

# livelihoods

*today and tomorrow*

October 2009



# Infotainment

Workers, Professionals...10

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**Paradoxical Times! Majority of Indian Districts are in drought and Biggest Floods at the same time! Unprecedented level of Floods meant - Lives lost! Crops lost! Livelihoods lost! Shelters lost!**

When Dr K Balagopal, an alumnus of National Institute of Technology, Warangal, a mathematician and professor, human rights legal activist and advocate, simplicity personified, and modern-day philosopher succumbed to heart attack on 8 October 2009, we know that we take years to get over this loss. Where can the common man go for 'rights'?

World Teachers' Day! Lose yourself in the teacher!

International Day of Decent Work, World Food Day, International Day for Eradication of Poverty – Decent work, Food Security and Freedom from Poverty are rights of the individual. Let us work towards guaranteeing these to all of us.

Information, Communication and Entertainment are the next in hierarchy of needs of the human being when air, water, food, clothes and shelter needs are being met. While the forms and range of ICE has been changing and transforming over the ages, the basic need for ICE remains intact. When the man saw animal, he wanted to tell others. He wanted to laugh and have pleasure. Thus, ICE has been an eternal part of the human being. With changing times, with evolution of changing information collection, processing and dissemination technologies, with memory to printing to digital forms, with drawing and painting to photography to digital and instant photography and video, with imitation to theatre, street plays to films, internet, you tubes, storage media in thousands of GB, super computing, lap tops with less than a kg, post, courier, telephone, mobile, blackberry to hand-held devices and satellite phones, literature, cultural forms, meetings, radio, FM radio, television channels, satellite antennae – the range is mind boggling and surprisingly accessible to large numbers. Yet the digital divide is growing. Most new businesses are around information, communication and entertainment. Most of the highest paid professionals in the world are from this sector. India's growth beyond '90s is in IT sector and mostly attributable to cheaper information processing. Literacy, Education, Health, Livelihoods, Business, Entrepreneurship and Governance are based on the accessibility and assimilation of ICE in the society. Interesting paradox for us in India to be in the forefront of ICE in the world yet have one-third of the poor in the world in the country!

ICE facilitates growth in literature, culture and may be civilization itself. It also manipulates if not reined in. It is a multi-edged knife and one needs tact in using them. All our people, resources, livelihoods, ecology and environment etc., are influenced by ICE. **WE can not escape ICE.** ICE can drown us and alternatively it can save us. In relation to this, the livelihoods in ICE ('info'tainment) are growing at a very fast pace. It is estimated that a quarter of all jobs will be in ICE domains. Incidentally, they offer the hope of poverty-free India/World. It is in this context, the tenth sector, explored by 'livelihoods', is "infotainment".

We remembered Father Bogaert again for his contribution in building thousands of social development workers/professionals in the country. 104 services offered by Health Management and Research Institute include mobile medical unit and telemedicine is growing and is now considered as a regular health service in the villages. Deep Joshi has been an inspiration for all of us who want to see the professionalism in the development sector. Khadi and Village Industries Commission is a reminder to what Gandhi stood for and promotes Khadi and village level small industry products. Just announced Nobel Laureate Elinor Ostrom's 'Crafting Institutions' discusses the principles of self-governance in collectives. When collectives are the way forward for the poor, her principles guide them.

The organizations, the groups, and the individuals are **needed to cope** with the trying and challenging times now and ahead, for better and decent livelihoods, even in the wake of droughts and floods, one after the other; even if they happen to be unprecedented ones. **The campaigns for the same have to gather momentum.** 'livelihoods' is getting immersed in this task. With the faith that you hold us in this effort, I remain.

G. Muralidhar

the 'livelihoods' team

**‘livelihoods’ team**

Editor-in-Chief	G Muralidhar
Principal Editor	T Nirmala
Senior Editor	K Bharathi
Working Editors	B Madhusudhan K Sridevi
Edit Associates	G Bhargava V Muralidhar M Nilendu S Rekha T Venkateswarlu M Vijaybhasker Srinivas

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<b>Infotainment -Livelihoods in &amp; around</b>	
Infotainment is a sector in the upswing supporting a large variety of livelihoods and continuously expanding scope for new livelihoods. India is seen as a huge consumer market for infotainment. But what is hidden and ignored is the country’s vast potential to produce huge skilled human resource market for grabbing the prospects of infotainment. ‘livelihoods’ attempts to understand the sector of infotainment and the livelihoods in and around...	
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*For enquiries contact:*  
**AKSHARA** Network for Development Support Services,  
 HIG II B-25 F-6, APHB Colony,  
 Baghlingampally, Hyderabad - 500044  
 Mobile: 09347802302  
 www.aksharakriti.org  
 akshara@aksharakriti.org

# Response



Improving day by day! Congratulations. We are keeping the prints of 'Livelihoods' in our library as reference material. We expect more inputs about the fishermen livelihood.

Thank you

Deepak O.J.

## Contributions Solicited

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

Email address is [akshara@aksharakriti.org](mailto:akshara@aksharakriti.org) ; please include "livelihoods Contribution" in the subject line .

Mailing address is: HIG-II Block 25 Flat 6, APHB Colony, Baghlingampally, HYDERABAD, India 500 044.

## 7 October - International Day of Decent Work



**India Inks \$ 4.2 Billion Loan Agreements with World Bank:** Loan Agreements for three projects amounting to US\$ 4.2 billion equivalent were signed recently by the representatives of the Government of India, India Infrastructure Finance Company Ltd (IIFCL), Powergrid Corporation of India and the World Bank. The three projects were the Banking Sector Support Loan of US\$ 2 billion equivalent, the India Infrastructure Finance Company Ltd or IIFCL of US\$ 1.195 billion equivalent and the Fifth Power System Development Project of US\$ 1 billion equivalent.

**Bill Gates Foundation Announces \$9.7 Million Aid for Indian Farmers:** The Bill and Melinda Gates Foundation has announced a \$9.7 million grant for poor farmers in India as part of a \$120 million programme for the uplift of agriculture in endemically poor regions of the world. To date, the foundation has committed \$1.4 billion to agricultural development efforts across the globe.

**Informal Jobs Account for 93% of India's Workforce:** A whopping 93% of India's working population is employed in the informal sector that leaves them with no social security and makes them susceptible to wide poverty traps, says a report by the International Labour Organisation (ILO). This is also the largest percentage of working population for

any country in private, unregistered enterprises, said the UN agency, based on 2004 data for India. The report was in collaboration with the World Trade Organisation (WTO).

**Floods in South India:** The floods in Andhra Pradesh and Karnataka states in September – October, 2009, described as the worst in decades,



have resulted in losses of homes, farms and infrastructure worth over 220 billion rupees. The 2009 South India Floods are rated as the worst floods ever in the last 100 years, in the two states. The sudden onset of floods has damaged the houses, agricultural crops, and the community social and physical infrastructure. The poor and the marginalized communities are the worst affected, as their socioeconomic vulnerability was further affected by the floods, making them victims of circumstances. In Andhra Pradesh, the wrath of floods have left 63 dead, 16 lakh people in 87 mandals, from 565 villages in 5 districts were affected.

Whereas in Karnataka, 1467 villages in 6 districts were affected, killing 175 people, and leaving lakhs of people homeless.

**ITC partners Orissa Rural Development and Marketing Society (ORMAS):** In line with its commitment to contribute to sustainable development and inclusive growth, ITC Ltd signed a memorandum of understanding with the Orissa Rural Development and Marketing Society (ORMAS) at an event in Bhubaneswar. As a part of this partnership with ORMAS, ITC will lend its support to facilitate in marketing of raw battis produced by rural women to vendors supplying "Mangaldeep" brands. This will empower rural women with additional source of livelihood. The project is expected to provide employment opportunities to over 3,000 people in Orissa.

**Walmart Donates \$350,000 to Support Disaster Relief Around the World:** The Walmart Foundation announced a donation of \$350,000 in disaster relief for people impacted by recent droughts in Guatemala, flooding in southern India and natural disasters in Southeast Asia. Heavy rains and flooding in southern India have impacted more than 2 million people, resulting in approximately 300 deaths. The Walmart Foundation's \$125,000 donation to CARE will assist in implementing immediate relief activities for approximately 25,000 flood

## Gandhi of Rights, Balagopal is no more!



Kandala Balagopal, who was at the forefront of the human rights movement in Andhra Pradesh for over a quarter of a century, passed away on 8th October, 2009. He is remembered for his role in giving a momentum to civil rights consciousness in the society as well as giving the necessary leadership to the civil rights movement. He was the most visible civil rights activist in the country who took up varied issues like fake "encounters" of Naxals, arrest of innocent villagers in the pretext of enquiry, displacement of farmers due to SEZ and others. He joined hands with many civil rights groups and was responsible in bringing out fact finding reports. Though the civil rights movement was started as a movement questioning violence perpetrated by State, in his ever expanding quest for justice, other dominant, powerful and oppressive institutions like patriarchy, hegemonic religious institutions, authority with in social movements were also questioned.

Though a human rights lawyer by profession his interest, engagement and command in other academic disciplines especially mathematics, literature, economics, philosophy and history has added valuable insights to these fields as found in his publications. He is rated as one among the six modern day philosophers.

He was instrumental in the formation of Indian people's human rights commission which held public hearing on human rights violations across the country. This process played an important role in setting up of National human rights commission. Discourse of rights which is otherwise limited to intellectuals was simplified for the common people by him so that they could participate in the rights discourse and finds it relevant in their lives. He practiced what he preached. His humbleness and simplicity will be remembered as much as his never ending quest for justice.

survivors in the areas of Karnataka and Andhra Pradesh.

**Four Activists Share 2009 Right Livelihood Award:** Four activists were named co-winners of the 2009 Right Livelihood Award, or so-called "Alternative Nobel", for their work in campaigning against nuclear weapons, protecting the rain forests of Congo and raising awareness about climate change. Alyn Ware of New Zealand, Rene Ngongo of the Democratic Republic of Congo (DRC) and David Suzuki of Canada share the award with Australian-born physician Catherine Hamlin who for 50 years has helped treat women in Ethiopia suffering from obstetric fistula.

**Prime Minister Calls for Coordinated Efforts to Boost Food Processing Industry:** Prime Minister Dr Manmohan Singh inaugurated the first conference of state ministers of food processing industries on October 6. Addressing the first conference of state food processing ministers in New Delhi, Dr Manmohan Singh said that the Centre and states could work together in seizing the opportunities in the food processing sector. The prime minister stressed that India ranks first in the world in production of milk, pulses and tea and second in the production of fruits and vegetables. Despite being a major food producer, India's share in world food trade is less than two per cent. Currently, the Indian food processing sector including value added products such as semi-processed and ready-to-eat packaged foods has an annual turnover of \$80 billion. Currently food processing industry employed about 1.6 million workers directly or indirectly and it was projected to grow to 37 million by year 2025.

**Hunger Levels Alarming in S.Asia and Africa-Report:** The world has made little progress in reducing hunger since 1990, a new report said, pointing to 29 countries with alarming levels of malnutrition, mainly in Africa and South Asia. Those countries also are most vulnerable to the impact of historically high food and energy prices, as well as economic recession -- factors that the International Food Policy Research Institute said are not yet captured in the data used to compile its annual hunger index. "After decades of slow progress in combating global hunger,

the number of malnourished people is now rising as a result of recent events," said the report, published by IFPRI, German aid group Welthungerhilfe and Irish aid group Concern Worldwide. "The current situation of food crisis, financial crunch and global recession has further undermined the food security and the livelihoods of the poor," the report said.

**IFAD Provides US \$40.1 Million to Help Indian Farmers in Maharashtra Overcome Agrarian Distress:** More than a million and a half poor rural people in the east of India's State of Maharashtra are set to benefit from a new US\$40.1 million loan and US\$1.0 million grant from IFAD to the Republic of India. The loan and grant agreement for the Convergence of Agricultural Interventions in Maharashtra's Distressed Districts Programme was signed in Rome by Indian Ambassador and IFAD representative recently. Agrarian distress in the project area is due to a complex combination of factors including inefficient water use, depleting soil fertility, dependence on rainfall, mono-cropping, indiscriminate use of fertilizer and hybrid seeds and adverse market conditions. High input costs and uncertain returns have made agriculture a risky and largely unprofitable source of livelihood.

**India Gets UN-Habitat Fund to Improve Urban Cities:** India has bagged the maximum number of grants from the United Nations-Habitat to fund its youth-led development projects in urban cities, the Press Trust of India (PTI) reported. The UN agency that promotes socially and environmentally sustainable cities, has granted funds for 67 projects in 33 countries across the world. The projects will involve themes of poverty alleviation, spreading education, improving environment, health and safety for city dwellers.

**IBN7 Diamond State Award 2009:** The Great Diamond State Award presentation programme was organized by IBN7 recently to present the 'India's Best Big State' and 'India's Best Small State' awards respectively for their overall performance and significant contribution to the development of the states. In all, 13 states received the awards in 11 categories, including Best Infrastructure, Citizen Security,

Education, Employment, Environment, Healthcare, Judicial Governance, Poverty Reduction, Water and Sanitation, Women Empowerment. Himachal Pradesh was awarded an IBN7 in small state category for "Employment and Women Empowerment". Kerala and Goa was awarded best 'Big State' and 'Small State' award while Delhi was given Infra category award. Sikkim received Diamond state award in a small state category for 'Water and Sanitation'.

