



livelihoods

today and tomorrow

November 2008

Occupations Losing Ground

Change - We Must! - 10

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The Cold Desert! - 20



India lands on moon. India's Moon Impact Probe has planted Indian Tricolour on the moon at 2031 hrs on 14 November 2008. India becomes the fourth nation in the world to do so.

Deepavali - victory of light over darkness! World Diabetes Day! Children's Day! Guru Nanak's birthday! Ras Lila of Radha and Krishna! Festivals after Kharif Harvesting!

Now, it is clear that the financial tsunami is a 'recession'. As India is only on the margins of the recession, it may be able to withstand!

Barack Obama gets elected as the 44th President of United States of America to make the dream of Martin Luther King Jr "shall overcome... one day" a reality.

More than half of India is dependent on Agriculture. Many groups of hand-made products, artisans, and services were servicing the farmer. Before the advent of centralized production systems, when the villages were self-reliant, most needs of the villages were met by the products and services in the cluster of villages, if not from the village itself. At that time, the producer/service provider used to realize most part of the consumer rupee. When the centralization methods and technologies came, the units of production were established away from the consumers. These need to be collected, stored, moved, transported, distributed and retailed. Every step has an element of cost and commission. As a consequence, realizations of the producers and service providers have even fallen below 50% of the consumer rupee. Gradually, the small producers and service providers found it difficult to compete with the centralized production units and technology. Their downfall has begun. Local diversity, the mile-to-mile diversity has yielded to uniformity and conformity. As we become enmeshed 'part' of the larger globe, the mass and uniform needs have surfaced and have supported the centralized production processes. At the same time, village social systems have been cracking up. Slowly, the small producers, artisans and service providers, despite their rich heritage, artistry and expertise, have to withdraw in view of this competition. Families with educated children have started distancing from their occupations. The families with no other alternative have not been getting remunerative incomes to eke out a decent living. Without recourse to other works, for a variety of reasons, and absence of nutrition, they have been getting old as early as their 40s. It is, in this context, 'livelihoods' has looked at these 'backward' occupations that are losing ground. Fortunately, we find potential in some clusters and in some trades and occupations, because they have the ability to adapt to the changing needs, and because the numbers are not too high. However we can not forget these are only a few.

Dr Verghese Kurien is a living legend who has brought White Revolution with Operation Flood with no cost to the exchequer. Today, India is self-sufficient in milk, providing livelihoods to more than 100 million. It could demonstrate the power of cooperation! Chewang Norphel is increasing the water availability in early Kharif in the cold desert with artificial glaciers – an engineering marvel. Ladakh's basic necessities include water and electricity and Ladakh Ecological Development Group is able to provide examples for the concept of local solutions for local demands, through the people's institutions for water and hydro-electricity. Examples of similar nature include the cascades of tanks that meet the water needs of the dry land areas with the maintenance in the hands of the local water users. Al Gore's 'An Inconvenient Truth' shows how our current lifestyles, consumption patterns and 'exploitation' of the nature are not sustainable and future friendly. We need to change. The people who contribute to this impending catastrophe have to pay for the past and lead a new way forward. A must for any serious sustainability-development worker!

Growing 'livelihoods' is living on the oxygen of your association and your inputs, insights, and feedback. You have allowed us to grow with you. Let us evolve further together.

G. Muralidhar

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‘livelihoods’ team

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Response



I liked this issue, particularly the piece on finding the 'right livelihood' and photo-story on 'women's paid and unpaid work'. The pictures are great but can something be done to increase their resolution?

Priya Mohandas

This was a very nice edition from Akshara. You have sent good information useful to the society.

Stanley Oguri

The resolution of the photographs in the magazine are not clear. Further, it would be nice if some pictures have associated text along with the photograph.

Srikant

We tried to improve upon the photo resolution in this issue as suggested by our readers. Please check and send us your comments. Thanks again for your suggestions and we much appreciate your feedback.

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.

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Breast Cancer Awareness Month - October

According to International Agency for Research on Cancer there will be nearly 250,000 new cases of breast cancer in India by 2015. At present India reports around 10,000 new cases annually.

Wind Power Can Prevent Climate Change

Wind power could produce 12 percent of the world's energy needs and prevent 10 billion tonnes of Carbon dioxide emissions within 12 years, according to a report. The 'Global Wind Energy Outlook 2008', published by the Global Wind Energy Council and Green Peace International, looks at the global potential of wind power up to 2050 and found that it could avoid as much as 1.5 billion tonnes of Carbon dioxide emissions every year, which would add up to over 10 billion tonnes in this time-frame. The report also explains how wind energy can provide up to 30 percent of the world's electricity by the middle of the century.

Novels As Important Source Of Knowledge

A team of poverty researchers from The University of Manchester and the London School of Economics say novels should be taken as seriously as academic literature as an important source of knowledge on international development. According to them, despite the regular flow of academic studies, expert reports, and policy position papers, it is arguably novelists who do as good a job of representing and communicating the realities of international development. Best sellers such as Aravind Adiga's Man Booker Prize-winning 'The White Tiger' and Rohinton Mistry's 'A Fine Balance' convey complex ideas in a most powerful way says Dr Dennis Rodgers from The University of Manchester's Brooks World Poverty Institute.

NREGA Grievance Redressal Through Lok Adalats

The Union Rural Development Ministry is considering a proposal to redress grievances of those seeking 100 days' job in a year under the National Rural Employment Guarantee Act, through the Lok Adalats. The Ministry said that it aimed at setting up an independent grievance redressal mechanism through the Lok Adalats in consultation with the National Legal Services Authority. The department has highlighted this fact in the directive issued to the States to incorporate the

corrective measures suggested by the Comptroller and Auditor General (CAG) of India in its latest report assessing the performance of the job guarantee scheme.

NSS On Food Consumption

The National Sample Survey Organization's (NSS) report on household consumer expenditure in India in 2006-07, released at the end of October, unveiled some serious thoughts. The pattern of food consumption highlighted by NSS is a case in point. The survey indicates that the per capita spending on food rose in the rural areas to Rs 363 a month in 2006-07, from Rs 333 a year earlier, and constituted as much as 52 per cent of the total per capita expenditure. But, despite this, cereal consumption declined in both rural and urban areas, though households were spending more on such staples. This might have been hailed as a welcome development if it reflected the substitution of cereals with other, more nutritious, high-value foods. Unfortunately, that is not the case. The NSS numbers show no increase in the expenditure on milk, eggs, vegetables and edible oils. Nor can the recent spurt in food prices be the explanation, because the survey data was collected between July 2006 and June 2007 when food grain prices had not yet begun their upward spiral. The unprecedented rise in prices that ensued would only have worsened the situation, and presumably will be captured in subsequent surveys. The clear danger is of the spread of malnutrition.

Mega Food Processing Park

The Jharkhand state government cleared decks for setting up a mega food processing park in the state capital by allotting the project 50 acres of land in Angara block of Ranchi district. The land will be given to Ranchi Industrial Area Development Authority for setting up the food processing park.

Watershed Programs To Be In Harmony

The Union Government called for harmonization of the various watershed programmes in the country

with other ongoing projects of rural development to ensure all-round benefit to the rural population. The Ministry of Rural Development has taken a number of initiatives to speed up implementation of watersheds. A comprehensive assessment of various case studies on watershed management has been made. Conducted by a consortium of 15 institutions, led by ICRISAT (International Crops Research Institute for the Semi-Arid Tropics) and co-sponsored by agriculture ministry, the assessment found that only 1% of the watershed projects in India were not beneficial. Overall, the assessment shows a benefit to cost ratio of 2:1 and an internal rate of return of 21.43%. The comprehensive assessment combined quantitative and qualitative analysis of more than 600 case studies. It also noted that watershed projects enhance rural incomes by 58% and agricultural productivity by 35%. There remains, however, scope for further improvement, the analysis said.

Community Technology Skills Program To Get More Funds

Under the Unlimited Potential vision, Microsoft Corporation India Private Limited announced an additional funding of Rs. 1.61 crore to CAP Foundation through its Community Technology Skills Program (CTSP) to promote IT access and training to communities vulnerable to unsafe migration and human trafficking. This announcement was made at a valedictory function for graduates of CAP Foundation training courses, attended by senior representatives from Microsoft, CAP Foundation and USAID/India. Addressing one of the root causes of unemployment in India, CAP Foundation provides employability skills training and economic empowerment to individuals and youth in at-risk communities.

Tata Trust To Support Agriculture And Nutrition

Ratan Tata, one of India's top industrialists and Cornell University alumnus, announced a gift of \$50-million to his alma mater to help recruit top Indian students to the

campus and to support joint research projects with Indian universities in agriculture and nutrition. Tata Education and Development Trust, a group of philanthropic organizations run by Tata, chairman of the business conglomerate Tata Sons Ltd., will allow Cornell to establish and expand partnerships with Indian scientists that build on its strength in applied agriculture research.

Insurance To Migrant Workers - The government of Bihar is planning to provide insurance cover to migrant workers from the state spread across the country to earn livelihood. The scheme will be provided through the newly floated Bihar Rajya Shramik Kalyan Samiti.

Micro Pension Scheme - Concerned over the absence of a social security mechanism for people working in the unorganized sector, the Pension Fund Regulatory and Development Authority (PFRDA) is planning to roll out a scheme for such employees within the next five or six months. The PFRDA will also shortly appoint an institutional advisor to recommend a rollout strategy for the new scheme. In India, Rajasthan is the only state to have successfully implemented a micro pension scheme for its low-income unorganized sector workers. The scheme -- Rajasthan Vishwakarma Unorganized Sector Workers (Motivational) Contributory Pension Scheme 2007 -- started in mid-August 2007. The pension scheme is jointly implemented by the state government and Invest India Micro Pension Services Ltd (IIMPS), a group company of the Invest India Economic Foundation (IIEF), as consultant and turnkey implementation agency. It is open to bonafide resident workers of the state, and covers as many as 20 occupations.

Netherlands & Norway Pledge \$12 million - The Netherlands and Norway have pledged around \$12 million to finance one year of FAO's technical and policy assistance in support of developing countries' efforts to reach the Millennium Development Goals of reducing poverty and hunger. The new

program will concentrate on sustainable rural livelihoods, equitable access to natural resources, international agreements and regulatory frameworks concerning food, agriculture, fisheries and forestry, the safe use and fair exchange of related commodities, integrated management of land, water, fisheries, forests and genetic resources.

Food Outlook - The latest issue of Food Outlook, bi-annual publication by FAO, stated that the world cereal production is expected to hit a new record this year as high prices boosted plantings. This will help replenish the depleted global stocks. But on the other hand the report also states that the sharp increase in food prices in 2007/2008 has increased the number of undernourished people in the world to an estimated 923 million. The report brings to light the problems faced by agriculture including land and water constraints, low investments in rural infrastructure and agricultural research, expensive agricultural inputs relative to farm-gate prices and little adaptation to climate change.

Right To Education - Alas, the Right to Education Bill cleared in Parliament making free and compulsory education a fundamental right for all children between the ages of 6 and 14. The key provisions of the Bill include - 1) 25% reservation in private schools for disadvantaged children from the neighbourhood, at the entry level. The government will reimburse expenditure incurred by schools. 2) No donation or capitation fee on admission and 3) No interviewing the child or parents as part of the screening process. The Bill prohibits physical punishment, expulsion or detention of a child and deployment of teachers for non-educational purposes other than census or election duty and disaster relief. Running a school without recognition will invite penal action.

New Poverty Estimates - In its latest report the World Bank has revised its benchmark of extreme poverty from \$1 per person a day to \$1.25 per person per day. The Asia Development Bank came up with an even higher

benchmark of \$1.35 per person per day. Using the World Bank benchmark the estimated number of poor in India during 2004-2005 were 41.6% of the total population. According to ADB benchmark this percentage goes up to 54.8. Among the states Bihar, Chhattisgarh, Jharkhand, MP, Orissa indicate that around 40% of the population is below poverty line.

Indian Rural News Agency (IRNA) - IRNA was launched to focus on the lives and difficulties of the Indian farmers. The news agency will not only inform the readers about the farmers and their problems will also help the rural poor.

SACOSAN-III - South Asian Conference on Sanitation will begin in Delhi this month. The Conference will be attended by members of UN, various international agencies, international and national NGOs, state government officials, members of PRIs, local organizations, Self Help Groups, women groups, Community Based Organizations and the like. Issues related to sustainable sanitation, making it people-centric, addressing gender issues, sanitation for nomadic and landless communities, economic gains of good sanitation, aspects of emergency situations, legal aspects relating to clean environment will be discussed. The theme of the Conference is "Sanitation for Dignity and Health".

Promoting Higher Education - A new Scheme for Reduction in Regional Imbalances, Social Gaps and Promotion of Inclusiveness in Higher Education has been introduced by the University Grants Commission in the Eleventh Plan. This scheme will serve in rural and tribal areas. Under this scheme Central Universities will be established in each of those states where there is no Central University. 374 new colleges are proposed to be established one in each district where the Gross Enrollment Ratio is lower than the national average. Under the Eleventh plan the thrust is on increasing access to quality higher education while ensuring equity.

