-Gurukulam as an independent entity; and

being in the flows of the universe.

As you might have guessed about my yogic practice, **my struggle with 'silence' is continuing** unlike the ease with fasting and jaagaran. Wish me luck.

Some questions we need to ask ourselves, gathered during the month, to make our life happier and more blissful include:

- What is most important to me in life? What are the most important things I need to do?
- What can I do to take the next leap instead of the next step?
- How and with whom can I partner to make $1+1=3$?
- If my world was going to end soon, what would I be doing right now?
- Who can I learn from? How can I eliminate distractions?
- What can I do to slow down? How can I add Peace to the world?
- What beneficial routines can I start? How can I put worry on hold?
- Who can I thank? What am I grateful for? How can I be more compassionate today?
- What can I do to release negative energy in a positive way? What can I do to let go of my anger?

What will I celebrate today? How will I "pay it forward" today?

G Muralidhar

The answers to these, we may take time to respond, guarantee lasting happiness, fulfillment and joy in life!

General elections have sent some 40% youth leaders. Some others are youth at heart. We hope that this youth leadership loves and supports 'life'; builds and adheres to ethical norms and values based on integrity, love, inclusion, oneness, shared prosperity and resource sustainability. We need to get out of being caught up.

Can we do this? **Yes, if we pursue Atma Yoga**. The focus is on the play, the flow. And the focus is on teaching the play, the flow. This 'atma' yoga calls for seeking yoga in actions, thoughts and words, feelings and spirit, in the context of this play and flow. This happens with flowing continuously, frequently and regularly from the stages of reasoning/conceptualization (vitarka), reflection (vichara), inner bliss (aananda), to pure being (asmita), and finally to realization - absolute bliss from lost identity (nirvikalpa), with discipline and practice.

Krishna guarantees absolute bliss to the atma yogi, if s/he immerses in relentless yogic practice. S/he has to accept that s/he does not have a soul but s/he is the soul and s/he has a body and a mind. Further, free of fear and full of love for all life, s/he has to realize that s/he is capable of serving the 'whole', complete 'whole' and choosing to work on the purpose of better life for all life in this universe. This realization dawns on a responsive and sensitive soul with constant practice and cleansing of all faults through multiple stages of instruction and learning. **It is in this knowledge that a soul takes responsibility, acquires leadership and serves all 'life'**. Thus, s/he flows with the purpose of the universe with highest faith. **We need to remember that atma yogis co-exist with faith in other atma yogi(s).** ■

Training Calendar for the Year 2009 - 10

Title Program	Days	Month
Livelihood Intervention – Planning to Implementation	4	June, 09
Volunteering for Impact	1	June, 09
Food Security – Concept and Practice	3	July, 09
Applying Sustainable Livelihoods Approach: Interventions for Domestic Workers	3	August, 09
Applying Sustainable Livelihoods Approach: Providing Business Development Services	3	September, 09
Orientation to Livelihoods Initiatives*	13	October, 09
Livelihoods Collectives – Concept and Management	3	October, 09
Management of Livelihoods Intervention	3	November, 09
Value-chain Analysis for Livelihoods Managers	3	November, 09
Community Building for Livelihoods Interventions	3	December, 09
Gender and Livelihoods	3	December, 09
Volunteering for Impact	1	January, 10
Applying Sustainable Livelihoods Approach: Watershed Plus – Concept and Implementation	3	January, 10
Livelihoods Intervention – Planning to Implementation	4	February, 10
Applying Sustainable Livelihoods Approach: Implementing IGA Program	3	March, 10

* This is a week-end program and would be conducted for 13 weeks on the afternoon of Saturdays.

For further details, contact:

Akshara Gurukulam
(a unit of *AKSHARA* Network)

HIG II B 25 F 6, APHB Colony, Baghlingampally, Hyderabad—500 044

Ph: +919347802302 Email: akshara_gurukulam@aksharakriti.org