**Aide et Action Conducted a Survey Across Six States of India to Analyze Teacher's Notion on Quality Education:** As part of influencing state policy towards improving quality of education, Aide et Action, an international NGO, had organized a survey covering more than 1000 primary and upper primary government school teachers from 16 districts across 6 states of India to understand, analyze and disseminate teachers notion on quality education and the challenge that they face. Most of the teachers (33%) feel that Quality Education refers to an education 'which instills basic knowledge in students and ensures that children are able to read, write, learn and speak well.' 15% of teachers feel that Quality Education 'is one which satiates child's curiosity and inquisitiveness' and 7% of teachers opined that the quality of teachers (which is not satisfactory) is a major challenge. 23% of teachers believe that developing relationship with parents and organizing frequent meetings to discuss the performance of children is an answer for the achievement of education goals.

**Land Rights in Forests-Tripura Wants Norms Relaxed:** The central government is considering amending the tribal forest rights act to reduce the period of 75 years for granting title deed to tribals and non-tribals residing in forests, according to a Tripura minister. The Scheduled Tribes and Other Traditional Forest Dwellers (Recognition of forest rights) Act, 2005, that came into force from Dec 31, 2007, said: those tribals primarily residing in forests and who depend on forests and forest land for a livelihood and have been residing in the forest for 75 years are eligible to get the settlement in the forest land. ■

Migration not infrequently gets a bad press. Negative stereotypes portraying migrants as 'stealing our jobs' or 'scrounging off the taxpayer' abound in sections of the media and public opinion, especially in times of recession. For others, the word 'migrant' may evoke images of people at their most vulnerable. This year's Human Development Report, *Overcoming Barriers: Human Mobility and Development*, challenges such stereotypes. It seeks to broaden and rebalance perceptions of migration to reflect a more complex and highly variable reality.

Our world is very unequal. Huge differences in human development across and within countries have been a recurring theme of the Human Development Report (HDR) since it was first published in 1990. For the first time this year's report, explores the topic of migration. This report breaks new ground in applying a human development approach to the study of migration. It discusses who migrants are, where they come from and go to, and why they move. It looks at the multiple impacts of migration for all who are affected by it—not just those who move, but also those who stay.

The report explores how better policies towards human mobility can enhance human development. It lays out the case for Governments to reduce restriction on movement within and across their borders, so as to expand human choices and freedoms. It argues for practical measures that can improve prospects on arrival, which in turn will have large benefits both for destination communities and for places of origin.

The report's findings cast new light on some common misconceptions. For example, migration from developing to developed countries accounts for only a minor fraction of human movement. Migration from one developing economy to another is much more common. Most migrants do not go abroad at all, but instead move within their own country. It is estimated that approximately 740 million people are internal migrants—almost four times as many as those moved internationally. In India, international migration is "dwarfed" by international migration. While immigration and emigration rates are 0.5% and 8% respectively, lifetime internal migration rates are estimated at a little over 4%.

Report says barriers to mobility are especially high for people with low skills, despite the demand for their labour. An estimated 50 million people today are living and workers abroad with irregular status. In many countries, agriculture, construction, manufacturing and service sectors have jobs that are filled by such migrants.

The report says that people displaced by insecurity, conflict and other negative causes face special challenges. Migrants, mainly women face violence and sexual abuse. While migrant workers fill vacant jobs, they also displace local workers and reduce wages. It is also said that migrants are prone to systematic disadvantages, making it difficult or impossible to access local services on equal terms and

these problems are especially severe for temporary and irregular workers.

The report reveals that most migrants, internal and international, reap gains in the form of higher incomes, better access to education and health, and improved prospects for their children. Most importantly, being able to decide where to live is a key element of human freedom, according to the

Report. While not a substitute for broader development efforts, migration can be a vital strategy for households and families seeking to diversify and improve their livelihoods. Migration is at best an avenue that complements broader local and national efforts to reduce poverty and improve human development.

Large gains to human development can be achieved by lowering the barriers to movement and improving the treatment of movers. It says that two most important dimensions of the mobility agenda that offer scope for better policies are admissions and treatment. It also suggests need for policies that address underlying structural problems, such as low pay, inadequate financing and weak institutions. The report writing was in the time of severe economic crisis, and believes that current down turn should be seized as an opportunity to institute a new deal for migrants.

The report puts forth the following proposal to the policy makers that they need to design and implements different migration policies in their respective countries. It highlights six major directions for reform that can magnify their positive effects on human development.

1. Liberalizing and simplifying regular channels that allow people to seek work abroad
2. Ensuring basic right for migrant
3. Reducing transaction cost associated with migration
4. Improving outcomes for migrants and destination
5. Enabling benefits from international mobility and
6. Making mobility an integral part of national development strategies.

The report concludes by saying that equitable treatment of migrants not only accords with basic notions of fairness but can also bring instrumental benefits for destination communities. Mobility has the potential to enhance human development—among movers, stayers and the majority of those in destination societies. ■



## Builder of Institutions ‘Fr. Bogaert’

Father Michael Van den Bogaert was an educator, an activist, a visionary and above all a builder of institutions. He left behind him four institutions and thousands of students who are taking forward his legacy. Though not an Indian he contributed significantly for the development of India by training people who can act as facilitators in the process of rural people becoming effective managers of their own resources.

The founder of Xavier institutes and a dedicated advocate of sustainable development of rural India, Father Michael Van den Bogaert was born on October 16, 1928 in Willebroek, Belgium in a business family. Since childhood he had a strong desire and dream to serve the poor in central India. He has completed M.S. in Industrial Relations from Wisconsin University. In 1947, he entered the Society of Jesus and the following year he left for India.

Many of the Jesuit colleagues of Bogaert preferred to work with and for the elite, working in private colleges and corporate business schools. These institutions have made a significant contribution to India's current economic growth, but Father Bogaert worked for the other half of India, which has so far gained nothing from the success of India's software boom and acquisitive multinational companies.

Father Bogaert chose to work with and for the poorest and most disadvantaged people of India, and in the states where the kind of work he did is most difficult. He started his work among the poor tribals in the states of Bihar, Orissa and Madhya Pradesh, with the later sub-divisions of Chattisgarh and Jharkhand. He offered his services to the poor through Xavier Institute of Social Services, Ranchi for about 23 years. He trained and inspired many tribal people to work for their own people's prosperity. While working with XISS he was recognized as its most dynamic director and contributed a lot to its growth and fame. He has also taken his Ph.D in Anthropology from Ranchi University during this time.

In 1985, on the request of the then Chief Minister of Orissa, J. B. Patnaik, Bogaert went to Bhubaneswar to work in Xavier Institute of Management, Bhubaneswar (XIMB), and while teaching in that institute, he founded Center for Development, Research and Training (CENDRET) with a special focus on rural development.

Father Bogaert, who wanted to extend his service to other parts of country, looked forward to launch another management institute in central India. In 1995, he started Xavier Institute of Development Action and Service– XIDAS in Tilhari, Jabalpur where he worked from 1995 to 2008. He started XIDAS with a mission of training men and women to function as facilitators in the process of rural people becoming effective managers of their own village resources. Xavier Institute believes in building a nation in accordance with the dreams and vision of the Constitution of India, as spelt out clearly in its Preamble – Justice, Equality, Liberty and Fraternity. It believes in a world order that respects every human being and treats him/her with respect and love. It believes in non-violent methods to make its mission a reality and is prepared to collaborate with all people and organizations of similar interests and values.

Xavier Institute is eager to contribute to the building up of a new world order, where everyone has a place and, therefore, it has opted deliberately to side with the poor and the marginalized, who live in the villages and cities of India.

As the founder of the Institute, Bogaert's objective was to prepare committed leaders who would dedicate their service for the development of rural area. With this target in mind, he initiated many projects around Tilhari and beyond. He was deeply involved in agriculture development, watershed management, all-round sustainable development, preservation of forest and ecology, education of the poor especially the Gond tribe and hands-on-culture. He will be always remembered for his watershed activities in Karaundi, 80 kms East of Jabalpur.



Bogaert was a good management teacher and also a very good manager. He introduced the concept of post graduate courses in 'Rural Management', which attempt to apply the techniques of management not merely for profit but also for alleviation of poverty. Courses of this kind have now been introduced in large numbers of colleges all over India, and their graduates can be found in every part of India, working for the benefit of their fellow citizens.

Much is written of the need for "institution building" to develop the skills and attitudes that are needed for constructive social work among the poor, and Father Bogaert contributed significantly to this literature by writing extensively on various issues related to rural development.

Father Bogaert was always very humble. He insisted on traveling by motor cycle rather than by car. He traveled extensively on his cherished bullet to far off places like Koraput and Kalahandi in Orissa and worked with the tribals in those areas. Though he was a Belgian, he loved India more than his country. He spent most of his life in India and contributed a lot to Indian development sector by training people who can help the poor in their efforts to come out of poverty through the establishment of four premier institutes Xavier Institute of Social Sciences, Ranchi; Xavier Institute of Management, Bhubaneswar; Xavier Institute of Development Action and Service, Jabalpur and Xavier Institute of Social Action, Raipur.

A visionary and committed social worker Fr. Michael Van den Bogaert passed away on August 31<sup>st</sup>, 2009 at an age of 81 years at Raipur, Madhya Pradesh where he was working on the task of building another institute Xavier Institute for Social Action. ■



## Health Care on Wheels - 104 Services

Health is an important dimension of well being. Despite many technological innovations in health care system it still remains inaccessible to many people in the country. To address this gap Government of Andhra Pradesh and Health Management Research Institute have launched 104 mobile services in the state that provide affordable, accessible and accountable quality health care services to the rural people.

To make healthcare facilities more accessible to remote villages of Andhra Pradesh, the Government of Andhra Pradesh and Health Management Research Institute (HMRI) have joined hands. They have designed and launched Mobile Health Units (MHU) called '104 Mobile' which provide basic healthcare facilities. The 104 mobile van offers a range of health services to villagers located beyond three kilo meters from any public health service provider. The programme is focused on complementing the existing public health systems to create a framework for comprehensive and easily accessible healthcare delivery.



104 Mobile was initiated in February 2008 with the signing of a Memorandum of Understanding between HMRI and the Government of Andhra Pradesh. Following a series of successful field trials, the service was

formally launched on 22 August, 2008, in 4 districts of the state. As of today, 475 mobile health units (vans) have been deployed in 22 districts across Andhra Pradesh.

104 Mobile is a technology-enabled, comprehensive, once-a-month fixed day health service for the rural poor. Health services being offered to each village on a 'fixed' day of each month - complements the existing public health system to create a framework for comprehensive and easily accessible health care delivery. The service leverages information and communication technologies (ICTs) and modern management practices to take healthcare to the last mile. These interventions facilitate faster and more effective realization of the health objectives supported by the various national health programmes. 104 Mobile deploys mobile health units (MHUs) to render 4 hours service in a month in each habitation with a population of 1,500. Each mobile health unit covers two habitations in a day and 56 villages in a month.

With staff comprising paramedics, pharmacists, computer operator and lab technicians, each vehicle provides varied services to the rural beneficiaries such as ante-natal check ups; height and weight monitoring; nutritional supplements for mothers and children; basic blood and urine lab investigations and screening; advice and medicine dispensation for chronic illnesses such as diabetes, hypertension, epilepsy and COPD etc. The modern, state-of-the-art vehicles carry facilities to store blood/urine samples for testing, medicines and a television screen for public health education. The vehicles are also a blend of latest

technology and excellent designing which can reach the corners of the country.

The Van is equipped with Geographical Information System (GIS), an information system that allows capturing, storing, analyzing, sharing and managing data. Patient information is stored in the server to be accessible later when the van visits the same place next time. This technology uses digital information where a hard copy data is transferred into a digital medium through the use of a computer aided design programme.

The Mobile Health Unit (MHU) cannot be sent anywhere any time, thus thorough planning and research is needed in order to ensure that they deliver the services at the right time and the right place. This thought process is practically supported by the Global Positioning System (GPS), an application that provides reliable positioning, navigation and timing services to users on a continuous basis. The user has to feed the longitude, latitude, altitude and the time in the system and this would provide the information of the location where the van is functional. This software is designed to plan the route between two locations using a journey planning engine specialized for road networks as a road route planner. This software is installed in the central data server which keeps a track of the required information. As a part of the operational structure, the van should not travel for more than 50 km per day. The software allows the calculation of the journey time.

Each mobile van consists of a television screen which is effectively used to transmit the short films developed by Information, Education and Communication (IEC) wing of HMRI. These films carry impactful messages for the rural folk who visit the 104 Mobile vans at every service point. Each film is an interesting 90-minute capsule, which embeds a host of short health messages amid latest feature film song clips and trailers.