On Children

Kahlil Gibran

Your children are not your children.

They are the sons and daughters of Life's longing for itself.

They come through you but not from you,

And though they are with you yet they belong not to you.

You may give them your love but not your thoughts,

For they have their own thoughts.

You may house their bodies but not their souls,

For their souls dwell in the house of tomorrow,
which you cannot visit, not even in your dreams.

You may strive to be like them,

but seek not to make them like you.

For life goes not backward nor carries with yesterday.

You are the bows from which your children

as living arrows are sent forth.

The archer sees the mark upon the path of the infinite,

and He bends you with His might

that His arrows may go swift and far.

Let our bending in the archer's hand be for gladness;

For even as He loves the arrow that flies,

so He loves also the bow that is stable.

Father Of White Revolution - Kurien

One man's resolute faith and efforts have gained a prominent position for India on the Dairy Map of the world - Dr Verghese Kurien created the Operation Flood in the country that has reached about 250 million and is one of the largest agricultural development program in the world.

Dr. Verghese Kurien, better known as the "Father of White Revolution" in India is also known as the Milk man of India. Dr. Verghese Kurien is the architect of a successful largest dairy development program in the world called as Operation Flood. Kurien set up the Anand model of cooperative development, engineered the white revolution in India, and made India the largest milk producer in the world.



Verghese Kurien was born on November 26, 1921 in Kozhikode, Kerala. He graduated in Physics from Loyola College, Madras in 1940 and then did B.E. (Mech) from the University of Madras. After completing his degree, he joined the Tata Steel Technical Institute, Jamshedpur from where he graduated in 1946. During this period he underwent nine months of specialized training in dairy engineering at the National Dairy Research Institute of Bangalore. He then went to USA on a government scholarship to earn his Master of Science in Mechanical Engineering from Michigan State University.

He returned from America in 1948 and joined the Dairy Department of the Government of India. In May 1949, he was posted as Dairy Engineer at the Government Research Creamery, a small milk powder factory, in Anand, Gujarat. At that time, private dairies, middlemen, inefficient collection and distribution systems resulted in milk of varying quality being erratically available across the country, often at higher prices to consumers but with little profits to producers. During the same time, the newly formed cooperative dairy, Kaira District Cooperative Milk Producer's Union Limited (KDCMPUL), was engaged in battle of survival with the privately owned Polson Dairy. Driven by the challenge, Kurien left his government job and volunteered to help Sri Tribhuvandas Patel, the Chairman of KDCMPUL, to build an in-house processing plant and organize the cooperative (Anand Milk Union Limited – AMUL) to handle its own marketing directly to consumers.

After years of initial struggle, the cooperative began to produce dramatic results, involving over two million farmers. Based on its successes, Prime Minister Shri Lal Bahadur Shastri created the National Dairy Development Board (NDDB) in 1965 to replicate the AMUL model nationally. The Prime Minister cited Dr. Kurien's "extraordinary and dynamic leadership" upon naming him chairman. Eventually, 176 AMULS were replicated across the country to the benefit of farmers and consumers. In 1973, Dr. Kurien set up GCMMF (Gujarat Cooperative Milk Marketing Federation) to market the products produced by the dairies.

When Operation Flood began in 1970, total annual milk procurement was only 190,000 tons, with 278,000 farmers involved in the program. By 1998, at the time of Kurien's

retirement as chairman, the NDDB's programs involved more than ten million dairy producers in 81,000 cooperatives, supplying almost five million tons of milk annually to over 1000 cities and towns throughout that country. Reaching nearly 250 million people, Operation Flood is one of the largest agricultural development program in the world. India has also emerged as the largest producer of milk in the world, surpassing the United States and today the milk economy is worth 2,00,000

crore.

During the last 40 years, India's annual milk production has increased from 23.3 million tons (1968-69) to 107 million tons (2005-06). Daily per capita milk consumption in India has more than doubled from a low of 107 grams in 1970 to over 230 grams; the country's dairy supply continues to grow 3.8 percent annually, while population only grows 2 percent, thus increasing the per capita availability of dietary proteins, especially in areas identified as suffering from nutritional deficits. Domestic milk prices have stabilized, India's towns and cities receive an adequate supply of hygienic milk, and the 12 million small farmers and landless laborers who make up the majority of dairy cooperative membership now have a regular source of income. In addition, 95% of the equipment used in NDDB cooperatives is domestically produced.

Despite these achievements, perhaps Dr. Kurien's greatest contribution with Operation Flood was to put the farmer in command as the owner of her/his own cooperative – a pivotal factor in the program's success. The success of the Operation Flood led to Operation Goldenflow in Edible Oilseeds/Oils reaching out to more than a million farmers. Fruits and vegetables are now produced and marketed through a cooperative system involving a network of over 250 farmer-owned retail stores in Delhi.

Dr. Kurien was instrumental in establishing the Institute of Rural Management, Anand (IRMA) in 1979 and served as its chairman. IRMA has trained about 2000 specialists in the management and development of rural cooperatives, non-governmental organizations, and civic groups.

During his illustrious career, Dr. Verghese Kurien, currently the Chancellor of Allahabad University, won many accolades and awards. These include: Ramon Magsaysay Award for Community Leadership (1963), Padma Shri (1965), Padma Bhushan (1966), Krishi Ratna Award (1986), Wateler Peace Prize Award of Carnegie Foundation (1986), World Food Prize Laureate (1989), International Person of the Year (1993) by the World Dairy Expo, Madison, Wisconsin, USA, and Padma Vibhushan (1999).

Dr. Kurien continues to educate and inspire food producers around the world. ■

Tank Management

A tank is a low, earthen bund constructed across a shallow valley to hold the rainfall run off from its catchment area. Tanks may be either isolated or in cascades. In a cascade, when a upper tank gets filled the spill over surplus water is led in to the tanks lower down, one below the other as a cascade until the last tank spills into a drain or river. Tanks have been the main source of irrigation in India from time immemorial. With its scattered and at times intense monsoons followed by protracted droughts, India has a tradition of rain water harvesting to meet the local needs of water, especially for agriculture.

In India, the number of tanks varies between 2,50,000 to 3,00,000. South India has more number of tanks because of its geography, climate, and terrain situations. Most of the land lying between Western Ghats and the eastern coast misses the intensive rainfall of the dependable south-west monsoon. But the north-east monsoon which is less dependable brings more rain over these areas. However, the north-east monsoon is often accompanied by cyclones and pours heavily in short spells. Unless the rain water is collected and stored, these areas will have acute water shortage and drought during the rest of the year. Hence tanks have come into existence in this part of the country in large numbers.

For several centuries the community owned, maintained and managed the tank systems, transferring the collective wisdom from generation to generation. After British government took over the tanks as state property for revenue purpose, the centralized management of tank systems alienated the local community from collective responsibility of the tanks. After independence, the governments have focused on major irrigation systems and neglected the tank systems which resulted in the decline of farm production. The share of tank irrigated area in India has declined from 16.51 percent in 1952-53 to 5.18 percent in 1999-2000, whereas the share of groundwater irrigation has increased from 30.17 percent to 55.36 percent during this period. With deteriorating tank systems, marginal and small farmers are increasingly at the mercy of monsoon and are forced into a cycle of deprivation and debt.

The major deficiencies in the tank systems now are siltation in the tank that lower the storage capacity, siltation in supply channels that affect the flow of water into the tank, encroachment of tank beds and supply channels, heavy weed infestation of the tank bed and supply channels etc..

India has number of tanks and ponds that, if rejuvenated, will contribute significantly to not only increasing food production but also provide a variety of livelihood options to the rural poor and women. Any tank management initiative will contain the following broad activities.

Acquisition of water to augment water inflow into the tanks by clearing weeds, evicting encroachments and cleaning and de-silting feeder channels, conservation and development: by restoring tank bunds to their original design, repairing or rebuilding sluice outlets and surplus weirs, planting and

preserving fodder, fuel, horticultural or herbal plants on the tank foreshore and bunds. Improving the water use efficiency, replacing damaged or missing shutters in sluice outlets, rebuilding existing distribution channels, distribution boxes and lining the distribution systems.

Development of Humane Action (DHAN) Foundation based at Madurai, Tamilnadu is focusing on rejuvenating the tanks and tank cascades in the states of Tamilnadu and Andhra Pradesh. Their experiences can give us some valuable insights regarding tank management.

DHAN Foundation firmly believes that the absence of people institutions to run, manage and govern the tank systems is one of the major reasons for the decline of the system and that

only village level institutions can save these assets. Therefore to build the skills, encourage new initiatives, augment resources and ensure entitlements, they focus on building people organizations that will conserve and develop water harvesting structures. After the tanks are selected in a particular area for rejuvenation, Tank Farmers Associations (TFAs) are formed with the farmers of the village. Tank Cascade Associations (TCAs) are based on how the tanks are linked and are formed with the relevant TFAs. Tank Farmers Federations are then formed at the block level where all the TFAs and TCAs become members.

The TFAs take the responsibilities of enrolling the villagers having lands in the command area, planning and implementing development works, income generating activities related to tanks, building up corpus or endowment fund for maintenance of tanks and solving conflicts among members. The TCAs apart from development works undertake the responsibilities of resolving conflicts among TFAs, mobilizing funds across villages for improving the tank irrigation systems and providing improved services for agriculture and water management. The Tank Farmers Federation organizes tank farmers at the block and district levels, mobilizes funds from various sources for reclaiming tanks, conducts trainings on tank related aspects and also monitors the rehabilitated systems and the institutions built around them. With in a TFA, DHAN is also promoting Micro Finance Groups (MFGs) in order to sustain the institutions beyond the project period. DHAN Foundation also mobilizes the support of philanthropists to create endowments that will be made available in the villages through the TFAs to conserve and develop these common properties.

DHAN's success in reviving the tanks and cascades of tanks reiterates the importance of community participation at different levels including planning and implementation. ■



Change - We Must!

It is becoming clear that the financial tsunami is actually the depression.

The month that went by saw mainly the interactions with the communities, their organizations and the organizations that support them in the Trans Himalayan Region. We continued our engagement with young professionals in appreciating poverty reduction, development and livelihoods management effort. This time around, it is our assessment of their performance. United States of America and the world is still celebrating the victory of Barrack Obama.

We have a GO now – no smoking in public places. A cabinet decision – Ganga is a national river. Government of India recognizes that Telugu and Kanada are classical languages, apart from Tamil and Sanskrit.

As we moved from Delhi into Himachal, the snow fall on the famous Rohtang Pass prevented us from traveling to Spiti Valley through the pass. As a result, we had to take a circuitous route through the Jalori Pass - from a mere 200 kilometre drive became a long 700 kilometre sojourn, lasting a long 20 hours. The ghat road was along the course of river Satluj. Of course, we were moving towards the source of the river. The construction of the biggest hydro-electric power unit(s) on Satluj is going on at a brisk pace all across. Slowly we got hooked on, 'lost' in the power of nature. We slipped into the bliss of being in the nature. A blessing in disguise!

Interesting it may sound, in Spiti Valley, we were put up in a hotel run by a Naga family. From the borders of Bangladesh to the borders of China! The windows of the hotel offer a breath-taking view of snow capped Himalayas, may be a kilometre away. Then we began to appreciate what it means to be an area of sparsest population density. What it means to be living in sub-zero temperatures. What it means to be struggling to survive yet be happy and generous.

The long drive back to Delhi, flight to Leh and travel on the

world's highest motorable road and hanging around for a few minutes near Khardung Da (pass) at 5500+ metres, touching the cold waters of river Indus, seeing the yaks, zomos (cross between yak and cow), and two-humped camels, seeing the households getting ready for five-months for the seven-month long sub-zero winter, the impact of the presence of army, the 'tourism' and the civil society efforts in education, building youth, and tapping solar energy etc., have reinforced our faith in the capacity of people and their ability to surrender and live in harmony with nature.

As the financial tsunami spreads and we are more or less certain that this is economic depression, the quick observations that help a majority of the common people are:

- ◆ When a bubble is building up, the debt of individual in a country to one another is also building up. It appears that everyone in the game is making money. In this phase, it is worthwhile to borrow money and take part in the game. The knack is to know the timing to withdraw and convert all that into cash.
- ◆ The actual worth of assets/stocks depends largely on psychology.
- ◆ When the bubble bursts, the value of assets may go down below its original/initial value.
- ◆ When the bubble bursts, the fellows with cash are the likely winners. The fellows having the assets, stocks, or extended loan to others are the losers. They may go bankrupt.
- ◆ At the end of the day, the non-participants in this game, may neither win nor lose. But the value of their assets and money may go up and down like a see saw. This makes them worried and they hasten the processes of bubble bursting out.

Let me explore a bit more on 'finance'. There are six rates of the banks - the RBI and Government of India play with in dealing with financial aspects. These are Repo (repurchase) Rate (the rate at which banks borrow from RBI), Reverse Repo Rate (the rate RBI pays for deposits from banks), Bank Rate (rate at which RBI lends to other financial institutions), Call Rate (rate which bank's daily funds are borrowed), CRR (cash reserve ratio – the minimum portion of the bank's deposits to be retained as cash) and SLR (statutory liquidity ratio – portion of the bank's deposits that has to be deposited in government securities).

By increasing/decreasing the rates and ratios, RBI tries to decrease or increase the money flow in the market which in turn may control the inflation, interest rates on the loans to the consumers/investors and on deposits to depositors, psychology of the investors etc.

Interestingly, the common man only gets affected in all this. S/he is not aiding/contributing to any of these issues directly. When the needs of the human beings are essentially air,

Perspectives

G. Muralidhar





costs of aggregation go up. These costs are to be borne by the chain itself or the consumer. In this growing phase, the chains are taking it in and are bleeding. This will trigger more processes of mergers and acquisitions, which is the case now, and/or common infrastructure by a group of chains. **The small producers may find it useful to come together, in this context.**

Any perfect system, without consideration to its ideological background, is fine. The truth is that we never had, we will never have a perfect system. These imperfections cause problems. The problems caused by centralizations are large and acutely painful to the people even though they are not a party to it.

The questions before us are - How do we get back to decentralization? How do we preserve diversities? How do we pursue/promote local production, local value-addition for local consumption? How do we get rid of the effects of artificial demands and supplies? How do we get out of artificial psychological aberrations? Is it the literacy, is it the communications network, is it the internet, is it the new technology, or a combination thereof – that is going to help us in this pursuit? Do we or do all of us have to get back to fundamentals and take our governance into our hands?

water, food, clothing and shelter, the transition of these becoming insignificant in the economy and all other aspects taking control of the economy is always intriguing. When the food producer, when the educator, when the health care provider, when the people who help people to meet their above basic needs do not get rewarded adequately, but when the people who speculate, gamble, abuse/destroy natural resources, when the people who facilitate products and services that meet not-so-basic demands getting rewarded exceptionally, it troubles the common man deep within. This gets compounded as s/he is only a mute spectator in the whole process. Further, this process appears to be refined first with the introduction of monetary system, later with centralized production unit(s), subsequently with technology and of late with 'soft' technology and globalization.



When an item is produced locally and consumed locally, the producer gets the most of the consumer rupee, mostly as wages or compensation for the use of capital for the purpose. When the distance between the production and consumption increases, only a fraction of the consumer rupee reaches the producer. The rest of it goes to a variety of the players – storage providers, aggregators, transporters, supply-chain managers, distributors, retailers, financiers, so on and so forth. All these players hover around the centralized production unit or a retail chain. This establishes that the control shifts away from the small producers and small consumers.

Of late, we are hearing that the retail chains are bleeding internally. Retail chain is a concept of the west, where large producers supply to the retail chain for distribution and retailing. The management – supply chain management – concepts are from this premise. When the producers are small, the reality in India, the aggregation is the first step. When a number of retail chains compete at the aggregation stage and each one invests in their own infrastructure, the

It requires a lot of hard work, over long periods of time. From the lady who sat in the bus in USA almost a century ago, to Martin Luther King Junior to say 'shall overcome ... one day' to Barack Obama becoming the President-elect of USA to say 'YES, we can' – it is a long way. When the leaderships find it difficult to be generous in handing over the reins to more new leaders, what is the legacy of change we can talk about? Is it the structure, a piece of paper, or a minor tinkering in the system for a little while? How do we build these first generation leaders is the ultimate question before us who are concerned about the world and about ourselves.

Very few of us are willing to work on this process of building first generation leaders for legacy of change. We, the ones who recognized this, need to be the first to be taking this forward – thought, conceptualization, articulation, campaign, action, plan and follow-up.

We cannot continue to get frustrated and crib. We need to take the next steps. When we do not want to be 'desperate', we can plan to be joyous (if not blissful) and one with joy spreads joy around, to all beings, all life and the world. ■

Occupations Losing Ground

Other Backward Castes constitute more than 50% of India's population. Majority of them are skilled artisans, service providers and food producers. Today many are languishing at lower levels of the economic ladder. Except for few, several sadly missed out on education and economic opportunities and continue their dependence on traditional occupations that are overcrowded and losing patronage and waning into obscurity. Their skills and services that were once critical to village economies are now steadily being replaced with more mechanized and urban services. Even, where their skills are in demand, they remain at the extreme left end of the value-chain, thereby leaving little window for them to adapt to the realities of the changing market. 'livelihoods' team attempts to understand these waning occupations and the vast diversity of skills that face the threat of extinction.



Other Backward Castes (OBCs) together comprise more than 50% of India's population. The term 'Other' is used to distinguish this category from Dalits.

OBC category formally came into existence when in 1953, the Kaka Kalelkar Commission was tasked with identifying the socially and educationally backward communities. At that time more than 2000 castes were identified as OBCs. Later in 1979, the central government established Mandal Commission with the same task. The Commission adopted 11 criteria grouped under social, economic and educational to identify OBCs. Based on this criteria as many as 3,743 castes were considered to be 'backward'.

To understand the livelihoods of OBCs and their current reality, a succinct glance into India's history is important. Historically, Indian society was divided on the basis of Varna system comprising the Brahmin, Kshatriya, Vaishya and the Shudra categories. The Shudra was the service providing community including manual and farm labourers and artisans. The services they rendered through their diverse skills served as critical lifelines to the self-sufficient village economies.



With eroding customer-base, lack of education, lack of alternative skills and social pressure restricting occupational mobility to lower-level jobs, many of the OBCs are languishing in poverty.



Some of the traditional occupations of Shudras include - agriculture, agriculture labour, weaving, fishing, toddy tapping, washing clothes, stone cutting, earth works, masonry, hair dressing, basket weaving, petty trade, tailoring, carpentry, blacksmithy, goldsmithy, pottery, oil pressing, gunny business, sheep and cattle rearing, selling bangles, wall painting, sculpting, etc. This group was also engaged in various activities for entertaining the people in the villages both on a daily basis and during times of festivals and other events like child birth, weddings etc. the Shudra households were linked through hereditary bonds to the patron households and received seasonal payments of grain, clothing and money. From generation to generation the clients owed their patron political allegiance in addition to their labours while patrons owed their clients protection and security. The Shudras were not subjected to social discrimination as much as the Dalits (then called Panchamas) and lived within the village.

There are instances in history where some Shudras could break the rigid caste barriers and become scholars, rulers, businessmen and landlords. But these instances were only rare happenings. During the Mughal period, new opportunities opened up for the Shudras. The Brahmins, Kshatriyas and Vaishyas for the most part were critical of Mughal rule and remained cautious and silent spectators. More unskilled and flexible groups among the Shudras latched on to the new found opportunities. They became

village revenue officials and also took up other employment in the administration sphere. Some among them set on to acquire lands. The power that comes with property ownership coupled with mobility and exposure gave raise to dominant groups/castes among the Shudras. Some new castes emerged to suit the new economic structure. In the process of sanskritization, some artisanal groups among the Shudras adopted brahminical traditions like dwija.



What started during the Mughal period got stabilized under the British rule. The zamindari and the ryotwari systems reinforced the power of the dominant castes among Shudras. They became landlords and the educated among them took up important positions in administration. Those communities among the Shudras that could not join the bandwagon continued to rely on their traditional skills and occupations. Some artisanal groups saw the decline of patronage to their products and services but due to lack of other skills they continued with the traditional occupation. Under affirmative action, some measures towards reservation were taken up for the advancement of the socially and educationally backward classes. But they were largely meant for Scheduled Castes and Scheduled Tribes.

In post-independent India several constitutional measures were adopted for the advancement of the backward castes but it was only after Kelkar Commission was set up in 1953 that the Other Backward Castes were formally acknowledged as backward and measures were suggested for the upliftment of OBCs including implementing land reforms, developing livestock, dairy farming, bee-keeping, fisheries, literacy program, public health etc. The report was rejected by the central government on the grounds that the Commission did not apply any objective tests for identifying the OBCs. In 1979, Mandal Commission was appointed. Based on the recommendations of the Mandal report reservations were made for OBCs in government services and most recently reservations were also given to them in the institutes of







The National Commission for Backward Classes considers the following guidelines to recognize a community as OBC -

1. *Social – Castes and Communities*
 - generally considered as socially backward
 - mainly depend on agriculture or other manual labour and lacking significant resource base
 - whose women are engaged in wage labour
 - whose children are engaged in wage labour
 - identified with traditional crafts/occupations considered undignified/unclean
 - that are nomadic and semi-nomadic
 - that are de-notified
 - having poor representation in the state legislature or PRIs during 10 years preceding the date of application
2. *Educational – Castes and Communities*
 - whose literacy rate is at least 8% less than the state or district average
 - whose proportion of matriculates is at least 20% less than the state or district average
 - whose proportion of graduates is at least 20% less than the state or district average
3. *Economic – Castes or Communities*
 - whose significant number of population live in kaccha houses
 - the share of whose members in the number of cases and in extent of agricultural lands surrendered under the Ceiling Act of the state is nil or significantly low
 - the share of whose members in the government posts and services is not in proportion to their population

higher learning. However there continues to be a huge backlog of OBC vacancies in the government jobs.

Many OBCs still practice their traditional livelihoods and also pass them on from generation to generation. In the past, the skill-based livelihoods kept the entire family busy enough for the entire day that they could hardly take time to join the education bandwagon. Today there is significant number of illiterates among them. For some the mobility was stopped due to poverty and lack of exposure.

In modern India, the artisans are being challenged by expanding commercial markets and mass-produced factory goods. Their skills and services that were once critical to village economies are now steadily being replaced with more mechanized and urban services. Even, where their skills are in demand, they remain at the extreme left end of the value-chain, thereby leaving little window for them to adapt to the realities of the changing market.

The traditional mutual obligations between the patron and clients have disappeared for the most part. Agriculture-based village economies are undergoing rapid transitions. The erstwhile patrons have moved and/or are moving out of the villages for 'greener pastures' in the urban areas. The artisans and the service providers are no longer occupied for the entire day or even for a decent part of the year. Their number of days of work has declined sharply. The handloom weavers are fighting some of their last battles against power

loom and mills, the toddy customer base is steadily shifting to arrack and IMFL, the potter has to decide between a earthen pot or a plastic container within his own household. The washermen occupation became unviable with the patrons shifting from payment in kind to payment in cash, increasing prices of cleaning material and large scale pollution of water bodies.

All in all there is an unfortunate shift in the ratio between the artisans/labour/service providers and the patrons/customers. While the former still continue in large numbers, the latter are rapidly disappearing. In addition, some non-traditional workers are taking up the traditional occupations of the OBCs with improved techniques and methods and on a larger scale.

With eroding customer-base, lack of education, lack of alternative skills and social pressure restricting occupational mobility to lower-level jobs, many of the OBCs are languishing in poverty. By virtue of the privileges granted to them by the Constitution very early on after independence, the SCs and STs have entered the education and employment sectors in higher numbers than the OBCs. The younger generation among the OBCs is not interested in continuing with the family occupation. They want to move into mainstream sectors but lack of education is hampering their mobility.

While constant efforts should be made to improve education, training and employment opportunities, for those continuing with the traditional occupations, opportunities should be created to enhance their existing skills and learn new skills. They need support to access improved technology; they need support to carve their own niche; they need support to form skill-based collectives and service-based collectives; they need credit; they need support to venture into value-addition activities; they need exposure to markets. Margin free shops can be set up to market their products. The OBCs have demonstrated their merit and excellence for thousands of years through diverse skills. Efforts should be made with integrity to preserve this treasure where possible and create avenues to adapt them to the changing realities. ■



Life Is Everyday Struggle!

Muthyala Narasimha sits under Narayanaguda flyover in Hyderabad for making a living. He is a barber. His shop is built of a tarpaulin roof supported by four poles. Narasimha talks to **Madhusudhan** in the 'livelihoods' team about his life and work in the city.

Question: What is your name?

Answer: My name is Muthyala Narsimha.

Q: Who are other family members?

A: I have a wife and two sons.

Q: Which is your native place?

A: I come from Siddhipeta in Medak District of Andhra Pradesh

Q: How long have you been living in Hyderabad?

A: I have been living in Hyderabad since 5 years.

Q: Why did you move to Hyderabad?

A: My son was suffering from acute stomach pain and the doctors in the town were not able to do much. We joined him in a hospital but he continued to suffer. Therefore we decided to come to Hyderabad to get my son checked at a good hospital. We moved to Hyderabad. Now my son got cured and he is out of danger.

Q: Why did you not go back to your own village after your son got cured?

A: To meet the medical expenditure of my son I had to sell my house in the village. So I did not want to go back without a house. We do not own any other assets in the village. Hence I saw no meaning in going back to village. We decided live in Hyderabad it self and make a living.

Q: Why did you take up the livelihood of a barber?

A: We are traditionally barbers. This is the livelihood I have been practicing in my village as well. In the city I could not find any other livelihood and therefore I decided to continue with my traditional occupation in which I have skill and which also involves less investment.