Apart from providing health services on a fixed day, 104 Mobile trains ASHA workers (Accredited Social Health Activists) in rural communities to conduct beneficiary visits. The ASHA workers are women in each village who take the initiative to work for the welfare of their community. 104 mobile services equips them with mobile phones to provide the people in their communities with 24-hour access to the health contact centre 104 Advice, a toll-free health help line providing standardized medical information, advice and counseling, which is also an initiative of HMRI.

104 Mobile is doing commendable job by bringing health care to the door steps of nearly 40 million people and it is now moving towards expanding its services to entire Andhra Pradesh by increasing the number of mobile units. ■

# Workers, Professionals and Entrepreneurs!

## Unprecedented Floods - it is a national disaster!

As we live the month, we realize that October is a month of disasters and development! As usual many international days pass by - International Peace Day (21 September), World Tourism Day (27 September), International Day of Older Persons (1 October), International Day of Non-violence (2 October), World Habitat Day (5 October – first Monday), One more occasion to remember our teachers – World Teachers' Day (5 October), 8 October (International Humanitarian Day), 10 October (World Mental Health Day), 14 October (International Day of Natural Disaster Reduction), 15 October (International Day of Rural Women), 16 October (World Food Day), 17 October (International Day for Eradication of Poverty) have passed by.

During the month, we have discovered again that we are frailer than we realize and fall prey to a variety of physical, emotional, relational, behavioral and ego, stamina and stress-related injuries and afflictions that affecting the relationships, results and responsibilities. Further, as in the last few months, Marginalized and Vulnerable Communities/ Groups, their Collectives, their Sustainability and the people who work with/for them – development/livelihoods/social workers, professionals and entrepreneurs continued to hog the most of the time of our time during the month.

We worked further on the course – **Resources and Livelihoods** as part of the distance mode one-year PG Diploma in Sustainable Rural Development (this is poised to reach out to more than 5000 persons a year). The unit/ chapter/lesson-wise outline of the course looks as follows:

- ♦ Block 1 (Livelihoods): 1. Livelihoods – meaning and principles; 2. Livelihoods Framework; 3. Assessing Livelihoods Reality; 4. Analysing Value chains; and 5. Livelihoods Interventions
- ♦ Block 2 (Resources): 1. Resources – ownership, access, use; 2. Natural and Physical capitals; 3. Human and Spiritual capitals; 4. Social capital; and 5. Financial capital
- ♦ Block 3 (Environment): 1. Environment and Climate Change; 2. Environment and livelihoods, incl. Legal aspects; and 3. Environment conservation and enhancement (EMF)
- ♦ Block 4 (Farm-based livelihoods): 1. Farming System, Farmers and Labour; 2. Irrigated and Dry Land Agriculture; 3. Horticulture, Floriculture, Commercial Crops; 4. Forest-based Livelihoods, NTFP and Medicinal Plants; 5. Livestock, Dairy, Poultry, Meat, and Leather; and 6. Fisheries
- ♦ Block 5 (Non-farm based livelihoods): 1. Artisans and other Rural Services; 2. Wage Employment and Job Employment; 3. Self-employment, Entrepreneurship and Enterprises; and 4. ICT and other New Livelihood

## Opportunities

- ♦ Block 6 (Value-addition & Marketing): 1. Beyond Production – Storage, Transport and Disposal, market intelligence; 2. Local Value-addition - Off-farm and Non-farm; 3. Processing and packaging; 4. Output market channels (Existing and Emerging, Export); 5. Marketing into rural areas; and 6. Collective marketing (both production and consumption, products and services)

This effort is also continuing for other courses in the programme. A variety of programmes in the broader domain of rural livelihoods/development needs to emerge. Then, this needs to transcend rural – to urban, to global and so on.

On similar lines, there is a need to attempt to design a complete campaign material to build development/ livelihoods/social workers, professionals and entrepreneurs, and disseminate the same in a variety of forms and media. The e-learning, distance learning and self-learning material should be available in plenty so that the cadres so build will not be 'lost' in due course of the pursuit of good to the poor.

Sainath said – everybody loves a good drought. That should be – everybody loves a good disaster! The unprecedented level of

floods in Krishna Basin is a case in point. The people affected, not affected, the volunteers, the corporates, the leaders, the civil society, the donors, the researchers, the government servants, the contractors, the helicopter providers, the transporters, so on and so forth get into action and derive benefit including addressing to their inner calling. Amidst all this, one can understand the floods in Karnataka are a result of fury of the nature, may be induced by climate change. The floods in Andhra Pradesh are beyond nature's fury. Human faults have compounded the problem. We are lucky that the second low pressure zone has become weak without affecting us. Otherwise, the damage could have been of the order of unimaginable magnitude!

Even now, the estimated loss is to the tune of Rs.250 Billion. The families and the communities, more than a half a million

## Perspectives

G. Muralidhar



of them, will take more than a couple of years to recover with all help flowing in full measure! Kurnool City may have to plan for a fool-proof disaster coping plan including a wall around the city. Towns/Villages like Alampur, Rajoli may have to be built in separate locations. Most of the productive assets have been damaged seriously. Standing crops have been lost. Quite a number of them may not be able to get back to work within six months. This would mean **supporting them to survive for six months in addition to providing new assets, providing working capital and rebuilding the shelter.** Right now, after the end of immediate relief, affected people and the volunteers are engaged in cleaning up inside and outside their houses, their workplaces, localities, streets etc., the state is attempting to restore the roads. In a month or so, the task of restoring the livelihoods will begin. By that time, emotions may dry up and cold rational calculations come to the fore. This is here we need to come up with rationally sound solutions based on the current ground reality leveraging all the existing and committed support and the articulated programmes of the state, donors and civil society. This requires building up cadres working with the affected at that point of time to build their livelihoods and life restoration plans for consideration by post-disaster supporters.

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When Nobel Prize (Sveriggs Riksbank Prize in memory of Nobel) for Economics has been announced to Elinor Ostrom, it is a testimony and endorsement to many of us in the development/livelihoods domain advocating relentlessly for collectivization for survival, solidarity, managing commons, managing community systems, consumption, risk diversification, value-addition, purchases, sales, marketing and advocacy for rights, entitlements, and justice. We hope that the state will offer at least one form of organization for the people to come together with completely favorable ambience/environment. Pranab Mukeherjee needs to extend 'no tax' to collectives, whatever their form, engaged in a variety of activities, multiple activities. They need not be limited agriculture and related activities. They need not be registered as cooperatives. Currently the best in the available forms, Producers' Company needs to be in the list. Society, Association and Trade Union can also be in the list.

When Dr Balagopal succumbs to heart attack on 8 October 2009, we have lost the only hope of 'rights' in the country. We need to rise up to the occasion and fill the huge void came about by his 'departure'. His clear stand against 'violence', extra-ordinary simplicity and deep legal acumen, coupled with compassion for the common man, make him an inspiring role model for many of us!

The debates about the climate change, global warming, increasing temperatures, changing seasons, decreasing periods of rain, changing time horizons of monsoons, regularly irregular droughts and floods with unprecedented

intensities etc., make us look at alternative ways of living, producing and consuming. This includes agriculture. We know for sure these changes affect the poor the most. This coupled with globalization, liberalization and privatization calls for building food security, nutrition security and safety net mechanisms.

Sustainable agriculture, by whatever the name, has reached some significant scale. Indicative conclusions are that there is no conflict between productivity needs and sustainable agriculture; local food is the best food; avoid food transport; disturb the soil to minimum; and agriculture community needs to keep this in all studies, research and comparisons now. Further, it reduces the cost of cultivation to small and marginal farmers. The only way forward, therefore, for sustainable agriculture, is to expand.

From local food, we need to discuss local cadres. It is a quick guess that every six persons at least require 1 local youth servicing their needs. These needs span education, health, consumption, information and communication, inputs delivery, delivery of consumption items including food and water, marketing, services in the local people's/community institutions, retail shops, etc. Some of these needs are in the domain of enhancing existing skills so that they remain useful. Some are jobs locally. Some others are self-employment opportunities. Some offer scope for entrepreneurship and starting enterprises. For this universal saturation, we need to think of providing knowledge and skills (hard and soft), building institutions of the people and employing youth, building institutions of youth to run the enterprises that service the people or supply products to them, and we need to offer assets, working capital, and handholding support. There are reasons to believe that some youth stay back to be useful locally. **We need to explore matching and supporting locals with local needs. Is there any other alternative?**

When we discuss the cadres for development/livelihoods domain in India, we are talking conservatively, 600,000 professionals, and 600,000 social entrepreneurs @100 each per district, apart from 6 million community professionals/leaders. If we take a decade to reach there, we need to 'produce' 2,60,000 a year. Meaning, we need a team of 23000 mentors/facilitators/teachers working every year. If we take 3-4 years to have these mentors, we need 200 long-term inductions facilitated by lead mentors. This is the task. We must ensure this!

**Whatever we are, we need to make it our business to pursue building these lead mentors, mentors, entrepreneurs, professionals, leaders and volunteers. We need to learn and mentor learning. Tirelessly! Persistently! Repeatedly! Again and Again! ■**

## Infotainment – Livelihoods in & around

Information + Communication + Entertainment = Infotainment is a sector in the upswing supporting a large variety of livelihoods and continuously expanding scope for new livelihoods. Infotainment is a new word but the sector has been in existence for very long. What changed and continues to change in the medium of infotainment, the technology used, the volume, variety and quality of information delivered. These changes demand the need for acquiring new skill sets and also ask for the dynamism in adapting rapidly changing skills. India is seen as a huge consumer market for infotainment. But what is hidden and ignored is the country's vast potential to produce huge skilled human resource market for grabbing the prospects of infotainment. 'livelihoods' attempts to understand the sector of infotainment and the livelihoods in and around...



Alvin Toffler's Third Wave talked about Information Age way back in 1980 and detailed how flood of information will permeate into various aspects of our life, how significant and inescapable it will make itself. We have seen the 'Third Wave' unfold and beyond. The sources of information, the volume, variety and quality of information, the reach of information, the different mediums and technology used and the multitude ways in which information is being presented is quite astounding and further expanding. Similar is the scenario in the entertainment sphere. In this context 'infotainment', the buzz word seems to be gaining momentum. Some also see it as a new fad.

Infotainment is information plus entertainment. It is information-based media content or programming that also includes entertainment content in an effort to enhance popularity with audiences and consumers. There seems to be a tendency to view infotainment and TV as synonymous but such definition amounts to a parochial view and ignores multitude of other means and media that existed traditionally and those that are emerging.

A careful understanding of this sector called infotainment throws light on the fact that this combination of information and entertainment is not a recent phenomena. It has been in practice for ages. Infotainment is an age-old sector. Traditionally in India, local entertainment mediums like street plays, theatre, puppet shows, mythological recitals and other folk media was used to disseminate information. Information on the ills associated with dowry system, alcoholism, child marriages, large family, malnutrition and under-nutrition was propagated using various entertaining performances like Hari Katha, Burra Katha, and Street Plays etc. Even news like outbreak of an epidemic and the safety measures to be adopted, the advent of crop pests and remedial measures to be taken, was shared using the folk entertainment mediums. With large

sections of illiterate population leveraging entertainment media for disseminating important information served best and continues to do so even today.

After the fulfillment of the basic needs of life, entertainment takes up the very next slot in the needs of human life. History says that with the advent of wheel and practice of growing food crops human species tasted leisure for the first time.

With leisure came religion, arts and many other activities that engaged people and entertained them. Entertainment thus existed as part and parcel of human life since long. We understand it much better than other mediums; we identify more quickly with it. Infotainment assumes greater significance in this context. Information, Education, Communication and Entertainment (ICE) plays a pivotal role in creating awareness, mobilizing people and making development participatory through advocacy and by transferring knowledge, skills and techniques to the people and when ICE embraces entertainment as a delivery mechanism it is comprehended and accepted with relatively less efforts.

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Today radio and TV percolated into various corners of the country disseminating a smorgasbord of information. Many channels have programmes like talk shows, interviews, debates, panel discussions, quiz, news present information on a variety of aspects including democracy, politics, economy, role of women, laws and policies, education, employment and livelihood opportunities, news from within the country and from the world etc interspersed with other programmes. Some channels like National Geographic, Discovery for instance are good examples of infotainment. Several channels are dedicated for regional, national and world news. Another significant development is the availability of TV channels in almost all major languages of the country. In a country like India with many linguistic groups and high rate of illiteracy TV plays a



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vital role, it informs and educates even as it entertains. Similarly the increase in the number of private FM radio operators only shows the popularity of radio as the medium providing quality entertainment and information across the country. FM radio services in our country are now set to expand to 275 cities across the world. Community radio got popularity in some parts of rural India. For instance Radio Bundelkhand uses traditional Bundelkhandi songs, folk music and natak, discussions, reports, commodity prices, phone-ins, experts speak, coverage of events in villages, jokes and satire, listeners' letters and feedback to cover a variety of issues including employment and livelihood opportunities, development of women, girl's education, legal rights, farmers' issues, training etc. According to the Ministry of Information and Broadcasting there are 38 operational community-radio stations in the country and more are in the pipeline.

Print media whether pictographic or alphabetic has equally stormed nook and corner of the country. Regional and national newspapers, weekly/fortnightly/monthly magazines, quarterly digests etc also carry information, entertainment and infotainment to the doorstep. Huge variety of information/entertainment catering to different age groups is

disseminated by the print media. They carry sections for women, children, cartoons reflecting happenings in the country's political, economic, social and culture spheres, information on sports and tourism and the list goes on.

The reach of telecommunications across India, particularly mobile phones is without doubt one of the great achievements of the country in the 20<sup>th</sup> century. According to a research done by Reliance Communications phones in semi-urban and rural India are not only used to make and receive calls but a sizable portion of its customers in Bihar, MP, Rajasthan and UP are using cell phones to log on to the net and for all sorts of infotainment.

Internet is emerging as the fast growing infotainment media in the world and India is no exception. According to comScore World Matrix, the leader in measuring digital world, India has one of the fastest-growing Internet Populations in the world with more than 28 million users having access and this number is growing quickly. Net cafes around the corner in small establishments housing copier, fax, scan and other services under the same roof are a very common sight in India.

Infotainment in automobiles is making news currently. Companies in India are vying to provide cost-effective and





Number of Television Stations in India	562
Number of Television Sets	63,000,000
Television Sets per 1,000	61.2
Number of Cable Subscribers	39,112,150
Cable Subscribers per 1,000	38.5
Number of Radio Stations	312
Number of Radio Receivers	116,000,000
Radio Receivers per 1,000	112.6
Number of Individuals with Computers	4,600,000
Computers per 1,000	4.5
Number of Individuals with Internet Access	5,000,000
Internet Access per 1,000	4.9

multi-featured infotainment gadgets inbuilt into cars. The gadgets are being designed for both small and premium cars and are supposed to enable passengers to browse the net, watch internet television, operate Bluetooth-enabled phone through voice commands and use camera displays for navigation purposes.

Apart from the above other mediums of infotainment in vogue include songs, street performances, puppet shows, exhibitions, documentaries, movies, podcast, parades etc.

The emerging technologies in the infotainment sector are allowing a much faster and a universal access of information across the country. They are expanding the scope for many new livelihoods. At the same time, technologies like TV and radio and their reach practically to every corner of the country is paving way for diminishing the popularity of some traditional rural infotainment mediums like street performances, folklore etc. The artists and others hitherto dependent on rural infotainment livelihoods are losing out. They need additional and new skills to catch up with the emerging technologies in the sector.

The vast expanse of infotainment sector supports large variety of livelihoods both within and without. The number of livelihoods directly engaged in the sector can be anywhere in the order of 25% of working population. For instance, media itself supports a huge variety of livelihoods including floor assistants, runners, technicians with various levels of skills, set security, floor maintenance persons, drivers, anchors, editors, camera crew, sound crew, actors, reporters, writers, directors, producers, personnel in administration, research and marketing, assistants at various levels and many more. The infotainment equipment manufacturing sector also provides great number and varied job opportunities. Most jobs in the infotainment sector are semi-skilled and skilled. The scope for unskilled jobs is limited.

Trainings offered currently in the infotainment sector are mostly in the private space. Institutions offering trainings in

multimedia are found more often than others. Colleges like Image College of Arts, Animation and Technology have 3-year programme in digital media. According to Nasscom animation industry in India is expected to reach a turnover of \$1.5 billion by the end of 2009. This means lot of employment opportunities here. Most jobs in animation sector require schooling till 12<sup>th</sup> grade and diploma from recognized animation institute. There is great need to tie up unemployed youth in rural and urban India to this emerging sector. They need trainings and government and corporate sector can help subsidize these trainings for them. Institutions analogous to National Academy of Construction, National Institute of Fashion Technology and National School of Drama should emerge to build and nurture youth as quality human resource for the infotainment industry. Such institutions can have district level centers to attract youth from rural and semi-urban areas.

In addition to the multitude of livelihoods that the infotainment industry directly supports, several livelihoods outside the sector are also influenced by it. Kiosks in village centers for instance provide useful information on agriculture inputs, market trends and prices. Cell phones have enabled producers, vendors and service providers to transact business with consumers over phone and deliver actual goods/services only after agreeing to each others' terms thus saving time and efforts for both parties. According to a study conducted by Robert Jensen, Harvard University economist, the use of mobile phones by the fishermen in Kerala have not only eliminated the need for fishermen to dump unsold fish into the sea but also helped them increase their margins by 8% while reducing the prices for consumers by 4%. Mobile phones also enabled fishermen to expand their markets beyond their home markets. However the existing infrastructure is not enough to meet the emerging demand. Infotainment can actually bring the consumer closer to the producer by eliminating some middle players in the value chain thus ensuring a better share for producer in the consumer rupee spent. The scope of expanding infotainment in the rural market that would benefit to the rural economy, rural producers and rural consumers is huge. Such scope needs to be identified and defined, rural resources including human resources and institutions should be leveraged, infrastructure needs to scaled up and above all community needs to be taken into confidence.

Infotainment is a fast-growing sector all around the world. The value added services segment in infotainment sector is huge and is expected to log a turnover of over Rs.200 billion by the year 2015. The world sees India particularly rural India as a huge consumer market for this sector. But India should use this opportunity to also build skilled manpower market to latch on to the employment prospects that this emerging sector offers. Identifying the regional needs, gaps and opportunities and accordingly bringing in cost-effective and quality infotainment, identifying potential youth and building them to join the infotainment bandwagon as entrepreneurs, service providers, employees, consultants etc will immensely help. ■



## ..Good or Bad, We Need to Live

*Mr. Dulappa had to swim against the tide all through his life. He grew up facing lot of difficulties right from childhood. As an adult he continued livelihood of his forefathers of weaving bamboo baskets. He improvised on weaving by acquiring new skills and adapting to changing trends their by improving his life. 'livelihoods' interviews Dulappa to know more about him...*

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

A: My name is Dulappa and I am 65 years old.

Q: Where are you from?

A: Nadepalli village is my native place. It is in Gulbarga district (Karnataka) bordering Mahabubnagar district of Andhra Pradesh.

Q: Can you say about your childhood? What is your educational qualification?

A: Ramappa and Hanumamma are my father and mother. I am the third one of the five children to my parents. I have an elder sister and brother, younger sister and younger brother. I studied till 2nd class in the Nadepalli village itself and after that up to 9th class in Hyderabad. Because of the poor economic conditions in the family I put full stop to my studies after my 9th standard.

Q: What is your profession?

A: Weaving baskets, mats and other things with bamboo.

Q: At present where are you staying and a brief about your family?

A: I am living in Baghlingampally with my family of wife, two sons and one daughter. My elder son has studied till intermediate after that he has taken up a job. My younger son passed 9th class only and now works in a grocery shop. My daughter has also passed intermediate. None of my children are married yet.

Q: Why did you migrate to Hyderabad?

A: Weaving baskets is our family profession. Because of drought in our village we were not able to get enough work. So our parents decided to migrate to the city for living.

Q: In the beginning, when you came to the city where did you stay?

A: It's about 50 years now; we constructed a small hut with the permission of the owner of a flat near Chikkadpally.

Q: Did you continue your profession in the city?

A: Yes. Our parents were weaving baskets and other things in the city also. I used to observe them and learnt to weave. Some wholesale businessmen came to us and took us with them to weave baskets. They used to give us required inputs and take what ever items we made with those inputs for marketing. We were paid rupees 4/- or 5/- as daily wage.

Q: How was your family's condition?

A: My family's economic condition was worse. So in 1971 my wife and I went to Bangalore. I got a job as watchman. We stayed in a room at the house of the officer. In addition to this

work, both of us made an additional income by weaving plastic baskets and selling them at Rs 5/- per basket.

Q: Did you migrate to any other city in the search of livelihood?

A: In 1973, I went to Bombay on the advice of our distant relative to earn more money. With the help of a lorry driver, we reached Bombay. One of our relatives gave accommodation. One lorry driver came to contact with me and he introduced me to the owner of an electrical company where I joined as a labour at a daily wage of Rs. 3.50. But in 1974 my mother passed away and we had to return to Hyderabad.

Q: Back in Hyderabad did you take up any other livelihood?

A: Making baskets is the only skill we know we don't know any other work. Though it was difficult to make a living out of it, we decided to continue doing and making different things along with basket. A rickshaw company in Secunderabad asked us to make bamboo sticks suitable to make rickshaw tops. I took that order and was able to give 2 to 3 bundles a day. Each bundle consisted of 40 sticks and one bundle was enough to make tops for 5 rickshaws. We got 40/- per bundle out of which Rs 25/- went into raw material and remaining Rs.15/- was our income. I have done that work for 8 years continuously. After that, the usage of rickshaw came down and the orders also stopped. Now I have learnt to weave pendals for wedding. In this work I can easily earn Rs 50/- to 60/- for each pendal.

Q: Did you get benefited by any Government scheme?

A: I availed a housing scheme and constructed a house in the city for which I am now paying my monthly installments regularly.

Q: With your experience what is your opinion about your profession? How should it be?

A: 40 years ago bamboos was available only for Rs. 3/- to 4/-. But now the rate of bamboo is 50/- to 60/-. So people are not interested in doing our profession. Plastic is dominating bamboo and we are not able to compete with it. If Government provides bamboo for lower rates and gives minimum support price for the finished products, then this profession can survive and livelihoods of bamboo weavers will improve. Whether it is good or bad we need to live. Hence we are swimming against the tides and moving ahead in life. ■



# Khadi

Khadi is a textile product using hand-spun, hand-woven yarn with any one of three natural fibers of cotton, silk and wool or with mixture of anyone or more of them. It is also known as khaddar. Khadi weaving is a labor intensive process. It is considered as one of the beautiful Indian fabric. It is mainly manufactured in rural areas of India. During pre-independence era the movement of khadi manufacturing gained momentum under the guidance of the Father of Nation Mahatma Gandhi. In previous times it was considered as the fabric for the poor rural workers and farmers. But wearing khadi is no more for the poor, many high profile personalities and economically sound people prefer to wear it. It symbolizes luxury and uniqueness.

Khadi has been source of livelihood for more than 14.97 lakh persons who are engaged in the activity as spinners, weavers and artisans across the country and the total annual production of Khadi is 111.49 million sq.mtrs. Khadi spinning is generally done by women and weaving is done mostly by men. The loom used in weaving of Khadi interlaces the threads in a manner that allows maximum air to permeate to body and soothes the body better than any other fabric does. No wonder Khadi is acknowledged as one of the coolest and most comfortable fabric ever known. It comes in many colors and is not harmful to the skin as synthetic fabrics. Khadi cotton comes in plain as well as in printed fabrics.

Now-a-days, Khadi is widely accepted in fashion circles. Many varieties of khadi like khadi silk, khadi wool and khadi cotton are available now. Different Indian states produce different varieties of khadi. Some, like Madhya Pradesh, produce special weaves like tussar silk. Others like Gujarat embellish khadi with embroidery and mirror work. Woolen khadi is produced in the colder states of Himachal Pradesh and Jammu and Kashmir.

It is a versatile fabric, cool in summer and warm in winter. This fabric has coarse texture and gets easily crumpled,



“Gandhi often said, “Khadi is the central sun round which the other village industries revolve like so many planets. They have no independent existence. Nor will khadi exist without the other industries. They are absolutely interdependent.”

therefore in order to keep it firm and stiff, starch is to be added. This fabric on washing is more enhanced thus the more you wash it, better the look.

Environment and Ecology occupy a prominent place among the key focal issues faced by the world today. In an era of degenerating environment, efforts are on to produce 100% Eco-friendly textiles where even the cotton will be grown without chemical fertilizers. But, surprisingly, this is already being done in India-in the form of Ponduru Khadi which is produced from wild varieties of cotton found in the mountain terrain of Eastern part of Andhra Pradesh, in the South of India. Since Khadi deals in natural fibres viz. cotton, silk and wool only, spun and woven in natural environment, it can boast of being 100% natural, unlike handloom and mills which receive cotton yarn, blended with some regenerated cellulose fibres. Khadi dyed in Natural dyes also makes a perfect combination for a green fabric.

Khadi and village industries commission is the Indian government body which promotes the usage of khadi. This government body was created by an act which was passed by the Parliament. This gave a boost to the khadi manufacturing sector of India, as a result many new outlets of khadi gramodyog opened all over the country. These shops sell stitched as well as unstitched khadi fabrics. Every

Inputs	Pre-Production	Production	Post-Production	Marketing
<ul style="list-style-type: none"> <li>♦ Raw Yarn</li> <li>♦ Fish teeth (For cleaning)</li> <li>♦ Dust cleaner</li> <li>♦ Spinning wheel</li> <li>♦ Starch</li> <li>♦ Loom</li> <li>♦ Colours</li> <li>♦ Machine to make warp and weft</li> </ul>	<ul style="list-style-type: none"> <li>♦ Procuring the yarn either from master weaver or from societies.</li> <li>♦ Washing the yarn and drying up</li> <li>♦ Divide the yarn into warp and weft.</li> <li>♦ Tie up the warp into small bundles by using spinning wheel</li> <li>♦ Preparing the threads</li> </ul>	<ul style="list-style-type: none"> <li>♦ Based on the design arrange the warp and weft on loom</li> <li>♦ Weaving the cloth</li> </ul>	<ul style="list-style-type: none"> <li>♦ Packing the cloth and keeping it safely</li> </ul>	<ul style="list-style-type: none"> <li>♦ Selling the cloth either directly or giving it to a master weaver or selling through weaver's societies.</li> </ul>



year starting from the date- 3rd October to January 29th all khadi gramodyog bhavans provide discount to the public on various khadi products.