Q: How is your business now?

A: Not very good. Who will take care of poor people in this society? We face lot of difficulties in our daily life. There is no food and no security to our life.

Q: How many days do you work in a month?

A: I work on all days in a month. However during rainy season I cannot continue my business. This means no income during those days and life becomes tough.

Q: What kind of people come to you and how much they pay for your service?



A: My customers all are poor people. Rickshaw pullers, daily wage labourers etc come to me. They give Rs. 5.00 to Rs.10.00 for shaving and Rs.10.00 to Rs.20.00 for hair cutting.

Q: Did you find any changes compared to olden days?

A: Yes, in the initial days of my coming to Hyderabad I did not know anyone. My customers were irregular. But now I have my daily customers. I get about 50 to 70 customers per week.

Q: Do you want to continue in this livelihood?

A: Yes, it is my traditional livelihood and it provided food to our family so far, why I should leave this livelihood?

Q: Can you tell me about other members in your family?

A: My wife works as a servant maid in some houses and she earns Rs.1600.00 per month which is enough to pay our house rent. One of my son's is studying Intermediate and the other is in 9th class.

Q: What are your thoughts about your future?

A: I will depend on this livelihood the evening of my life. I will continue to work for my children's studies.

Q: Do you want your sons to continue with your traditional livelihood?

A: No it is very difficult to survive as a street side barber. They should study and should pursue good jobs in the future.

Like Narasimha scores of people are migrating to cities in search of better lives. While some have incurred huge health expenditure or expenditure to meet other emergencies, some could not repay their existing debt and others do not have enough employment days in the villages. Many of the migrants are getting into unskilled labour works particularly in the construction sector and other daily wage works. Those with some skills like Narasimha are setting up their own shacks on the dusty street sides endlessly waiting for better days. Even to get this piece of land to set up the temporary shacks one has to undergo lot of struggle with local muscle men.

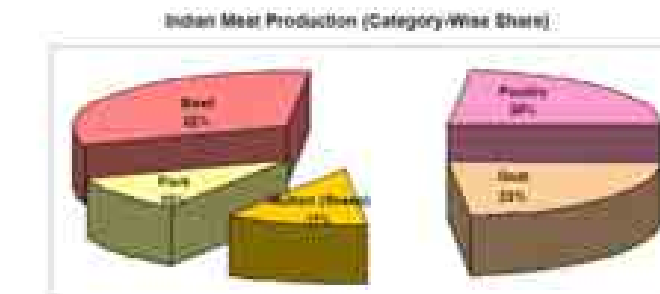
When asked about city life, Narasimha summarizes desolately - "the stomach never gets full and the eyes never get enough sleep. Life is everyday struggle here". ■

Meat

The animal husbandry and fisheries sector provides employment to more than 23 million people in India. According to the Central Statistical Organization of the Government of India the value of output from the livestock and fisheries sectors was around \$62 billion in the financial year 2006-2007. The livestock and fisheries sector together contribute 31.7 per cent of India's agriculture production and are the major sources of income for small and marginal farmers. India has the world's largest livestock population. But India's share in the world meat trade is minimal and meat processing levels are below other major meat producing countries.

Livestock, poultry and related products accounted for export earnings of \$1.3 billion during 2006-07. Beef (buffalo meat) is the largest meat segment exported out of India and international demand for buffalo meat is growing. India is cost competitive in buffalo meat but further improvement is needed in India's cold chain infrastructure in order to increase competitiveness. The buffalo meat share in total meat exports from India is more than 90 percent (in value terms) followed by a three percent share of sheep and goat meat. Exports of pork, poultry meat and processed meat are negligible. According to trade sources, the majority of buffalo meat exports (90 percent) are boneless and the balance is shipped as carcasses.

Animal slaughtering for domestic consumption is mainly carried out in slaughterhouses approved by the municipal corporation and small corner shops. According to the Department of Animal Husbandry, Dairying and Fisheries (DADF), there are a total of 5,520 recognized and 4,707 unorganized slaughterhouses in the country as of 2006. Livestock trading in India is done in livestock markets, which are regulated by state governments. Nonetheless,



Source: Animal Husbandry Statistics (2005/06), DADF

supervising direct operation of the markets is the responsibility of municipal corporations. There are also some privately owned markets and the model Agricultural Produce Marketing Act (APMC) has a provision for running private livestock markets.

Buffaloes can be used for milk production, meat, and also as a work animal for small and marginal farmers. Small and marginal farmers in India mainly rear cows and buffaloes as this ensures a sustained means of income during the year. Indian buffalo carcass has less fat and bone and a higher proportion of muscle than an Indian cow carcass. Additionally, buffalo meat, unlike cow and pig meat, has no religious taboos attached to it and is therefore freely consumed in the domestic market among meat-eating consumers. Meanwhile, indigenous breeds of nondescript cows have lower milk yields and cow slaughter is not legally permitted in many states with the exception of Kerala, West Bengal and some Northeastern states. For these reasons, the buffalo population has been growing faster than the cow population over the past several years.

Inputs	Pre-production	Production	Marketing	Processing
<ul style="list-style-type: none"> Animals/ Birds Knife/machine to slaughter the animals Refrigerated containers to transport meat 	<ul style="list-style-type: none"> Rearing animals Trade in live animals in weekly/ daily markets (Buffaloes, sheep, Goats, pigs, Bulls etc.) Transporting the animals to slaughter houses 	<ul style="list-style-type: none"> Slaughtering the animals by individual butchers for retail in domestic markets Slaughtering the animals in the mechanized abattoirs in export oriented units 	<ul style="list-style-type: none"> Selling the meat in retail to domestic consumers Transportation of fresh frozen meat in refrigerated containers to the port for export to various countries 	<ul style="list-style-type: none"> Marketing and processing of raw hides and skins Marketing and processing of bones for further processing into gelatin, ossein and Dicalcium Phosphate (DCP) Marketing and processing of hooves and horns in cottage industries Marketing and processing of blood for production of pharmaceuticals Rendering plants for production of meat cum bone meal and bone chips etc.

Beef (buffalo meat) consumption in 2009 is forecast to increase by five percent to 1.94 million tons compared to 2008 estimate. Beef consumption continues to rise as it remains the cheapest of all the meats available in the domestic market. The per capita meat consumption in India is estimated at 5.5 kg per year, which is far below the recommendation of 10.8 kg per year according to the Indian Council of Medical Research (ICMR). Per capita beef consumption is estimated at 1.6 kilograms compared to 1.8 kilograms for poultry meat. Buffalo meat and poultry are the two popular meats consumed in India because of their price competitiveness among other meat categories. Buffalo meat is increasingly becoming popular as a protein source compared to pulses (some of which have become expensive than buffalo meat). Additionally, both poultry and buffalo meats have no specific religious sentiments attached to their consumption. Goat and sheep meat has a small market share in total meat demand because of low production and their high price among all the locally available meat categories. Though the Indian consumer has a taste preference for goat and sheep meat, supply has not kept pace with demand. The government has imposed a ban on the export of sheep and goat meat in 2007 to cater to internal demand.

A large segment of the meat production sector in India is still unorganized and production policies in the animal husbandry sector are mainly focused on dairy development. However, due to increased interest from the meat industry, the government has started focusing on development of the meat sector. Additionally, most urban consumers are becoming quality conscious and demand clean and hygienically handled meat products. The Planning Commission has designated a financial assistance outlay of \$2.04 billion under the eleventh five-year plan with the aim of achieving a cumulative growth target of five percent for the dairy sector and ten percent each for the meat and poultry sectors. The higher growth targets are aimed at transferring the benefits to small, marginal and landless laborers who rear most of the livestock in India. Additionally the Ministry of Food Processing Industries has proposed a grant-in-aid scheme for the modernization of abattoirs.

The World Organization of Animal Health declared India "Rinderpest free" in 2006 and the government initiated a Foot and Mouth Disease (FMD) control program to create three FMD free zones, where export units are primarily located. The program is being carried out in 54 districts to control the disease with 100 percent government funding to cover the cost of vaccines and supporting expenses. Around 30 million cattle and buffalo from the 54 identified districts are vaccinated every six months under this program.

The feed and fodder requirement for dairy animals is primarily met by green fodder and home made mixtures. According to industry estimates, 60 percent of the cattle feed requirement is met through deoiled cakes and green fodder, 28 percent by home -made mixes and only 12 percent by manufactured compound feed. Out of the total production of coarse grains (maize, bajra, sorghum and millets etc) about

Price categorization of various meats in India



Source: Directorate of Agricultural Marketing, Delhi.

10 percent is currently used for livestock feeds. Therefore, the rise in beef prices is not as abrupt as in the case of poultry. Dairy cooperatives in India supply low cost compound feed to farmer members while private feed manufacturers mainly cater to the requirements of farmers with independent operations and the buffalo meat industry.

Issues in Meat industry

- ◆ The meat sector has been neglected in terms of research, processing and exports. There is regulation at multiple levels. National Meat Board is proposed to be set up to oversee growth and promotion of this sector.
- ◆ Protests from animal rights activists
- ◆ Distance between the animal rearers and consumers
- ◆ Susceptibility of animals to various bacterial and viral diseases.

Solutions

- ◆ Buffalo meat is lean, low in cholesterol and has excellent blending quality to produce corn beef, hotdogs and sausages. Efforts can be made to promote this.
- ◆ Animals need to be vaccinated periodically.
- ◆ Mutton and lamb are still non-branded commodities. There is scope for branding them with attributes like tenderness or age of sheep, free range sheep etc.
- ◆ A system of collectives of animal rearers linked to the groups of retailers/consumers, like in poultry/dairy helps a large number of stakeholders.
- ◆ In India, there are many dairy research Institutions. However, in meat sector there is none so far. Recently, the Indian Council of Agricultural Research (ICAR) has established a National Research Center on Meat in Hyderabad. A good beginning has been made. However, it needs a full-pledged Research Institute on the lines of Dairy Institutes. ■

Value chain analysis is an examination of different stages in a good or service till it reaches the customer. In this analysis, backward and forward linkages are studied to identify gaps and possible interventions.

The Cold Desert!

Here comes the news – ‘the Rotang Pass is closed due to fresh powder last night!’ The plans of all who want to make a trip up from Manali to Spiti via the Pass have been dampened. We, two members of the ‘livelihoods’ team, on their assignment, have frantically started exploring options to reach Kaza, the sub-divisional headquarters of Spiti located at an altitude of about 12,500 ft (3,810 meters). Another day of waiting for the Pass to open up seemed futile at this time of the year in October. Parts of Himachal have already witnessed 2 ft snow in September.

Alternate route to go from down below, instead of from up above was charted! Our team would travel from Kullu valley down to Kinnaur valley and then up to Spiti valley.

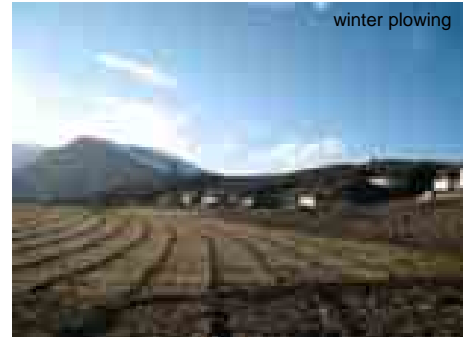
After about 14 hours of travel amidst the green mountains, gushing streams and crossing a couple of huge hydropower projects busy moving the earth, a change in the vegetation gradually unfolded. While the streams continued unabated and new ones converged, the mountains were no longer green. As we were gaining altitude, the ridges got steep and brown; some roads got dusty with rock slides and the reality of bone biting cold dawned upon us. The snow-capped mountains in the full moon light and the river meandering in between them left us all with feelings beyond words. Simply awesome!

Lahaul and Spiti district comprise about 25 per cent of the geographical area of HP and home to less than 45000 people. The district borders Tibet to the east, Ladakh to the north and Kinnaur and Kullu to the south and southwest. The climate of Spiti is too cold to support even tundra vegetation. The brutal winters of Spiti last for about 4 to 5 months and touch -28 to -30 degrees Celsius. Water becomes highly precious during winters with frozen and bursting pipes and reduced melt from glaciers.

Spiti is home to about 10,500 people. The average village size is about 30 to 50 families. Spiti receives scanty rainfall and long winters here allow only one crop per year. The per capita land for cultivation is about 20 bigas. Water from melting snow and glaciers is the only source of irrigation. People grow barley and black peas for self-consumption. These plants also provide good source of fodder for cattle. Green peas cultivation is picking up as cash crop and sold to contractors without any branding. Though a lucrative option, green peas is not conducive to the geo-climatic conditions and is also gradually replacing the traditional food crops –

barley and black peas thereby not only threatening the food security of the people in the region but also fodder security for the livestock.

The livestock include native cows and yak/demo (the female yak). Though demo milk is consumed and cheese from the milk is made, for the most part people drink cow milk. Yaks are used for plowing fields. The lands are ploughed at the beginning of the winter to let the snow sink in to the earth and give the needed moisture for summer cultivation.