#### **Income and Expenditure for a weaving family per month:**

Labour cost to make 33 meters cloth:

2 persons\*7days\*Rs70: 980

A weaver can produce these 33 meters cloth four times in a month. Hence monthly expenditure is

Labour cost per month: 4\*980: 3920

Miscellaneous expenditure (Repairs to loom, power etc): 400

**Total Expenditure per month= Rs 4320**

Income on sale of 33 meters cloth: Rs 1500

**Total Income per month: Rs 1500\*4= Rs 6000**

**Profit per month for a family of two persons: Rs 1680**

#### **Gaps:**

- In the process of weaving, entire members of a family are involved in weaving a cloth. But the returns they get are not at all matching the labour they are putting in.
- Weavers are unable to get timely credit at affordable interest rates which is making them depend on master weavers.
- Younger generations are not showing interest in weaving activity as they feel it is not remunerative.
- The weavers need to sit before the looms days together to weave a cloth which causes them affected by back pain.
- Most of the weavers suffer from low vision from the middle age as they need to see the threads with high concentration which is affecting their livelihood.
- Power looms are becoming major threats to the hand looms.
- Governments are failing in bringing awareness among the people with regard to the difference between hand loom cloth and power loom cloth.
- Though Khadi products are having good prices in the markets the producers of the cloth are not getting due share in those prices.

- The input markets are not accessible to the weavers and hence they are depending on the master weavers for inputs who pay them only wage for weaving the cloth.
- For most of the weavers, their houses are not convenient to do all pre-loom and post-loom activities.

#### **Possible Interventions:**

- Bring awareness among the people regarding the difference between power loom and hand loom cloth.
- Poor weavers need to be organized into collectives through which credit, input and marketing facilities can be provided.
- Providing design, technological support to weavers can help them in producing cloth as per the changing customer preferences.
- Construction of work sheds in all weaving clusters and handing over the management to the weavers collectives.
- Invest in research and development of Khadi products and disseminating the information about new innovations to the weavers.

Many people believe that Khadi can become one of the most eco-friendly textiles as it supports the New Ethics of the 21st century. The raw material used for Khadi is renewable and the product is biodegradable. It uses organic cotton and removes harmful chemicals from the processing and dyeing of the cloth. Different types of yarns of superior quality can be spun, and different weaves by skilled artisans can be revived and re-introduced. There is great demand for eco-friendly products in international markets. This demand should be tapped by taking appropriate measures.

There are many people who are dependent on khadi products for their livelihood. Their number is decreasing day by day as markets are becoming distant to the weavers. The weavers are not able to procure required inputs in time and they are also unable to market their produces by themselves. Hence they are depending on middlemen and are becoming as wage labourers. Hence it is important to create both backward and forward linkages by forming weavers collectives and linking them with the market. Then only the livelihoods of millions of people dependent on this Khadi industry will be preserved. ■

## Khadi and Village Industries Commission

Khadi and Village Industries Corporation (KVIC) is the premier organization charged with the responsibility of developing and promoting cottage and village industries. With its Gandhian ideology in functioning, KVIC is engaged in promoting and developing Khadi and Village industries for providing employment opportunities in rural areas there by strengthening the rural economy in the country and is contributing significantly to the efforts for bringing back self-sufficiency in rural areas.

Khadi & Village Industries Commission (KVIC) that was formed under the Khadi and Village Industries Commission Act, 1956 is a statutory organization engaged in promoting and developing khadi and village industries for providing employment opportunities in the rural areas, thereby strengthening the rural economy of the country.

KVIC has set up with the objectives of providing employment, producing saleable articles and creating self reliance amongst the poor and building up of a strong rural community spirit.

KVIC is functioning under the administrative control of the Ministry of Micro, Small and Medium Enterprises (Ministry of Agro and Rural Industries), Government of India. It is constituted of 13 members including Chairman and nominated experts from the fields of education, science & technology, marketing and banking. This Commission is assisted by an Advisory Board called the All India Khadi and Village Industries Board,. The KVIC Act provides for the Commission to consult the Board in discharge of its functions.

The main functions of KVIC are to organize trainings to persons who seeks employment in khadi and village industries; build up reserves of raw materials and implements and supply them or arrange supply of raw materials and implements; encourage and assist in the creation of common service facilities for the processing of raw materials or semi-finished goods; promote the sale and marketing of Khadi or products of village industries ; encourage the research in the technology used in khadi and village industries, and providing financial assistance to institutions or persons engaged in the development and operation of khadi or village industries etc.

At the State level khadi and village industries boards which are statutory organizations, have been set up in almost all the States and Union Territories. The actual implementation



of the development work- in respect of khadi and village industries is carried out through State KVI Boards and by registered institutions, cooperative societies and individuals in various States. The Commission has its offices in almost every State serving as links between the Commission and the institutions. There are at present 33 State and Union territories KVI Boards, 854 registered institutions and 28928 co-operatives within the purview of the KVIC.

At present KVIC is providing support to 24 industries that comes under the broad categories of mineral based industry, forest based industry, agro based and food processing industry, polymer and chemical based industry, rural engineering and bio technology industry, hand made paper and fiber industry, and service industry. The industries connected with meat (slaughter) i.e. processing, canning and/ or serving items made there from; production/ manufacturing or sale of intoxicant items like beedi/pan/ cigar/cigarette, etc.; any hotel or dhaba or sales outlet serving liquor; preparation/producing tobacco as raw materials; tapping of toddy for sale; manufacturing of polythene carry bags of less than 20 microns thickness and manufacturing of carry bags or containers made of recycled plastics for storing, carrying, dispensing or packaging of food-stuff, etc., are not assisted under KVI programme as these are either not eco-friendly or against the ideology and ethos of Mahatma Gandhi.

The Union Government through the Ministry of Micro, Small and Medium Enterprises, provides funds to KVIC for undertaking its various activities under Plan and Non-Plan heads. These funds are provided primarily by way of grants and loans, which the Commission in turn re-allocates them to its implementing agencies, namely the State KVIBs, institutions registered under the Societies Registration Act, 1860 and cooperative societies registered under the Cooperative Acts of the State Governments, implementing banks, etc.



**The village industries that come under the purview of KVIC as per the KVIC Act 1956 are (excluding Khadi):**

- 1) Bee Keeping
  - 2) Cottage match industry
  - 3) Cottage pottery industry
  - 4) Cottage soap industry
  - 5) Flaying, curing and tanning of hides and skins and ancillary industries connected with same and cottage leather industry
  - 6) Gani oil industry
  - 7) Hand made paper
  - 8) Manufacturer of cane-gur and Khandsari
  - 9) Palm-gur making and other palm products industry
  - 10) Processing of cereals and pulses
  - 11) Manufacture and use of manure and methane gas from cow dung and other waste products (such as flesh of dead animals and night soil etc)
  - 12) Lime manufacturing industry
  - 13) Manufacture of Shellac
  - 14) Collection of forest plants and fruits for medicinal purpose
  - 15) Fruits processing and fruit preservation
  - 16) Bamboo and cane work
  - 17) Black smithy
  - 18) Carpentry
  - 19) Fiber other than coir
  - 20) Manufacturing of household utensils with aluminium
  - 21) Manufacture of Katha
  - 22) Manufacture of resins
- Later two more industries Lokvastra and Polyvastra have been added.

KVIC Provides financial assistance to the rural entrepreneurs through various schemes such as Prime Minister's Employment Generation Programme (PMEGP), Interest Subsidy Eligibility Certification Scheme (ISEC), Rebate schemes etc. Apart from providing financial assistance, a scheme of group insurance in the name of Khadi Karigar Janshree Bima Yogana was launched by KVIC to provide insurance cover to Khadi artisans.

KVIC schemes for weaker sections are implemented through its departmental programmes, recognized agencies like Tribal Development Corporation, institutions and cooperatives on its direct list and through State KVI Boards and institutions aided by them. KVI also extends the benefit of liberalised pattern of assistance to selected hill, border areas, tribal blocks scheduled castes and tribes population, nomadic tribes, denotified tribes, refugees from East Bengal to leprosy patients etc.

Apart from this, KVIC has made arrangements with the National Institute of Design (NID), Ahmedabad; 'Dastakar', Andhra Pradesh; IIT, Delhi and Textiles Committee, Mumbai to assist the Khadi industry with required technological, design and market support.

KVIC has launched a Rural Industries Consultancy Service (RICS) for providing guidance, technical and managerial support to the prospective entrepreneurs which includes preparation of projects, liaison with banks/other agencies/organizations/ local authorities in respect of the project, assistance and support to implement the project, procurement of raw materials, machinery, installation, quality control for acceptability and reliability, packaging and design for better marketing, marketing support for sustainability of the unit, etc.

KVIC has built up a large network of rural cottage industrial units producing a wide range of goods and articles catering to the rural and partly urban markets. KVIC has also undertaken certain activities under various outsourcing arrangements at Engineering and Technological institutes of repute to meet the perceived demands of making the

products more marketable, either through design interventions or through quality assurance system.

From its inception to 1979-80, the number of industries under KVIC have doubled, number of implementing agencies and value of production have gone up by 20 times, per capita earnings have gone up by seven times and the employment opportunities by three times. The products produced by the institutions are either sold by them directly, through retailers, wholesalers or indirectly through khadi bhandars.

The products are also sold internationally through exhibitions of the commission. Besides, KVIC has been granted 'deemed' Export Promotion Council (EPC) status by the Departments of Commerce for availing assistance on the pattern of an umbrella EPC, like Federation of Indian Export Organizations (FIEO).

The marketing outlets of KVIC consists of 6 departmental erporia, 4000 khadi bhandars and bha-vans and about 11,000 sales points and gramodaya sales - depots. The activities of KVIC are spread over thousands of villages. In terms of production the major contributors are khadi. cenegur and khandsari, ghani oil, village leather, processing of cereals and pulses, palmgur and village pottery. As far as employment is concerned, the major contributing industries are khadi, palm gur, non-edible oil and soap, bee-keeping, village pottery, fibres, cenegur and khandsari.

With its Gandhian ideology, KVIC is promoting khadi and village industries on a large scale there by providing employment to large number of people. But it has still a long way to go to achieve the dream of self sufficient rural economy. ■



# Secondary Education in India

## Universalizing Opportunities-A Report by World Bank

World Bank has recently released a report on state of Secondary Education in India. The report primarily analyzes the secondary education from the perspectives of Access, Equity, Quality, Efficiency, and Management & Financing. The report opined that while investments and performance have improved at the primary and higher education levels, there remains a rather considerable gap in access, distribution, and achievement at the secondary level.

As per the report, India needs to equip the 12 million young people who join its labor force every year with higher levels of education and skills to be able to access better-paying jobs, and to benefit from the demographic dividend. Availability of sufficient skilled human capital is one of the key variables in determining foreign direct investment in both manufacturing and services – a key factor in economic growth. It is here that India lags behind some of its global competitors. The share of the labor force which had completed secondary education in India in 2004 (16 percent) was just half of the percentage of workers in China who had completed secondary education in 1975 (31 percent), thirty years earlier.

India's gross enrollment rate (GER) at the secondary level of 40 percent is far inferior to the GERs of its global competitors in East Asia (average 70 percent) and Latin America (average 82 percent). Even countries such as Vietnam and Bangladesh, which have lower per capita incomes than India, have higher gross enrollment rates. This suggests India has a lot of catching up to do.

The report also highlights the immense social benefits that secondary education can have for girls. The average age of first time mothers with less than five years of education is 19, which is significantly lower than that of girls with at least 12 years of education, where the average age is around 25 years. This difference has a significant impact on both child mortality and malnourishment. Child mortality for girls who become mothers at 25 is around 30 per 1000 children much lower than the 80 deaths per 1000 children for mothers with less than five years of education.

The percentage of malnourished children also dramatically reduces to around 18 percent for mothers with at least 12 years of education as compared to 46 percent for mothers with less than five years of education. Such immense social benefits are critical to breaking intergenerational transmission of poverty.

Apart from highlighting the economic and social benefits of giving thrust to Secondary education, the report also bring out clearly the key constraints that limits access to secondary education. These include insufficient and uneven distribution of school infrastructure; lack of trained teachers and inefficient teacher deployment; sub-optimal use of private sector to expand enrollment capacity; and insufficient schooling opportunities. In fact, 27 percent of India's districts have less than one secondary school for every 1,000 youth aged 15-19 years.

Low completion rate of elementary education, which limits the number of students ready for secondary education is a major constraint on the demand side. Moreover, the average direct cost of secondary education is double that of primary education, which reduces poor households' ability to pay for secondary education.