The winters of Spiti hamper local vegetable growth. While urban areas in the valley can get access to vegetables from outside that are very expensive, there are practically no vegetables in other areas during these months.

Seabuckthorn grows wild in the Spiti region and is the world's richest source of Vitamin C¹ and has large content of Vitamins K and E. India is the third largest source of Seabuckthorn in the world after China and Russia. Seabuckthorn is made into juice, concentrate and chutneys. Seabuckthorn tea is popular in the Spiti region. Women groups in Spiti engage in the picking and processing of Seabuckthorn. While some local NGOs facilitate marketing, others sell it directly to traders.

Tourism-based livelihoods are picking up fast in Spiti. Home Stays, hotels, restaurants, taxis, travel agencies, guides, porters, cooks, and vendors get busy catering to tourists for about 4 to 5 months in a year. Other livelihoods that engage the local people include – contract works, government construction works, services in the government sector including forests, schools, health centers etc.

Handicrafts provide a major and good source of winter livelihoods in Spiti. Handicrafts range from thanka paintings, choksay wood works, mane stone works, Zama mud crafts, lingzay shawls and a variety of woollen products. Winter time in Spiti is also the time to perform weddings, celebrate festivals and travel to Buddhist pilgrim places. Majority of the people in Spiti are Buddhists.

The severe winters of Spiti place lot of demand on local fuel resources to generate heat. Much of the cow dung instead of being used for manure is used as cow dung cakes for heating houses. Women spend about 4 to 5 hours in a day during summer and autumn collecting and storing fuel wood for winter months. The government supplies some fuelwood as ration but that is not enough and sometimes the supplies get blocked due to rock slides.

Life goes on in Spiti braving harsh winters, frozen waters, steep gorges, and lurking rock slides. Are we blessed in the south with warm weather, NO.. NO, they are blessed in Spiti with an enduring spirit, a higher order blessing. The ‘livelihoods team’ cannot but salute the people! ■



Tribals vs Tigers

Across, tribes have faced displacement either in the name of promoting development or protecting the environment. While several tribes have moved on to the plains and are practicing agriculture and other mainstream livelihoods the worst affected in displacement process are the Primitive Tribal Groups (PTGs) now referred to as Particularly Vulnerable. PTGs are characterized by pre-agriculture level technology, very low level of literacy and declining or stagnant population. As of today 75 PTGs have been recognized and most of them dwell in the forest areas.

Forests are the mainstay of tribals groups in India. About 71 per cent of the forests in the country are inhabited by the tribal communities. To protect the forests several Forest Acts have been passed from time to time including The Forest Act of 1864, Indian Forest Act of 1927, the Forest Policy of 1952, the Wildlife Protection Act of 1972 and the Forest Conservation Acts of 1980 and 1988. Reserved forests were created and the access of tribals to forests was restricted. These laws caused a huge dent on the forest-based livelihoods of the tribal communities. However the Scheduled Tribes and Other Traditional Forest Dwellers (Recognition of Forest Rights) Bill, 2006 that came into effect this year has a different tone and offers a ray of hope. For the first time the state admits that the rights of forest dwelling people have been violated. The Bill proposes to give primacy role to forest communities in forest management. The right to homestead, cultivable and grazing land and right to NTFP are recognized.



In this context the recent attempts of the government of Andhra Pradesh to relocate the Chechus from the Nallamala forest areas has come under sharp criticism. Under the 2006 Forest Act, relocation of the local communities to protect the wildlife can happen as a last resort only after conducting detailed scientific enquiry, socio-economic survey and participatory decision making by the local native communities. The Wildlife Protection Act 1972

as amended in 2006 stipulates that the process of recognition and determination of rights and acquisition of land or forest rights of the STs and other forest dwellers should have been completed before declaring an area as Critical Tiger Habitat. The Act also states that the communities and an ecological and social scientist should be consulted in the process. The consent of Gram Sabha is also required. But none of the stipulated processes have been followed in true spirit by the government before pushing for relocation.

In 2007 about 2527 sq. km of the Nagarjuna Sagar – Srisailem Tiger Reserve of the Nallamala region of AP was declared as Tiger Reserve Area. This Area comprises parts of Mahabubnagar, Prakasam, Guntur and Kurnool districts.

The Chechus, the Telugu speaking hunting and food gathering tribe dwell in this Area. Chechus are categorized as PTG. A Chenchu village is known as Penta and consists of few huts grouped together based on kinship.



Traditionally, the Chechus hunted games like deer and wild boar but due to wildlife conservation efforts they now hunt small animals like rabbits, lizards and wild birds. They collect various NTFP for consumption and also to earn meager incomes from selling it. In spite of several attempts to introduce agriculture the Chenchus have not evinced much interest in taking cultivation. While some of them occasionally work as forest labourers, they prefer their native skills to hunt and gather food.

The move by the AP government to relocate Chechus does not clearly state any details relating to resettlement or alternative package including the facilities and land allocation at the resettlement location or livelihood of the affected communities or head wise budget allocation or time line for completion of relocation etc. Many of the requirements stipulated in the National Relief and Rehabilitation Policy are not fulfilled.

Displacement comes with physical, emotional and adjustment costs. Many of these costs are intangible and on-going in nature and usually ignored. If relocation is inevitable the communities can be moved only to the edge of the core forest area and not beyond. If they have to move beyond the periphery then all other mainstream communities dwelling there should be moved first. Road side habitations, offices, temples etc should move first. Apart from components like initial settlement and facilities, rehabilitation package should have scope for social security, rights and recognition, on-going support, life skills to meet the challenges of dynamic livelihoods, remunerative wages and remunerative prices for their products and services, creating options for practicing hunting and food gathering etc. The flow of their income/products/services should match the flow that existed when they were dependent on core forest in terms of frequency, seasonality, quantity and quality. In any displacement women are the worst affected and any rehabilitation package would remain incomplete without giving them a key role in every stage of planning and implementation.

Above all as clearly stipulated in the Forest Act 2006, relocation should happen only as a last resort after proper scientific enquiry and socio-economic survey and taking the communities into complete confidence.

The pertinent argument cannot be Tribals or Tigers but Tribals and Tigers! ■

Ladakh Ecological Development Group

Braving the brutal winters of Ladakh, LEDeG (Ladakh Ecological Development Group) works towards promoting ecologically and socially sustainable development that is in harmony with the tradition and cultural systems and beliefs of the Ladakhis. Significant contributions of LEDeG include: Increasing Water Availability to Farmers, Decentralized Energy Production based on renewable energy sources, promotion of Ladakh-specific Handicrafts and intervention in energy boosted value addition in various agricultural produce in the region. LEDeG is one among the first recipients of 'Right Livelihoods Award'.

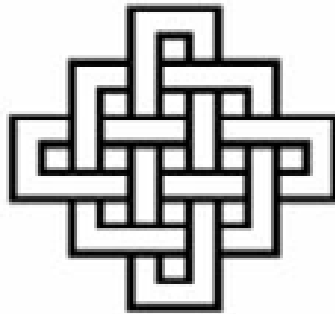
Working in difficult conditions of Leh, Ladakh Ecological Development Group (LEDeG) is known for its work related to micro hydro electric power units. "livelihoods" introduces this organization which is one of the first recipients of the prestigious "Right Livelihoods Award".

LEDeG is a non-governmental organization registered as a non-profit society in the state of Jammu and Kashmir with an objective of promoting ecologically and socially sustainable development which harmonizes with and builds upon traditional Ladakhi culture.

Helena Norberg - Hodge, a Swedish linguist who first came to Ladakh in 1975, formed the Ladakh Project in reaction to growing trends towards western modernity and the resultant dismissal of local culture and environmental degradation. In 1983, the efforts of Ladakh Project led to the founding of the

Ladakh Ecological Development Group, an indigenous organization, independent of the Ladakh Project. Since then it is exploring ways of stabilizing local economy and raising the standard of living, that support, rather than erode, the fragile environment and local traditions.

LEDeG believes that energy is a key input in the development process of communities. Believing that conventional developments rely on fossil fuel and capital intensive technology leading to greater centralization and dependence on market economy, the group has been trying to encourage a more decentralized approach of energy production, based on renewable resources like sun and water, which are available in abundance in the region. It has worked on a wide range of such technologies by carrying out adaptive research to suit local conditions, which have been disseminated in villages through out Ladakh. These include



"trombe" (solar) walls and direct gain for solar space heating, solar water heating systems, solar ovens, solar parabolic reflector cookers, hydraulic ram pumps, improved water mills and micro hydro-electric installation. LEDeG has recently installed a 100 KW solar photovoltaic power plant in Ladakh, which has replaced the diesel generator in operation. LEDeG has also installed 62 micro-hydro units in remote corners of Ladakh.

Since its formation, LEDeG has been working towards the promotion and revitalization of traditional handicrafts by providing training various crafts and introducing new designs based on traditional motifs. LEDeG has also played a pivotal role for introduction of new techniques and technologies for production of high quality products in the most efficient manner. The group conducts two types of training programs. One is Promotion of handicrafts for self-consumption and the other is Promotion of handicrafts for income generation. . In the later case, necessary linkages like marketing, production and quality assurance mechanisms are developed. The final produce is marketed through the LEDeG handicraft shop in Leh.

Agriculture has always been at the heart of Ladakh's economy and way of life – fostering foundations of sustainability such as community cohesiveness and environment awareness. But recently some of the doubtful practices of western style agriculture are finding their way into Ladakh; including the use of chemical fertilizers and pesticides, as well as hybridized seeds. There is also a move away from diversified subsistence agriculture, towards single





crop cultivation for cash. LEDeG is trying to educate the farmers about the realities of such dangerous trends, to encourage continuance of the sustainable traditions while exploring ecologically sound ways of developing. In the initial years of LEDeG's inception, its focus was on introduction of vegetables and

Ladakh's ability to soundly determine its future. LEDeG has also published several text books for children in Ladakh. It has also organized several seminars and workshops along with essay and painting fairs, and eco-tours.

To ensure holistic development of people and natural resources in watershed belt, LEDeG, in association with Ladakh Autonomous Hill Development Council, Leh in Kargil have implemented integrated watershed development programs in 12 villages of Nyoma block and 8 villages of Batalic area of Kargil district since year 1993.

In 1986, LEDeG got the Right Livelihood Award "for vision and work forming an essential contribution to making life more whole, healing our planet, and uplifting humanity". ■



production techniques in different remote villages of Ladakh with proper backward linkages like arrangement of good quality seeds and other inputs. But now LEDeG is not focusing primarily on production but on value addition to existing agriculture and horticulture produce of Ladakh. This includes introduction of various machines like solar dryer, pulping machine, improved packaging of jam, juices etc.

Having recognized the importance for the Ladakhi people to be fully informed about the question of development, LEDeG is organizing many awareness campaigns to strengthen

Hydraulic Ram pump (Hydram) is an automatic pumping device which utilizes a small fall of water to lift water to a greater height. It does not require any conventional energy sources such as electricity or fossil fuels, which are otherwise very scarce in Ladakh. In a place like Ladakh the land suitable for cultivation is confined to river valley basins where irrigation is available. There is little moisture in the atmosphere as the place receives less than 150 mm rain fall per year. Given the low average annual rain fall, no farming is possible in the region without irrigation facilities. Because of the high altitude and sub-zero temperature prevailing for 6-7 months in winter, only one crop is possible in about 95% of the villages in the region. Through introduction of Hydram, LEDeG has enabled marginalized farmers to increase the area for cultivation, provide easy access to water and also enabled two crops in a year to be planted in certain areas of Ladakh. LEDeG has so far implemented 62 hydraulic ram pump projects in Ladakh.



Coastal Corridor

Public voice has won over eventually in the coastal corridor project with the government of Andhra Pradesh finally scrapping the controversial GO No: 34, which accords permission to undertake several infrastructure projects across nine coastal districts of the state.

The Andhra Pradesh government has for long focused its attention on converting the 972 km long coastal stretch of the state into 'development stretch'. Hectic plans were made for acquiring lands to promote various so-called 'development projects'. Most of the 'development projects' were to be handled by the wealthy industrialists. The lands were to be acquired from the poor farmers, fishermen communities, tribals and dalits. The onset of elections put temporary brakes on this un-populist idea. Tall claims were made that the project would bring huge investments and create large scale employment. On the other hand voices were heard that this project would mean huge livelihoods displacement. It would deny the source of livelihood for lakhs of poor farmers and fishermen.

In the name of Special Economic Zones (SEZs) lakhs of hectares of agricultural lands are being converted into real

estate projects. The fertile lands of AP, which yield rice abundantly, are spread throughout the nine coastal districts of the state. The government statistics of the cropped area itself make this picture clear. In the entire state of A.P popularly known as "Annapurna" – 'The rice bowl of the country', the total area under paddy cultivation is 30.86 lakh hectares, and with the proposed SEZ's & Coastal Corridor projects the state would lose almost one-third area that is about 10.25 lakh hectares of fertile land that would yield around 37.65 lakh M.T's of rice. If this paddy grown area is lost it would definitely jeopardize food security of the state and the country as well.

Apart from paddy other crops like bajra, maize, black gram, green gram, oil seeds, coconut, sugarcane, tobacco, chillies, cashew, mango etc., which are mostly grown in these regions would be totally lost. The total income from these crops that run into crores of rupees and the crores of people that will be affected directly or indirectly will outnumber the investments and employment that the so called development projects would bring. The question repeatedly heard is whether the goal of the project is purely private good to



benefit few people or if there is really a component of public good that can provide sustainable livelihood to crores of people and guarantee food security and protect the environment and effectively serve social objectives.

An understanding of the pros and cons of the coastal corridor project will bring issues more into perspective.

Pros -

- If the costal corridor was to continue as planned it would bring in thousands of crores of investments
- It involves laying of 6 lane connecting link road parallel to NH-5
- Good number of Industries would come up in the region
- PIPIR alone would bring about 3.43 lakh crores of investment
- About 12 lakh new employment would be generated
- HPCL & ONGC will invest about 73,000 crores for Petroleum exploration and processing

Cons -

- It would displace about 2.3 crores of people that would in turn deprive them of their lands, dwellings, livelihoods, and culture
- SEZ's & Costal Corridor projects will greatly effect agriculture & marine production. About 1.5 lakh acres would be given for various SEZs
- Food security can become a major issue not just for the region but for the entire country
- Lakhs of hectares of forest land will be lost and the entire region will be polluted
- About 500 fishermen villages and several habitations will be lost with this project
- About 80 lakh fishermen living along the costal stretch would lose their source of livelihoods.
- The proposed industries particularly the petro-chemical and pharmaceutical industries will add to the pollution and greatly effect the environment of the entire region

Apart from the coastal corridor Andhra Pradesh government has already sanctioned projects that can have a disastrous effect along the costal stretch of the state. Sanctions were given for setting up of several SEZ's, petroleum, chemical and petro- chemical industries in the region. The Visakhapatnam- Kakinada Petroleum Chemical & Petro-chemical Investment Region (VKPCPIR) Special Development Authority has been given an area of 603.58 sq km stretching from Visakhapatnam to Kakinada engulfing 110 villages in 12 coastal mandals of Visakhapatnam and

East Godavari districts. Mittal Energy Investments, Total SA of France, Oil Reefing & Marketing major HPCL have already commenced operations in the PCPIR complex. Acquisition of more lands by the government along the coast is in the pipeline for the so called Industrial Parks, Theme Parks, Mega Chemical Complexes and Pharma Parks etc.

The Government which in fact is shouldered with the responsibility to promote health and environment is on the contrary destroying the same. Projects like Coastal Corridor if implemented can cause irreparable damage/loss to agriculture, fishing, and other major sources of livelihoods. Further, by not taking the local government bodies like the Gram Panchayats, the Municipalities and Nagarpalikas into confidence when formulating such projects, the government is grossly violating the 73rd and 74th amendments of the constitution. Above all the government seems to have given a deaf ear to the voice of the primary stakeholders - the people themselves.

The industries that are currently operating along the coast have already shown their ugly side by dumping pollutants into the waters and contaminating and reducing the seafood output in the region. More industries in the name of Coastal Corridor or something else will only add to the woes of the poor. The entire ecology of the region can be potentially at risk. Already, industrial waste that enters the Bay of Bengal from the Shimhadri NTPC in Paravada resulted in the death of Olive Ridley tortoises which are on the verge of extinction. Likewise dead fish being washed to the shore due to excessive pollution is becoming a common sight.

Given this scenario it is not difficult to imagine the damage can be brought about by establishing hundreds of industries along the coast. Even by wishful thinking if we imagine for a minute that all environmental laws will be implemented with integrity, still the livelihoods of thousands of people and their traditional rights to natural resources will face severe threat; the greenery and natural landscapes will disappear only to give room for lifeless concrete jungles. The sounds of birds chirping will be replaced with rumbling sounds of machinery and vehicles. Cool breeze will become a rarity. The sunrise and sunset will be masked with dust, smoke and smog.

Public voice prevailed this time! The G.O. is scrapped for now. But does this mean it also brought a change in the way the government thinks, perceives and understands and can we safely assume that good sense will prevail on the government going forward. May be not! This might just be a lull before the storm! This might be the election quiet!

The governments should stop the mad frenzy in the name of development and economic growth and keep in view public good. 'Development for whom?' still remains a moot question! When this question is answered in true spirit with integrity, transparency and accountability and when the answer to the question voices the concerns/demands of the poor and marginalized across, that development can become truly inclusive. ■ - V Rammohan

National Textile Policy 2000

Textile Industry in India plays a key role in providing large scale employment to the people at various levels. The industry is self-reliant starting from production of raw materials to the delivery of finished products with substantial value-addition at each stage of processing. Acknowledging the importance and potential of this sector for creation of employment opportunities and its contribution to the economy in general, the Indian government has formulated a National Textile Policy in the year 2000 to boost this sector and facilitate its transformation into a strong and vibrant industry.

The Textile Policy has been formulated with a clear vision of developing a vibrant textile industry in the country that can produce good quality cloth at acceptable prices to meet the growing needs of the people, contribute to the provision of sustainable employment and the economic growth of the nation and compete with confidence for an increasing share of the global market.

The objectives of the Policy includes – facilitate the textile industry to attain and sustain a global reputation in the manufacture and export of clothing, equip the industry to withstand pressures and maintain a dominant presence in the domestic market, to liberalize controls and regulations so that the textile industry can perform in a competitive environment and to sustain and strengthen traditional knowledge, skills and capabilities of our weavers and crafts people. The Policy identified technology upgradation, enhancement of productivity, quality consciousness, product diversification, maximizing employment opportunities and integrated human resource development as its thrust areas.

The Policy also stated some specific initiatives like -

Improving availability, productivity and quality of raw materials at reasonable prices for the industry; Making available different varieties of textile fibers/yarns of international quality at reasonable prices; Improving production, productivity and quality, and Stabilizing the prices of cotton. To take these initiatives forward a technology mission on cotton will be set up.

The focus of the Textile Policy will be on achieving international standards in all varieties of silk through improving research and development and the effective transfer of technology at all stages, considerably improving the production of non-mulberry varieties of silk, augmenting efforts for the spread of bivoltine sericulture, encouraging clustering of activities of reeling and weaving and strengthen linkages between the producers and industry etc.

To augment the availability of quality wool, the Policy suggested certain measures such as taking up collaborative research projects with the leading wool producing countries in the world, encouraging private breeding farms to increase productivity, promoting private sector linkages for marketing of wool, establishing pre loom and post loom processing facilities etc.

Realizing the problems of the jute economy and the need to make it more competitive, the Policy suggested to launch a Technology Mission on Jute to develop high yielding seeds,

to improve productivity and acceptability in markets, to improve retting practices to get better quality fiber, to transfer cost effective technologies to the farmers, to create strong market linkages and to expand the scope for marketing of diversified jute products within the country and abroad.

Recognizing the weaving sector as critical to the survival of the Indian textile industry the Policy opined that it should be rapidly modernized. Clustering of production facilities in the decentralized sector will be encouraged to achieve optimum size and adopt appropriate technology. It also stated that efforts will be made to restore the organized mill industry to its pre-eminence to meet international demand for high value, large volume products.

As the growth of the power loom industry has been stunted by technological obsolescence, fragmented structure, low productivity and low end quality products, the focus of the Policy was put on technology upgradation, modernization of power loom service centers and testing facilities, clustering of facilities and welfare schemes for ensuring a healthy and safe working environment for the power loom workers.

The targets and outputs that the policy set to achieve by 2010 includes – implementing the technology upgradation fund scheme covering all manufacturing segments of the industry; increasing cotton productivity by at least 50% and upgrade its quality to international standards, effective implementation of the technology mission on cotton; launching the technology mission on jute to increase productivity and diversify the use of this eco-friendly fiber; assisting the private sector to set up specialized financial arrangements to fund the diverse needs of the textile industry; setting up a venture capital fund for tapping knowledge based entrepreneurs of the industry; encouraging private sector to set up textile complexes and textile processing units in different parts of the country; de-reserving the garment industry from the small scale industry sector; strengthening and encouraging the handloom industry to produce value added items and assist the industry to forge joint ventures to secure global markets etc.

National Textile Policy, 2000 has set its focus mainly on increasing textile exports and increasing the country's share in the world textile market. But it has not set due focus on the handloom sector. In fact some of the measures suggested by this policy would impact handloom sector negatively. If the policy is reviewed by keeping the suggestions of handloom sector experts in view, it will benefit the crores of people engaged in handloom sector. ■

Engaging Volunteers Outside Organization's Boundaries

Volunteers are critical for the success of community development projects. This is more so for the livelihoods improvement projects, where the volunteers bring with them the much needed community perspectives, are ready to experiment and discuss the results of the experiment, are willing to gather, understand and simplify the technical issues, dialogue between various partners to the development, etc.

Given the importance of the role that the volunteers play in the success of a livelihoods intervention, it is important to understand the issues involved in the management of volunteers. **One such issue is managing the volunteers who are mostly outside the boundaries of organization.**

Understanding the place of volunteers with respect to the organization is critical in the management of volunteers. Some volunteers take formal positions in the organizations for the duration of their association with the organization while, some may be at the interface level between the organization and the community. However, most of the volunteers instead of taking up formal positions prefer to stay outside the formal organization. For instance, they would come to assist the old, teach the children or help in maintenance of the accounts.

This inside-outside dimension of the volunteers gets further accentuated by the differences in the interaction of paid members of organization with the volunteers.

The educated volunteers from outside the region and experts from within the region would interact mostly with the program coordinator. The educated volunteers from within the region mostly interact with the community coordinator. The community level volunteers – often called activists, who are considered a formal part of the processes in the organization, interact with the community organizer. (The designations 'program coordinator', 'community coordinator' and 'community organizer' only indicative of the levels in the organization and do not mean anything more.) All these three receive regular communication from the organization about the mission, goals, processes and activities of the organization. Hence, though some of these volunteers are out of the organization, they are insiders to the communication.

On the other hand, there are several community level volunteers who interact only with the activists. These come in a variety of forms – like local teachers, youth, active SHG members, members close to the Sarpanch, spouses of the activists, spouses of the leaders of community institutions, etc. The direct interactions of these volunteers with community organizer or community coordinator is seldom encouraged. They are sidelined when program coordinator is on supervision visits. Since they deal mainly with the activists, who themselves are outsiders to the organization, these other volunteers do not receive regular communication from the organization. In this sense, these are outsiders to the organization.

These volunteers who are outside the boundaries of organization are the critical link between community and the activist (who can be considered as an insider to the organization). They not only aid in community mobilization, but also in spreading the messages being broadcast during the information and education campaigns. They contribute to building community expectations from the organization, and to clarify the activities of the organization. Thus, they provide the much needed support to the organization in achieving impact.

Being outside the communications of the organization, these outside volunteers may not have a good understanding and appreciation of the strategic logic of the organization (strategic logic represents an organization's operative theory of the process of obtaining one's strategic goals). In the absence of this appreciation, the communication to the community (from the organization and the outside volunteers) may lack in strategic coherence. Lack of strategic coherence can result in the community pulling in various directions and having diverse expectations from the organization. This increases the confusion among the workers at the grassroots level. This also results in a dilemma among the staff at the grassroots as to whose side they need to take – that of the organization or the community. The diversity in expectations and the uncertainty associated with this also reduces the motivation of the outside volunteers. The vitiated organizational atmosphere could lower the morale of the volunteers inside the organization, as they do not want to be involved in any unnecessary conflicts/ issues.

Therefore, a development manager needs to communicate strategic logic with the volunteers outside the organization to achieve strategic coherence. As the routines, schemes and business plans may not communicate the strategic logic clearly and completely, this communication is most effectively done in the form of stories, anecdotes, organizational histories and illustrations regularly sent out by the organization. The heads of the organization/ project should take time out to reinforce this communication, as the strategic logic arises from the insight of leaders who immerse themselves in their industry and its potential and who translate their insight for their organizations. Further, to be effective, strategic logic cannot remain only in the head of the leader. It must percolate to all the organization members including volunteers.

An organization becomes highly effective if the activities of all the individuals including volunteers, and stakeholders including community are shaped and directed by the strategic logic underlying the efforts to pursue its strategic goals. The ability of an organization to replicate its logic throughout its functional and hierarchical levels is a key issue. Once a strategic logic comes into consistent use across the organization, it achieves strategic coherence to realise its vision/mission. ■

Heyday For Beauticians!

Shining Livelihoods



Doomsday For Cotton Carders!

Declining Livelihoods



The 'Glacier Man'

For an outsider, Ladakh is a beautiful place with nature at its best. But for the people who live in Ladakh, it is a cold desert making their survival a tough battle. For the Ladakhi farmers it is tougher as the fate of their crops entirely rests on the whims and fancies of the nature. And for 73 year old Chewang Norphel, Ladakh gave the right mix to make glaciers! Chewang Norphel popularly known as the 'Glacier man' managed to generate water and greenery in this barren landscape by creating artificial glaciers.