Even, the access to secondary education today is highly inequitable across income groups, gender, social groups, geography and states. According to the report there is a 40 percentage point gap in secondary enrollment rates between students from the highest and lowest expenditure quintiles. In addition, there is a 20 percentage point gap between urban and rural secondary enrollment rates, and a persistent 10 percentage point gap between secondary enrollment rates of boys and girls.

Secondary enrollment by state also varies greatly from 22 percent in Bihar to 92 percent in Kerala; and from 4 percent in Jharkhand to 44 percent in Tamil Nadu. In some states such as Rajasthan, Uttar Pradesh and Madhya Pradesh enrollment of the general population at the secondary level is 80 percent higher than for scheduled castes and scheduled tribes and Muslims.



However, the report also made certain recommendations to the central and state governments in order to address the key challenges mentioned above.

Recommendations made by the report:

### Options to increase supply of secondary education include:

public-private partnership models including reform of the current grant-in-aid system; Innovative Public classroom and school construction, especially in rural areas; Training and hiring of more teachers; Introduction of double-shift teaching; Expanded use of open learning and new technologies to complement and supplement face-to-face teaching.

### Options to raise demand for secondary education include:

Increase the number and quality of grade 8 students; Provision of financial and in-kind assistance for poor and disadvantaged students; Public information campaigns to change attitudes about benefits of schooling and delayed marriage; Investments in curriculum revision, progressive pedagogy, technology and examination reforms.

### Options to improve quality of secondary education include:

Strengthened secondary education teacher training colleges; Peer-based, mentor-led, subject-specific professional development of teachers; Teacher performance standards and increased community monitoring of student learning; Financial incentives and technical assistance for State boards to align both curriculum and examinations to the National Curriculum Framework; Improvements in textbook development and distribution; Participation in international assessments of student achievement at the secondary level.

On the whole, from the report, it may be inferred that, there is a long way to go for India to compete with the other countries on improving access, equity and quality of secondary education. ■

Vara Prasad. Chaganti

# Self-reliant Communities

The lives and livelihoods of rural India are changing at a pace not known before and the face of rural India is changing with the changes in livelihoods. Rural areas are moving away from their Self-reliant nature and are becoming part of global villages.

Earlier Indian villages were known for their economic self-sufficiency. The locally grown crops provided food for the year and seeds for the next season, strong agriculture base provided the means to pay artisan and other service groups such as carpenter, blacksmith, potter, barber, washer men and priest etc. With relatively less monetization and prevalence of some kind of barter system where grain was used as the medium of exchange coupled with limited transport and communication facilities the village economies were very localized and intra-dependent and in that sense self-reliant also.

In recent times villages seem to be losing out on economic self sufficiency majorly because of the crisis in agriculture sector. Since much of the village economy thrives around agriculture, the down fall in agriculture badly affected every other livelihood hitherto thriving in the villages.. Many rural people are moving to urban centers in search of better livelihood options and are settling in the sectors like construction, transport and hotel etc. as wage labourers. Even India's economic and developmental policies have recently been moving away from the time-honored goal of self reliance to growing dependence on external cash flows and play of market forces.

It is important to aim at building self-reliant village communities particularly with the sweeping influences of globalization which are quickly converting the self dependent, self employed entrepreneurs into dependent labourers. In this context it is also relevant to revisit and understand the Gandhian concept of Gram Swaraj where every village is considered as a republic, legislative, executive and judiciary combined.

Gandhiji mooted the idea of Panchayat Raj with a concept of self -sufficient and self-reliant villages functioning as Republic. In his dream, every village in India should be characterized by a direct and participating democracy, endowed with all the powers that enable it to function as a government in the true sense of the term. The power and functions, which cannot be effectively discharged at the local, should alone be transferred to the government at the centers. Thus, the policy in India shall take a pyramidal shape having a broad and strong base at the village level and a gradually narrowing towards the upper hierarchy with delegation only of essential functions where a heavy splash on the water

creates the most intense wave at the initial circle, which gradually fades as the circle expands. This is what Gandhiji meant by "building from below". That is one aspect. On the other, republican village

shall be self-sufficient and self-reliant in respect of its basic necessities like food, clothing, shelter, employment, education, health, social security etc.

The central and state governments in independent India have

taken lot of measures and implemented various programmes to bring back these concepts of local self governance and self sufficiency. 73<sup>rd</sup> amendment to constitution is one such intervention. This Amendment has constitutionalized the elected grassroots level local governing bodies i.e. Panchayats & Municipal Corporation as the third strata of the Government structure. These are self-governing institutions that stand for a decentralized, participatory, accountable, transparent, relevant polity administration. The amendment provides for strengthening and revitalizing the Panchayat Raj Institutions (PRIs) so that they can sub-serve the needs of the teeming millions that live in the rural areas. To achieve these objectives, 73<sup>rd</sup> Constitutional Amendment Act has provided for the devolution of powers and responsibilities to Panchayat Raj Institutions to enable them to function as Institutions of Self-Government with respect to;

- ♦ the preparation of plans for economic development and social justice;
- ♦ the implementation of schemes for economic development and social justice as may be entrusted to them.

Many states have not delegated the powers and functions to the PRIs in the true spirit of 73<sup>rd</sup> Constitutional amendments so far. Even if the functions have been delegated, the required powers to execute the said functions are not with the PRIs. There is a general reluctance on part of the bureaucrats and the ministers and MLAs to share their existing powers and authority with the newly created PRIs. As a result, while on paper the delegation has taken place, actually the PRIs are not in a position to perform the assigned functions. In other words, the objective of empowerment of people and women at the village-level has not been achieved.

Government also set up Khadi and Village Industries Commission charged with a responsibility of developing and promoting cottage and village industries. Though it is envisaged to help the rural communities in bringing self reliance, it has not performed that role effectively.

Similarly many cooperatives that are promoted by government and non-government organizations have failed to assist in the development of the rural communities. The Mutually Aided Cooperative Societies Act of Andhra Pradesh has paved way to bring similar kind of Acts in other states. These Acts gave autonomy to cooperatives to a large extent and discouraged involvement of bureaucrats and political leaders in the management of these cooperatives. These cooperatives are performing better than the previous politicized, bureaucratic cooperatives. But still they have go to a long way in order to achieve the broader objective of



self reliance.

In short we can say that the half-hearted efforts of governments have paved way to more centralization rather than decentralization. Governments are more inclined towards top down planning and not bottom-up system. Further they are thrusting their plans and budgets on the local governments without considering the local people's aspirations and needs. The local governance systems, cooperatives became dysfunctional with lack of support and whole hearted efforts. Small and cottage industries have been neglected over the years adding to the misery of declining local traditional occupations.

With localized markets, the village artisans knew about their markets and were able to know the changing preferences of their customers. This no longer is the case today. Globalization has made markets distant to them. The producers at the village level do not even know the market for their products and are thrown into a situation where they are completely dependent on middlemen. Economy has changed from producer-driven to market-driven. The globalized markets are seeking volumes and there is a mismatch for large number of small producers as quality becomes an issue. Apart from this the present day markets are extremely dynamic demanding new skill sets more frequently which the rural producers are unable to cope with.

The villages also losing food security as the agriculture shifted from the cultivation of food crops to commercial crops. In fact some "minor cereals" (native millets) like foxtail millet, pearl millet, pigeon pea are disappearing for no demand though they are highly nutritious and can be an excellent dietary supplement. Cash crops like cotton, sunflower, turmeric etc are taking priority because of relatively better margins. Also crops for bio-fuel like maize are gradually taking precedence. All these trends threaten the food security of the rural people in particular and people across in general. Another disturbing influence on agriculture is the rapid urbanization and proliferation of SEZs. Agricultural lands are getting converted for non-agricultural purposes towards housing, mining or industries etc. decreasing the area under cultivation. As agriculture itself is in crisis, many other rural occupations that are dependent on agriculture are also in great crisis. Which sector can absorb this huge swell of people slowly being displaced from their traditional livelihoods? We are also seeing the corporate world getting into the service sector like hair dressers, pottery, laundry services etc.

Further global products are thrust upon rural consumers and the rural producers have come to play to the tunes of 'invisible' global markets. In this process of globalization our villages lost coconut water/ butter milk to soft drinks, natural drinking water to mineral water and toddy to IMFL and the like. Similarly our villages also lost the age old systems of elder care; dai system (midwives) for child delivery; knowledge of local medicinal herbs; proven water storage and drainage systems etc thus losing their nature of self reliance.

Change is inevitable. The world is quickly connecting. This change is inescapable and for villages in India it is no different. We already are seeing mind-boggling spread of cell phones, multiple transport systems, proliferation of TV etc in the villages. But not all changes are good. Like discussed

earlier many changes have disrupted the hitherto self-reliant communities of rural India. Our villages today stand exposed to outside trends, outside markets without adequate preparation to confront them. For instance while rural tourism can bring in much needed economic incentives to our villages, without appropriate soft and hard infrastructure the village communities face the risk of exploitation. What is the way forward? We need to make our villages self-reliant at least in the basic areas of food, clothing, shelter, we need to empower them so that they can demand and get access to basic services like quality education, quality training, skill building and meta-skilling, quality health care and strengthen existing livelihoods and expand opportunities for new livelihoods.

For achieving this we need to strengthen our local self governance systems by implementing 73rd constitutional amendment with integrity. Developmental planning and budgeting should be done at village level and village governments should be entrusted complete powers and responsibilities. There should be various committees at each village level to take up various responsibilities. We need to nurture and build women groups/ youth groups/ children groups and elder groups who can work together and contribute to village-level planning.

Reviving agriculture is one of the important measures that need to be taken up as many other livelihoods are also dependent on agriculture in rural areas. We need to create access to information on emerging new and improved methods of cultivation to the rural communities and provide good quality agriculture extension services. Providing food security through grain banks is a necessary measure that needs to be taken up. Further we need to invest on researches relating to native varieties of crops that can bring in self sufficiency.

Though villages are producing so many products and services marketing is becoming a major problem as the markets are moving away from the villagers. Similarly the villager buy many products and services from outside the village for which they need to spend lot of money as they are buying individually. Collective activities including collective sale of village produce and collective purchase of village consumables can be taken up in all villages so that the villagers can save lot of transaction and other costs. Further the collectives should engage in value addition activities for the produces so that they can earn better incomes.

To make the rural communities Self-reliant, it is also necessary to invest in research on local medicine. The age old medical knowledge of our communities is neglected over years and that knowledge should be brought back to them. Governments should take measures so that the service providers in villages like teachers, health workers etc are accountable to the villagers.

Apart from all the above measures Providing Urban Amenities in Rural Areas (PURA) is of consequence in the efforts of making our villages self-reliant. Providing required infrastructure like electricity, roads, technology for value addition etc. can help the rural communities in enhancing their livelihoods.

Unless and until all these efforts are taken up and implemented with integrity Gandhi's idea of Gram Swaraj will remain as an utopia. ■



# Saviour from Starvation - Norman Borlaug

An American agronomist, humanitarian, and Nobel laureate Dr. Norman Ernest Borlaug has been recognized as the father of the green revolution. Borlaug's discoveries have been estimated to have saved over 245 million lives world wide. He transformed agriculture through High-Yield crop varieties and other innovations that helped more than double the world food production between 1960 and 1990.

Norman Ernest Borlaug was born on March 25, 1924 to Henry and Clara Borlaug. After completing his primary and secondary education in Cresco, Borlaug enrolled in the University of Minnesota where he studied forestry. Immediately after receiving his Bachelor of Science degree in 1937, he worked for the U.S. Forestry service at stations in Massachusetts and Idaho. Returning to the University of Minnesota to study plant pathology, he received the master's degree in 1939 and, the doctorate in 1942. From 1942 to 1944, he was a microbiologist on the staff of the du pont de Nemours foundation where he was in charge of research on industrial and agricultural bactericides, fungicides and preservatives. He was also involved in the research project in genetics, plant breeding, plant pathology, entomology, agronomy, soil science, and cereal technology conducted by Mexican Ministry of Agriculture during this period. The goal of the project was to boost wheat production in Mexico. Borlaug remained with the project for sixteen years. During this time, he bred a series of remarkably successful high-yield, disease-resistant, semi-dwarf wheat.

In 1962, Borlaug's dwarf spring wheat strains, which are tested in International wheat rust nursery, U.S were grown in the fields of the Indian Agricultural Research Institute. Then Borlaug came to visit India in 1963 through Rockefeller foundation to continue his work in India. He supplied 100kg(220lb) of seed from each of the four most promising strains and 630 promising selections in advanced generations to the IARI in October 1963, and test plots were subsequently planted at Delhi, Ludhiana, Pant Nagar, Kanpur, Pune and Indore.

To his scientific goal he soon added that of the practical humanitarian: arranging to put the new cereal strains into extensive production in order to feed the hungry people of the world-and thus providing, as he says, "a temporary success in man's war against hunger and deprivation", a breathing space in which to deal with the "population monster" and the subsequent environmental and social ills that too often led to conflict between men and between nations.