Ladakh region gets just about 7 cm of rain every year and water shortage is acute between March and June. This is the time when Ladakhi farmer's sow wheat, barley and peas. They have to wait for glaciers to melt, which happens only after July. Any delay in receiving water would cause huge crop loss to these farmers. Norphel saw the problem and also a solution here.

Chewang Norphel was born into a farmer's family of a tiny village called Skarra, which is on the outskirts of Leh. Norphel's family like other farmers in the area depended entirely on the melting snow from natural glaciers to irrigate their fields. After completing his education, Norphel joined as a civil engineer in the Jammu and Kashmir state Rural Development Department. His job was to make zings (small tanks fed by run-off from melting glaciers). As a part of his job, he used to visit many villages in that area. Whenever he visited a village he heard nothing but the desperate pleas by the farmers for water. So much moved by these pleas, he decided to do something for the benefit of these poor farmers.

One day he noticed a helper in his backyard leaving the tap open to prevent water from freezing in pipes. Seconds after flowing from the tap, water froze in the connected drain; and frozen water kept getting pushed away with more water flowing into the drain. This phenomenon sparked in Norphel the idea of creating artificial glaciers.

As always the challenge that any new idea would face, when Norphel first presented his idea, no one believed him. Officials were doubtful and villagers were not ready to accept the concept. He held meetings with village elders to explain the benefits of artificial glaciers. Gradually, his enthusiasm caught on and villagers agreed to get involved in the building of artificial glaciers.

Norphel's first project was taken up in 1987 in Phugtse, at a height of about 14,760 ft. Using some local skills, he built the artificial glacier from stone embankments and a few hundred meters of iron pipe. First, water from an existing stream was diverted through iron pipes to a shady area of the valley. From there, the water was made to flow out onto a sloping

hill at regular intervals along the mountain slope. Small stone embankments impede the flow of water, creating shallow pools. During the winter, as temperatures drop steadily, the water in these small pools freezes. Once this cycle has been repeated over many weeks, a thick sheet of ice forms, resembling a long, thin glacier.

Norphel's average glacier is 600 ft long and 150 ft deep and can collect 6 million gallons of water, enough to sustain four villages.

Though half of it is lost to seepage and evaporation, it sustains four villages and 1,500 farmers. It also recharges local springs and replenishes ground water. The largest artificial glacier so far is the first one in Phugtse, which is 2 km long.

There are several advantages of an artificial glacier over a natural one. To start with, it is closer to the village and at a comparatively lower altitude. Natural glaciers, on the other hand, are located way up in the mountains and they melt slowly in summer, releasing water to the villages quite late. Early water release from an artificial glacier enables the farmers to get water a whole month before the snow starts melting on the mountaintops.

So far, 10 glaciers have been built in Ladakh under Norphel's supervision. As more and more glaciers are being constructed all over Ladakh, more and more barren land is coming under cultivation, providing better opportunities to poor and marginalized communities in the region. Norphel hopes that solving Ladakh's water problems will help slow down the migration of the younger generation to the plains.

A year after Norphel retired from government service, in 1996, he joined as project manager for watershed development for the Leh Nutrition Project, a local civil society organization. Now he is working as chief project officer of this organization.

For his efforts, Norphel has been awarded the Far Eastern Economic Review's 1999 Gold Asian Innovation Award.

At a ripe age of 73, Norphel is also trying to address other concerns of Ladakhi people. His organization is building greenhouses and lambing sheds in areas like Changthang where it is impossible to plant crops because of the severe cold. Water reservoirs with lock systems and water releasing valves are being built in villages to ease the farmers' burden. For the past couple of years, Norphel is promoting the concept of workshops for training teachers and anganwadi workers. "A glacier can irrigate fields, but you need to irrigate young minds, too, and that's why you can't ignore basic hygiene and education" is what Norphel believes. Let us hope this glacier man continues to irrigate many more minds and fields. ■

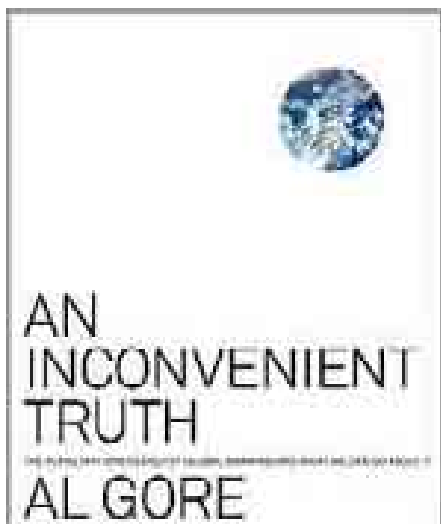
Books

Book Summary

Name: **An Inconvenient Truth**

Author: **Al Gore**

Publisher: **Rodale Books**



In “An Inconvenient Truth”, Al Gore characterizes modern humanity as a “force of nature.” The collective power of our routine human activity now has to be considered right along with volcanoes, plate tectonics, and nuclear war in shaping the future of the world.

The collective behavior of the world (predominantly the US) has and is altering the course of earth’s history by the consumption of fossil fuels, and the liberation of green house gases (CO₂, CH₄). Gore has devoted years to the study of the environment and global warming. To exhibit his study he created a slide show which he has presented all over the world over 1000 times. The slide show is concerned with the two “commons” on Earth: its oceans and atmosphere, primarily focusing on the atmosphere. The book as well as the movie is based on this slide show and takes much of its imagery from the slide show.

The book’s presentation is excellent, comprehensive, compelling ... and unsettling. It is image oriented almost like a picture book. Unlike the movie, there is also some biographical information on Gore and his family that adds a personal face to it all.

Beginning with stunning pictures of the

earth from space, the book is fully-illustrated with remarkable before-and-after views of the havoc global temperature rise is already wreaking: Japan’s Mt. Kilimanjaro seen thirty-five years go followed by the same view today. There is hardly any snow left. Lake Chad in Africa, then the sixth-largest lake on Earth, the size of Lake Erie, now forty years later not much more than a spot of mud. A half dozen pieces of Antarctica the size of Rhode Island or larger have melted in the last ten years. There are many more disturbing examples. As worldwide ice melts, the seas rise, and if the Arctic ice (which is a floating plate of ice on average merely ten feet thick) or Greenland goes, a hundred million people around the world will be experiencing a significant and damaging rise in sea level.

Gore provides graphs showing undeniably clear trends toward calamity: graphs matching CO₂ with temperature rise, of population growth, of carbon emissions per person, and others. Using sophisticated geologic surveying techniques some patterns have been traced back centuries. The correlations are unmistakable. Interspersed with these effective pictures and graphs is a calm, telling narrative about big trouble.

These are just some of the concerns explored in Gore’s book. He takes pains to demonstrate that there is no serious disagreement what-so-ever among the world’s scientists about the fundamentals of the phenomenon of human-caused global warming, and its dangerous consequences. This is in stark contrast to the disinformation that has been provided by the popular press from vested interests such as oil and coal conglomerates asserting the variability of “natural causes.”

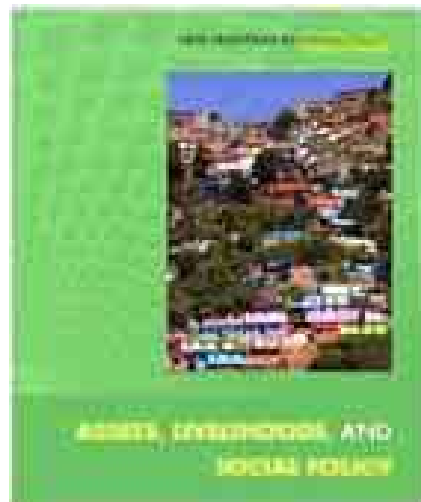
Gore ends the work on a generally hopeful note. Humanity has recognized and by regulation considerably abated the crisis of ozone depletion, another crisis of our own making. He indicates many ways in which people can alter their behavior to restrain the CO₂ that is being unleashed, and directs the reader to many resources and agencies engaged in the issue. He believes we have the time and talent to correct our ways but must act now. ■

New Books

Name: **Assets, Livelihoods, and Social Policy**

Author: **Caroline Moser and Anis A. Dani**

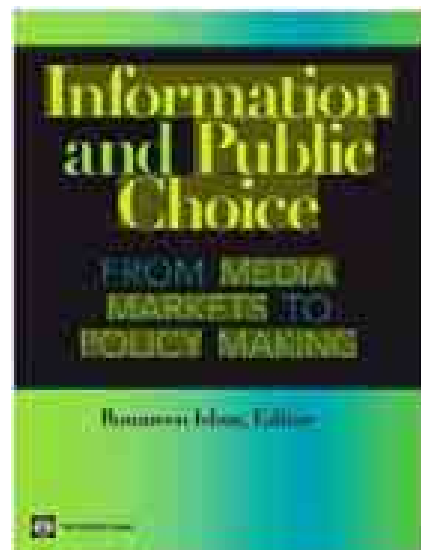
Publisher: **World Bank**



Name: **Information and Public Choice: From Media Markets to Policymaking**

Author: **Roumeen Islam**

Publisher: **World Bank**



NBCFDC

The Backward Classes are those castes/communities that are notified as socially and educationally Backward Classes by the State Governments or those that may be notified as such by the Central Government from time to time.

The affairs of Backward Classes are looked after by the Ministry of Social Justice and Empowerment. The Backward Classes Division in the Ministry looks after the policy, planning and implementation of programmes relating to social and economic empowerment of OBCs. It also looks after matters relating to two institutions set up for the welfare of OBCs:

- ♦ National Backward Classes Finance and Development Corporation (NBCFDC) and
- ♦ National Commission for Backward Classes (NCBC)

The NBCFDC was set up in 1992 as a not-for-profit company. The main objective is to promote economic and developmental activities for the benefit of Backward Classes and to assist the poorer sections of these classes in skill development and self employment ventures. All members of backward classes living below poverty line and those living above the poverty line but below double the poverty line are eligible to get loans from the NBCFDC through the State Channelizing Agencies (SCAs).

Activities that can be financed include –

- ♦ Agriculture and allied activities like agriculture production, irrigation, purchase of agriculture machinery, animal breeding, poultry farming, horticulture, bee keeping, agriculture marketing through cooperative societies/association of farmers belonging to OBCs, setting up grading and packing houses, purchase of transport vehicles for marketing of agriculture produce etc.
- ♦ Artisan & Traditional Occupation like barbers, washermen, tailors, weavers, carpenters, potters, blacksmiths, masons and manufacturing of handicraft items including brass ware, gardeners in urban area etc.
- ♦ Technical Trades like electrician, plumber, sheet metal, TV/radio repair, motor mechanic, tyre puncture repair, refrigeration mechanic etc.
- ♦ Small Businesses including tea shop, general provisions store, books and stationery shop, newspaper and magazine shop, vendors, photocopier service, typewriting and word processing service etc.
- ♦ Transport including plying of bullock and other animal driven carts, cycle-rickshaw, auto rickshaw, taxi, tempo, truck for hire etc. including cycle hiring service.

Beneficiaries may choose any occupation of their choice under these activities. All the eligible beneficiaries can apply on a prescribed form to the District Collector/District Officer of SCA. The types of loans sanctioned include –

General Loan Schemes –

- ♦ Under Term Loan scheme the beneficiary gets 85% of

the project cost as loan subject to a maximum of Rs.500,000 at 6% interest rate. The share of NBCFDC is 85%, SCA is 10% and that of the beneficiary is 5%

- ♦ New Swarnima scheme is for woman and she is not required to invest any amount of her own in the project. She can get a maximum loan of Rs.50,000 at 4% interest rate with a repayment period of 10 years
- ♦ Swayam Saksham scheme provides loans to youth for self-employment. The maximum loan is Rs.500,000 at 5% interest rate. The repayment period is 3 years
- ♦ Loans from Rs.75,000 up to a maximum of Rs.300,000 at 4% interest rate are given under Education Loan scheme, for students to pursue general/professional/technical training at graduate and higher levels
- ♦ Under Margin Money Loan scheme, loans are given upto 40% of the cost subject to maximum of Rs 2,00,000/- per beneficiary under various sectors viz. Agriculture & Allied, Small Business/ Artisan & Traditional Occupation, Service and Transport

Micro Finance Schemes –

- ♦ To improve credit facilities for the BCs particularly women, NBCFDC adopted Micro Credit Financing through SCAs and accredited NGOs either directly or through SHGs. Under this each beneficiary can get a maximum loan of Rs.25,000. The SCAs charge an interest of 5% from the NGOs/SHGs and is repayable in 3 years
- ♦ To provide micro finance to women entrepreneurs of the target group in both rural and urban areas, Mahila Samridhi Yojana gives up to a maximum of Rs.25,000 to each woman beneficiary at 4% interest rate, repayable in 3 years. The woman get the loan either directly or through SHGs

Training Grant Scheme –

- ♦ NBCFDC provides financial assistance to the members of the target groups belonging to Backward Class for up-gradation of their technical skill. The assistance is provided through SCAs or Technical Institutes for conducting training programmes for which 90% of the training expenses are borne by NBCFDC and balance 10 % is to be contributed by SCAs.