In 1964, he was made the Director of the International wheat improvement programme at El Batan, Texcoco, on the eastern fringes of Mexico city. In 1965, after extensive testing, Borlaug team, began its effort by importing about 450 tons of Lerma Rojo and Sonora 64 semi-dwarf seed varieties, 250

tons went to Pakistan and 200 to India. The initial yields of Borlaug's crops were higher than any ever harvested in south Africa. The countries subsequently committed to importing large quantities of both the Lerma rojo 64 and sonora 64 varieties. India imported 18,000 tons-The largest purchase and import of any seed in the world at that time. Apart from Mexico, India and Pakistan, the wheat variety that has improved



by Borlaug has been used by many other countries across the world such as six Latin American countries and Africa. From 1968, his work has been recognized as "Green Revolution" by many intellectuals and scientists across the world.

For his contribution to the world food supply, contribution to the green Revolution Borlaug was awarded the Nobel peace prize in 1970. The large role he played in both increasing crop yields and promoting this view has led to a methodology being called by agricultural economists as the "Borlaug hypothesis", which can be explained as "Increasing the productivity of agriculture on the best farmland can help control deforestation by reducing the demand for new farmland."

Following his retirement, Borlaug had continued to participate actively in teaching, research and activism. He taught improved farming techniques to more than 8 million African, small-scale farmers in 15 countries which have helped them to double or triple grain production. The world food prize was created by Norman Borlaug in 1986, to recognize personal accomplishments, and as a means of education by using the prize to establish role models for others. On September 25, 2000, Borlaug announced the launch of Norman Borlaug University; an internet based learning company for the agricultural and food industry personnel.

The limited potential for land expansion for cultivation worries Borlaug. In March, 2005, he stated that, "we will have to double the world food supply by 2050". With 85% of future growth in food production having to come from lands already in use, he recommends a multi disciplinary research focus to further increase yields, mainly through increased crop immunity to large-scale diseases, such as the rust fungus, which affects all cereals but rice.

He got so many awards and rewards in his life. Borlaug had received 49 honorary degrees from many universities across 18 countries. World food day is referred to as "Norman Borlaug world food prize day". The Govt. of India, where he is known as father of India's Green revolution, conferred its highest civilian award Padma Vibhushan to Norman Borlaug.

Borlaug died at the age of 95, on September 12, 2009, in his home at Dallas. His work and spirit continue to inspire many more people across the world and he remains alive in the hearts of people as a saviour from starvation. ■

# National Disaster Management Act, 2005

India has been familiar for disasters for the centuries because of its unique geo-climate conditions. Floods, earthquakes, droughts, cyclones and landslides have been recurrent phenomena in India. About 60% of the landmass is prone to earthquakes of various intensities; over 40 million hectares is prone to floods; about 8% of the total area is prone to cyclones and 68% of the area is susceptible to drought.

For the last 2 decades thousands of the people lost their lives, lakhs of animals died and millions people effected by disasters. Many poor people are loosing their livelihoods and they are becoming more vulnerable to even smallest disasters. Recent floods in Andhra Pradesh and Karnataka caused heavy loss in terms of lives, assets and livelihoods.

Though substantial scientific and material progress is made, the loss of the lives and property has not decreased. In this context it is relevant to discuss the country's Disaster Management Act to understand how the Government respond to the disasters.

Government of India passed the National Disaster management Act 2005 on January 9, 2006 to provide for the effective management of disasters and for matters connected there with or incidental thereto.

The Act defines 'Disaster' as a catastrophe, mishap, calamity or grave occurrence in any area, arising from either natural or man made causes, or by accident or negligence which results in substantial loss of life or human suffering, or damage to and destruction of property or damage to or degradation of environment, and is of such a nature or magnitude as to be beyond the coping capacity of the community of the affected area.

It defines 'Disaster management' as a continuous and integrated process of planning, organizing, coordinating and implementing measures which are necessary or expedient to prevent danger or threat of any disaster, mitigation or reduce the risk or severity or consequences of any disaster, capacity-building and preparedness to deal with any disaster, prompt response to any threatening disaster situation or disaster, assessing the severity or magnitude of effects of any disaster, evacuation, rescue and relief, rehabilitation and reconstruction.

The Act empowers the Central Government to appoint the National Disaster Management Authority with the Prime Minister of India as the Chairperson. The National Authority has the responsibility to lay down, approve the policies, plans and guidelines for disaster management prepared by various departments of Government of India to ensure timely and effective response to disaster.

National Disaster Management Act recommended to prepare a national plan for disaster management that includes the prevention of disasters, the integration and mitigation measures in the development plans, the preparedness and capacity building to effectively respond to any threatening disaster situations or disasters.

The National Authority is to recommend guidelines for the minimum standards of relief to be provided to persons affected by disaster like the minimum requirements to be provided in the relief camps in relation to shelter, food, drinking water, medical cover and sanitation, the special provisions to be made for widows and orphans, *ex gratia* assistance on account of loss of life as also assistance on account of damage to houses and for restoration of means of livelihood and such other relief as may be necessary. In cases of disasters of severe magnitude, the National Authority may recommend relief in repayment of loans or for grant of fresh loans to the persons affected by disaster on such concessional terms as may be appropriate.

Similar to the National Authority at the center, the Act mentioned to establish State Disaster Management Authorities at each state headed by the Chief Minister of the state to lay down state disaster management policies and to approve the state plans.

The Act also directed to establish District Disaster Management Authorities at each state headed by District Collector to act as the planning, coordinating and implementing body for disaster management and to take all measures for disaster management in the district.

The Act empowered the Central Government to constitute an institute to be called the National Institute of Disaster Management. The institute is responsible for planning and promoting training and research in the area of disaster management, documentation and development of national level information base relating to disaster management policies, prevention mechanisms and mitigation measures.

As per the Act, a National Disaster Response Force has to be constituted for the purpose of specialist response to a threatening disaster situation or disaster. It also recommended to set up a National Disaster Management Response Fund. The fund is made available to meet the expenses for emergency response, relief and rehabilitation in accordance with these guidelines laid down Central Government in consultation with the National Authority.

Though the Act recommended to have various authorities at various levels, it has not clearly laid down and delegate the roles and responsibilities of these authorities. In a country like India, which is more prone to disasters, there should be a clear policy towards prevention of disasters rather than responding to the disasters. It is also important to prepare the communities for the disaster management. It is a known fact that Non Government Organizations (NGO) and Civil Society Groups (CSO) are performing better than the Government in case of any disaster management. Government should redesign its policy towards disaster management basing on previous experiences and challenges. It can also partner with NGOs and CSOs in implementing disaster management policies to utilize their expertise. Designing a comprehensive policy and implementing it with integrity can help the country in managing the disasters in a better way there by saving millions of lives and livelihoods. ■

# Nobel Laureates 2009

This year 5 out of 13 Nobel laureates are women, the largest number ever to join the ranks in a single year. The scope of the awarded work is marvelously broad, encompassing the protection and deciphering of DNA at one end of the spectrum, to global communication networks and international diplomacy at the other. The Nobel Prizes announced category wise are as follows.

**Physiology or Medicine:** Elizabeth H. Blackburn and Carol W. Greider and Jack W. Szostak for discovering how chromosomes protect their ends.

**Chemistry:** Venkataraman Ramakrishnan, Thomas A. Steitz and Ada E. Yonath for uncovering the structure of the ribosome.

**Physics:** Charles K. Kao, Willard S. Boyle and George

E. Smith, the fathers of fiber optics and digital imaging.

**Literature:** To Herta Müller, whose writings in German Chronicle, with honesty and poetry, life under dictatorship in her Romanian home land.

**Peace:** To American President Barack Obama for his efforts to strengthen cooperation between peoples to meet global challenges.

**Economic Sciences:** To Elinor Ostrom and Oliver E. Williamson, who both analyse economic transactions occurring outside the markets.



Herta Müller got Nobel prize in literature for depicting, with the concentration of poetry and the frankness of prose, the landscape of the dispossessed. Müller writes short stories, novels, poems and essays, but all her work deals with the experience of oppression, of exile, of conforming to family and state.



She has lived through the kind of vicious absurdity that most can only imagine. She belonged to Romania's German minority, which was protected when Romania allied itself with Hitler, but was then persecuted under communist dictatorship. She was harassed by the authorities for her refusal to collaborate with the secret police. She could not even find employment. It was in these conditions that she started writing about the plight of the persecuted and dispossessed. She finally left Romania to settle in Germany in 1987.

Müller says that she learnt to live by writing, that writing was the only place where she could live by the standards she dreamt of and the only place where she could express what she could never live. Müller's works are sure to offer insights into the minds of the persecuted, their feelings and choices, the way in which the marginalized perceive marginalization and the insensitivity of the large majorities to the feelings of the persecuted.



Elinor Ostrom was awarded the Sveriges Riksbank Prize in Economic Sciences in Memory of Alfred Nobel (Nobel prize) in 2009 for her analysis of economic governance, especially the commons. She is the first woman to get this prize. Elinor Ostrom has made extensive studies of the management of common property by groups of common owners, contrasting that with management by state or private institutions. She convincingly marshals evidence that those with a vested interest in the resources they manage are frequently better at regulating those resources than publicly-appointed management bodies would be. Her research reveals that in many, but not all, cases, allowing users to develop their own rules to regulate the use of common property results in the most efficient solution for managing those resources. Her work incorporates both case studies of numerous real-life examples and laboratory experiments testing the ways people interact. The experiments reveal that people seem more willing to regulate others' behaviour than predicted, and also that the

development of efficient rules for regulation depends critically on good communication between the people involved. Ostrom's work in this regard, challenged conventional wisdom, showing that common resources can be successfully managed without government regulation or privatization.

Her work on self-governing irrigation systems has received wide attention from the development practitioners engaged in promoting people's collectives in the early 90s. As efficiently managed commons can help ease the burden of poverty in several ways, her work continues to be relevant to every development practitioner dealing with poverty reduction. Currently, Ostrom is the Arthur F. Bentley Professor of Political Science and Co-Director of the Workshop in Political Theory and Policy Analysis at Indiana University in Bloomington and Research Professor and the Founding Director of the Center for the Study of Institutional Diversity at Arizona State University in Tempe. ■

## Packing and Moving

Shining livelihoods



## Roofing with Roofing Grass

Declining livelihoods



## Professionalizing Development - Deep Joshi

Deep Joshi is one of the Indian social workers, NGO activists who worked for bringing professionalism in development sector. He co-founded a non-profit organization, Professional Assistance for Development Action (PRADAN) of which he is the executive director and served for the development of rural communities.

Deep Joshi was born in 1947 in village Puriyag, a remote area of Pithoragarh district, Uttarakhand in the Himalayas to Harikrishan Joshi, a farmer and was one of the seven children. He received his early education at the local primary school, and later he took his Engineering Degree in Mechanical branch from Motilal Nehru National Institute of technology, Allahabad in 1968. He worked as a lecturer at the same institute for some years. In 1971, the Union government announced a scholarship for overseas



studies, which Joshi stumbled across and decided to apply. He completed his Masters Engineering Degree from Massachusetts Institute of Technology (MIT), Cambridge, USA and MBA from Sloan School, Boston, USA.

When Deep Joshi came back to India, he was not entirely sure what to do with his education. In 1977, he joined the Systems Research Institute in Pune where he worked for about 2 years as Senior Systems Analyst. Later he joined Ford Foundation as programme officer where he was sent to rural Maharashtra on his first project. There he met the US trained medical doctors, Rajanikant and Mabelle Arole, The Aroles, with their excellent qualifications and their zeal for village work, were the first shining examples that Joshi encountered of professionals in development. The sight of a doctor women sitting on floor with poor people was unusual for him and that is where the idea came into his mind, that this is what we need for our society. Why it is not that a doctor does not work with village men and women and help them improve their health systems? Why can't an engineer work in a village to help them with improved technology? With these questions in mind Joshi concluded that if only more people equipped with both knowledge and empathy decided to work in the villages, India's rural society would be transformed.

Despite India's remarkable economic boom in recent years, poverty remains urgent and widespread in this vast country. 42% of India's population (Roughly 400 million people) still lives below the global poverty line. At the frontlines in addressing this problem is a huge civil society movement of a million non-government organizations or NGOs. Yet, many of these organizations are small or ineffective. It is in the context of these challenges that Deep Joshi evolved his development work.

In 1983, Deep Joshi co-founded a non-profit organization, Professional Assistance for Development Action (PRADAN), which recruits university-educated youth from campuses across India and trains them for grass roots work. PRADAN is established because Joshi saw that NGOs were "bleeding hearts but little more", and because he saw their crying need for top-tier professionals, or for graduates from the IIT, IIMS. Joshi felt, "Civil society needs to have both head and heart. If all of us have bleeding hearts it would not work. If we only have heads, then you are going to dictate solutions which do not touch the human chord."

Pradan started work in seven poor states including Jharkhand in erstwhile Bihar, promoting self-help groups, developing locally suitable economic activities and introducing systems to improve the livelihood of the rural poor. The organization concentrated on Jharkhand's Naxalite zones of Lohardaga, Gumla and Chaibasa, and in Bankura and Purulia in neighbouring Bengal.