For more information one can write to nbcfdc@del3.vsnl.net.in and/or visit <http://www.nbcfdc.org>

In 1993 under the directive of the Supreme Court of India, the National Commission for Backward Classes was set up as a permanent body for entertaining, examining and recommending upon requests for inclusion and complaints of over-inclusion and under-inclusion in the central lists of Other Backward Classes (OBCs) of citizens for the purpose of making reservation in civil posts and services under Government of India. ■

Parroting

We see things happening, we hear people, we read books and we get influenced by all kinds of media. But if we do not progress beyond seeing, hearing, reading and the like we will only end up parroting words. The data/information we receive need to undergo a fair rational synthesis. A blend of our learnings, knowledge, wisdom and intuition with the essence of the information obtained externally will produce at least close to workable results. If only the parrots have thought beyond parroting!

One day Narada, the divine sage, was on his way to Satyaloka (Brahma's abode). He was crossing Dandakaranya (a huge forest in central India) and stopped a while to watch the beauty of the forests lashed by golden rays of rising sun.

The forest was so beautiful with sky touching green trees and wandering deers. Running rabbits made a feast to his eyes. Wondered by the beauty of the nature, Narada spent quite a long time in the forest. While moving around the forest, at one place, he saw thousands and thousands of parrots singing and dancing. They were flying from one tree to another and looked very happily.

Narada went to them and asked the reason for their happiness. One elder parrot came forward and replied "Mr. Narada, we are not happy. Actually we are afraid. We are enjoying like this to forget our fear". Surprised by this answer Narada asked why they were so afraid. The elder parrot replied "Very frequently one

hunter is coming to this forest. He throws some grains on the ground. Our parrots very foolishly go there to eat the grains. The hunter throws his net and catches the parrots. He caught some hundreds of parrots so far. We are unable to protect our flock. We are afraid if this continues our flock may disappear in no time".

Narada felt very sad at the plight of the poor parrots. He firmly decided to do something to protect the parrots from the hunter. He thought intensely for a while to decide on what to do for these parrots. He thought of conducting a training program to all the parrots on how they can protect themselves from the hunter. But it seemed an impossible task for him to conduct training to all these hundreds and thousands of parrots. So with the help of the elder parrot among the flock, he selected some bright and wise parrots

who appeared to articulate issues well.

Narada sat comfortably under a shady tree and started a "Training of Trainers" (TOT) program to the selected parrots. He taught them how they should train the other parrots. He taught them a mantra which can help them in protecting themselves. His Mantra read "The hunter will come. First he will sprinkle grains on the ground. Then he will throw his net and catch us. So don't go for the grains and fall in the net". He made the parrots memorize this mantra. After each and every parrot in the group learnt this mantra and memorized



it, Narada also made them prepare a plan to give training and transfer this knowledge to other parrots. All the details as to where the training would be conducted and for how many days and in how many batches and the number of parrots per batch etc were worked out. Thus the trainer parrots finalized the plans. Satisfied with this effort, Narada went back to Satyaloka.

Few months later, Narada was journeying through Dandakaranya. He suddenly remembered the parrots and got curious about their plight. He desired to have a look at the parrots. So he started descending down to earth. When he was half way through, to earth he heard lot of noise. As he moved closer to the noise Narada heard parrots enchanting the mantra rhythmically. Narada could hear them repeating "The hunter will come. First he will sprinkle grains on the ground. Then he will throw his net and catch us. So don't go for the grains and fall in the net. Narada felt very excited by listening to this. He became very eager to see the parrots and walked swiftly towards them. After reaching the place and seeing the parrots Narada was shocked!

All the parrots there were caught in the net. But they were still enchanting the mantra with a loud voice! ■

Household Monthly Per Capita Consumer Expenditure

Per 1000 distribution of households by household monthly per-capita consumer expenditure class for each social group

all-India

Monthly per capita consumption expenditure class (Rs)	Rural				Monthly per capita consumption expenditure class (Rs)	Urban			
	ST	SC	OBC	Others		ST	SC	OBC	Others
less than 235	91	35	20	12	less than 335	81	70	34	16
235 - 270	62	43	24	16	335 - 395	54	58	42	15
270 - 320	113	94	70	37	395 - 485	84	120	88	46
320 - 365	117	115	89	60	485 - 580	122	131	116	63
365 - 410	108	113	95	71	580 - 675	84	131	120	69
410 - 455	92	108	95	73	675 - 790	75	110	107	78
455 - 510	94	112	113	92	790 - 930	85	109	109	90
510 - 580	93	114	121	122	930 - 1100	113	78	98	102
580 - 690	97	107	135	142	1100 - 1380	135	82	104	127
690 - 890	82	93	122	153	1380 - 1880	92	70	96	157
890 -1155	30	37	63	108	1880 - 2540	43	28	49	112
1155 & above	19	27	53	115	2540 & above	33	14	34	126

Source: 61st round of National Sample Survey Organization

In rural India, the proportion of households in each of the five lower MPCE (Monthly Per-capita Consumption Expenditure) classes (less than Rs.410) is higher among the STs (49%), SCs (40%) and OBCs (30%) than among the Others (20%). The proportion of households in the highest MPCE class (Rs.1155 & above) is higher among Others (12%) than among the OBCs (5%), SCs (3%) and STs (2%).

In urban India too, the proportion of households in each of the five lower MPCE (less than Rs.675) is higher among SCs, STs and OBCs at 51%, 43% and 40% respectively whereas among the Others it is only 21%. The proportion of urban households spending Rs.2540 or more per month is higher among Others at 13% when compared to OBCs and STs at 3% each and SCs at 1%.

Out of Poverty

Determination & Planning Helps!

Prasad lives in Srinagar village. The village comes under Chandrasekharnagar panchayat in Monapadu mandal in Kurnool district of Andhra Pradesh.

Prasad migrated to Kurnool from Krishna district (also in Andhra Pradesh) 40 years ago. Today his family comprises his wife, son and daughter-in-law. In a tragic accident Prasad lost his eldest son at the age of 21.

Rajolibanda Diversion Scheme (canal) is the major irrigation source for Srinagar village. Prasad was a small farmer. He had 3 acres of land irrigated under the canal and was growing cotton. He was able to produce decent yields for about 20 to 25 years.

In 2000 due to the water conflicts between the states of Andhra Pradesh and Karnataka, Srinagar village saw water disappearing in the canal. This badly affected the agriculture in the village that was hitherto irrigated by the

canal water. To find alternative survival means people started to migrate out of the village. Prasad and his family however decided to stay put in the village.

Prasad bought one buffalo and used his savings to take care of it including buying feed and veterinary expenses etc. He sold the milk to a nearby milk collection center. After making some savings from the milk sale Prasad opened his own milk collection center in the village. Other people in the village with buffaloes started pouring milk to his collection center. This gave good boost to Prasad's business and also helped people save time and money from travel.

Prasad gradually improved his milk business and today owns 10 buffaloes that give about 15 liters of milk per day. With his savings, Prasad recently constructed a house. Prasad's determination and planning helped him wade through the crisis! ■

Broken Lives

Hasty Decisions Hurt!

Aavula Venkateswarulu is the eldest son in the family of three children. He has one younger sister and one younger brother. The family was living in Konapur village in Banshoda mandal of Nizamabad district.

Venkateswarulu's father was a village servant and his mother was engaged as wage labourer. However all the earnings of the family together could not make both ends meet for them. At this juncture Venkateswarulu decided to switch from education to earning money. He quit school after 8th class and started to work as wage labourer. In spite of having additional earning the family was still struggling to meet the expenditure.

Venkateswarulu now decided to move to Hyderabad and try his options to earn money. He joined a small papad selling shop in Hyderabad. He was paid only Rs.1000 per month. After working there for 3 years, Venkateswarulu moved on to work in an ice cream company. Even with small earnings, he was able to send some money home to his parents. Later Venkateswarulu decided to start his own business and made several attempts to secure a loan of Rs.100,000. After several futile attempts finally he

could get the loan from a finance company at a very high interest rate. The agreement was to repay the loan in 3 years.

With the loan, Venkateswarulu purchased a taxi. However he could not make the expected earnings. He had to pay Rs.8000 per month to the finance company and all his earnings were going towards this payment. During this time he also got married. His expenditure doubled between sending money to parents and taking care of his own family.

Venkateswarulu made a distress sale of his car for Rs.15000 and purchased a second hand autorickshaw. He had to spend lot of money on the auto repairs. This put him into more troubles. Now Venkateswarulu has two sons to take care of. His family expenditure increased many fold and he was not able to meet them. In a tragic event his eldest son died in a road accident. The family went into a shock and depression.

Venkateswarulu decided to go back to his village and eke out a living there. Absence of informed decisions and lack of proper planning put Venkateswarulu in jeopardy! ■

'Yoga'kshemam

As United States of America elects Sri Barack Hussein Obama as its 44th President, they made history of choosing, for the first time, a black President. The verdict has been, without any doubt, for change – change, we can. He inherits the worst financial crisis, may be in the last six decades, as the first priority to focus energies.

Obama, in his acceptance speech in a foot ball stadium in Chicago on the night of 4 November 2008, has been candid –

".... The road ahead will be long. Our climb will be steep. We may not get there in one year or even one term, I promise you - we as a people will get there. There will be setbacks and false starts. I will always be honest with you about the challenges we face. I will listen to you, especially when we disagree.

Let us remember that if this financial crisis taught us anything, it's that we cannot have a thriving Wall Street while Main Street suffers - in this country, we rise or fall as one nation; as one people.

*This is our moment. This is our time: to put our people back to work and open doors of opportunity for our kids; to restore prosperity and promote the cause of peace; ... to reaffirm that fundamental truth - that out of many, we are one; that while we breathe, we hope; and where we are met with cynicism and doubt and those who tell us that we can't, we will respond with that timeless creed that sums up the spirit of a people: **Yes We Can.**"*

Capacities of the Civil Society in Cold Deserts of Western Himalayan Region in India have occupied most of the days of the month. The engagement has been towards developing plans for enhancing their capacities around their vision of enhanced food-security driven barley-based self-reliant livelihoods.

Some of my time also has gone into getting the replacement for our 8-year old Maruti 800 DX, as the children have outgrown the car.

What a fall – from Himalayan heights to crowded Hyderabad! Fortunately, we have partnering souls in yogic pursuit right

here to prevent the fall, at least emotionally, intellectually, energy-wise and importantly spiritually. The realization that we have no purpose that is more important or more significant, and therefore the universe would inspire us to set its priorities as our priorities in its own way! The sub-zero reflection on the course forward for me has given way for taking the next concrete steps in realizing the course.

When the people with less material comforts and possessions can be in a yogic pursuit, people with more material comforts and possessions, how can they escape this pursuit? When Guruji, Ravindra Sarma, Kalashramam, talks – "...people with 'struggles' in earlier times have 'huge' time for functions, events of life etc., why have we suffering from 'lack of time'? Did we become slaves of the new culture of technology and machinery? ..." In some sense, Guruji has been endorsing – not just the Jharkhandis, Ladakhis, or the tribals, traditional communities have been in the pursuit of maximizing leisure. In that sense, we have lost our way, on our way!

Can we get back? **Yes, if we pursue Atma Yoga.** This need gets compounded when one is a development worker, in the business of developing people, including self, and going forward rather than get stuck with anything.

G Muralidhar

This 'atma' yoga calls for one seeking yoga in thoughts, words, actions, insights, devotion and of course yoga in the spirit of being in all dimensions that are of consequence. It helps to have spiritual partners to enhance this practice. Going alone can be extremely tough but possible. The yoga or the spiritual partnership can make the soul factually realize that its original nature is 'satchidaananda' - 'sat' or eternal, 'chit' or full of knowledge, and 'aananda' or perpetually blissful. In the 'ras lila' of the souls - the absolute love, total and integral in all parts of being, flows between the souls to orchestrate this realization.

Krishna advises both conceptual clarity and rigorous practice are integral to atma yoga. The first one helps an individual soul in identifying a desirable cause and a suitable way forward. The second one helps in choosing the path of action. Thus an atma yogi, with intelligence and hard work, graduates as a participant leader amongst the practitioners, without being recognized as such. But one's role goes beyond to include and influence potential practitioners, supporters, advocates and the unconcerned majority.

Thus, we need to enter atma yoga where we are in union with our co-participants in all dimensions of our being. This is yoga for us.

Join us in the world of yoga – in all dimensions of being – a union of concept, practice and influence.

You will not regret it. ■

Happy Children's Day



How far you go in life depends on your being tender with the young, compassionate with the aged, sympathetic with the striving and tolerant of the weak and strong. Because someday in life you will have been all of these.

- George Washington Carver, worked on alternative crops for the poor to promote food security