Working with a team of IIT and IIM graduates, Joshi says nowadays talented youth considered development work intellectually inferior to science, industry or diplomacy. So, he wants to prove that it is both a challenging and a noble choice. PRADAN recruit top professionals to enhance agricultural productivity and promote rural livelihood through animal husbandry, dairy farming and sericulture. The result is a group i.e. active in seven states, helps 70,000 families support themselves, supervises over 100 crore rupees worth of newly-created economic activity, and keeps on growing.

Under the guidance of Joshi, PRADAN staff empower village groups with technical, project implementation, and networking skills that increase both their income generating capabilities and their actual family income. Its staff, combining their professional expertise with local knowledge also train villagers as Para-veterinarians, accountants, and technicians who support their fellow villagers in building and sustaining collective livelihood projects. PRADAN is not founder centric. It is a decentralized, collegial body that has developed institutional space for second-generation leaders. Joshi is himself an exemplar of its strength and character as a professional organization, retiring at the policy-prescribed age despite the wish of his colleagues for him to stay on. Still he remains deeply committed to PRADAN, now working purely as an advisor to the Organization.

He held many other positions such as advisor to the Government of India on poverty alleviation strategies and also served as a member of Working Group on Rain fed Areas for the Eleventh Five Year Planning Commission, Government of India. In the year 2006, he received the Harmony Silver Award for his contributions to society.

Deep Joshi was awarded the Ramon Magsaysay award for Community Leadership for the year 2009 for his vision and leadership in bringing professionalism to NGO movement in India by effectively combining 'head' and 'heart' in the transformative work of rural development. ■

## Agreement

Collective action is an important element of all development activities. However collective action depends upon the agreements between the people who are working together. Many times there are chances of breaking the agreements by any of the members which can effect the collective action. Hence it is important for all the members of a collective to keep up the agreements to achieve the desired objectives.

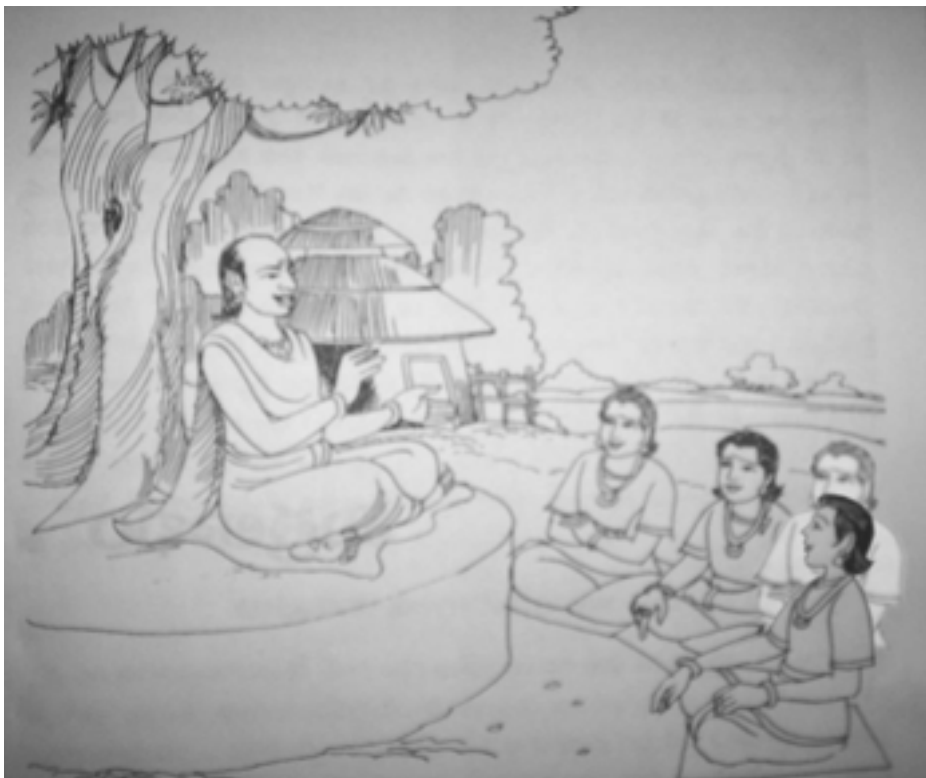
The four pupils of a meditation school promised one another to observe seven days of silence. On the first day all were silent.

Their meditation had begun auspiciously, but when night came and the oil lamps were growing dim one of the pupils could not help exclaiming to a servant: "Fix those lamps."

The second pupils was surprised to hear the first one talk. "We are not supposed to say a word," he remarked.

"You two are stupid. Why did you talk?" asked the third.

"I am the only one who has not talked," concluded the fourth pupil.



This is how agreements between members of a cooperative are broken. None of the students had any intention to speak and thus break his agreement with others. It must be remembered that these pupils were still practising meditation and hence remaining silent is not natural to them. Since it is not natural for them, they break silence without even realizing it at the very first major challenge.

This has a very important lesson for the development actor promoting collective action. Where the collective action is in a domain that is not a part of their tradition, the person promoting cooperation must ensure that even those events that have the slightest tendency to break the mutual promise must be avoided.

This is where the lessons from the collective actions that have failed become important. And the cases

documenting successful collective actions need to bring out the efforts made to manage those factors that led to the failure of the collective actions elsewhere. Since reasons for failure of collective action are diverse, exposure to diverse collective action assumes importance in training development actors promoting collective action. As collective action is in one way or the other an important element of all development action, a larger emphasis needs to be placed on field exposure to the functioning of people's institution. The field placements should also aim at providing practical experience of promoting/managing a people's institution, of course under an experienced guide. This might require the institutions providing programmes related to rural development/social work to offer field work experience much more than can be offered during a summer project. And at least, the summer project must be re-engineered to provide the deep insights into promoting/managing people's institution. ■

# Government Expenditure on Social Sector

Governments have a responsibility to spend considerable amount of money towards the sectors like Education, Health etc. to achieve the goals of poverty alleviation and sustainable development. The following table presents the spending of Indian Government on these sectors.

at current prices						
Year	Education		Health		Social security & welfare services	
	Total Rs. In Crore	Per capita in Rupees	Total Rs. In crore	Per capita in Rupees	Total Rs. In crore	Per capita in Rupees
1980-81	3859	57	943	14	756	11
1981-82	4530	65	1157	17	955	14
1982-83	5419	77	1349	19	1259	18
1983-84	6282	87	1614	22	1722	24
1984-85	7330	99	1929	26	1885	26
1985-86	8812	117	2225	29	2008	27
1986-87	9807	127	2522	33	2468	32
1987-88	11751	149	2955	37	2852	36
1988-89	13871	172	3383	42	3301	41
1989-90	16905	206	3767	46	4060	49
1990-91	19791	236	4508	54	4873	58
1991-92	21914	256	4888	57	5459	64
1992-93	24722	283	5621	64	5994	69
1993-94	27530	309	6248	70	7005	79
1994-95	32107	353	6920	76	8570	94
1995-96	37097	400	7880	85	10569	114
1996-97	43035	455	9231	98	11443	121
1997-98	49032	508	10774	112	12715	132
1998-99	62297	634	13496	137	14262	145
1999-00	70320	702	15604	156	15882	159
2000-01	80985	795	17374	171	18653	183
2001-02	81271	783	17004	164	18656	180
2002-03	84988	806	17833	169	18202	173
2003-04	82310	767	19135	178	20717	193

Source: Central Statistical Organization

It is evident that the spending on Health and Social welfare schemes is not at all matching with the requirements of one billion people. Though the spending on Education is increased over the years, it is not able to show considerable impact. ■

# Books

## Book Summary

Name: **Crafting Institutions**

Author: **Elinor Ostrom**

Publisher: **ICS Press, San Francisco**

After so many years of work, the world has at last recognized Elinor Ostrom for her work on self governing systems. We are happy to profile her book 'Crafting Institutions' on the occasion of she being announced as a Nobel laureate.

Despite being engineering marvels, irrigation systems in the developing world which received funding from several international donor agencies have failed to provide adequate benefits. After a study of a few successful irrigation networks in Philippines, Nepal, Spain and other places, Elinor Ostrom advises us to look beyond engineering and to let irrigation consumers involve themselves actively in the design operation and maintenance of water supply systems. She shows that such self governing systems are more flexible, distribute water more equitably and counter act the perverse incentives that lead managers and consumers to abuse and neglect irrigation facilities. She identified eight design principles to help replicate systems that operate responsively and efficiently, there by yielding the expected results.

The design principles are given below

1. Clearly defined boundaries – the boundaries of the service area as well as the households rights to use water from an irrigation system need to be clearly defined.

2. Proportional equivalence between benefits and costs- To yield the benefits as expected irrigation systems have to mobilize resources for maintenance. For the irrigation system be sustainable the resources so required should come from households who use the irrigation. While there has to be a clearly defined relationship between the benefits received by and costs incurred by the households, a single set of rules cannot be defined for all irrigation systems. In other words we need to recognize the unique features of each system.

3. Collective choice arrangements –

Most, if not all, individuals/households affected by rules followed by the irrigation systems need to be included in the group that can modify these rules.

4. Monitoring – Users themselves, or persons accountable to the users, should actively monitor the physical conditions and user behavior to comply with the rules made by following principle 3.

5. Graduated sanctions – the monitoring done under principle 4, should lead to graduated sanctions on the users who violate rules formulated using principle 3.

6. Conflict resolution mechanisms – Applying rules is rarely an unambiguous task. If individuals are to follow rules over a long period of time some mechanism for discussing and resolving conflicts is necessary. Rapid access to low cost local arenas to resolve conflicts helps self governing systems.

7. Recognition of rights to organize – the rights of the users to devise their own set of rules and institutions should be expressly recognized by government authorities. This would help principles 1 to 6.

8. Nested enterprises- Appropriation, provision, monitoring, enforcement, conflict resolution and governance activities need to be organized in multiple layers of nested enterprises. By nesting layers of organizations within one another, irrigators can take advantage of many different scales of organization.

The book also gives several illustrations of how these principles are applied in self governing irrigation systems. Though the design principles have been distilled from her studies on irrigation systems, these principles are equally applicable to the design of any self governing collective of people. Reading the book and the examples in it give the development workers a window to the processes need to be adopted in promoting these collectives. In the current milieu where empowerment is getting its due attention from the policy makers C.B.O's are becoming more and more important. Hence the importance of this and other works of Elinor Ostrom. ■

## New Books

Name: **Worlds of Food-Place, Power, and Provenance in the Food Chain**

Authors: **Kevin Morgan, Terry Marsden, Jonathan Murdoch**

Publisher: **Oxford University Press, USA**



Name: **Amartya Sen (Contemporary Philosophy In Focus)**

Author: **Christopher Morris**

Publisher: **Cambridge University Press**





## Resources

# Vocational Trainings At Gandhi Niketan

Name of the Training Center: Gandhi Niketan Ashram, T.Kallupatti, Madurai district, Tamilnadu

S.NO	Training courses with financial assistance	Qualification	Duration
1.	Composite Rural Engineering	S.S.C	6 Months
2.	Footwear & Leather Goods	S.S..C	6 Months
3.	Rural Mechanic Course	S.S..C	4 months
4.	Motor Winding Course	Read & Write	3 Months
5.	Welding and Grill works	Read & Write	3 Months
6.	Steel Fabrication	Read & Write	3 Months
7.	Footwear & Leather Goods	8 <sup>th</sup> Pass	3 Months
8.	Fancy Leather & Rexin Goods	S.S..C	3 Months
9.	Fancy Leather Goods	Read & Write	2 Months
10.	Toilet and Laundry soap Training	S.S..C	2 Months
11.	Handmade Paper Conversion	8 <sup>th</sup> Pass	2 Months
12.	Exercise Book Manufacture	Read & Write	2 Months
13.	Artisan on Master Potter	Read & Write	2 Months
14.	Fruits & Vegetable processing	S.S..C	1 Month
15.	Spices and Masala making	Read & Write	1 Month
16.	Footwear and Leather Goods	Traditional Artisan	1 Month
17.	Motor Rewinding Course	Read & Write	1 Month

	Training Courses without financial assistance	Qualification	Duration
1.	Tailoring and Embroidery course	8 <sup>th</sup> Pass	5 Months
2.	Servicing of Electrical & Electronics Items	S.S.C	4 Months
3.	Cutting & Tailoring	8 <sup>th</sup> Pass	3 Months
4.	Fitter, Plumber & Pump Mechanism	8 <sup>th</sup> Pass	2 Months
5.	Two Wheeler Mechanism	8 <sup>th</sup> Pass	2 Months
6.	Servicing of Refrigerator & A/c Mechanic	S.S.C	2 Months
7.	Electric Wireman	8 <sup>th</sup> Pass	1 Month
8.	Detergent Cake Making	S.S.C	1 Month
9.	Screen Printing	Read & Write	2 Weeks
10.	Book Binding	Read & Write	1 Weak
11.	Cleaning Powder Making	Read & Write	1 Week
12.	Detergent Powder Making	Read & Write	1 Week
13.	White Phenyl Making	Read & Write	1 Week
14.	Candle Making	Read & Write	1 Week
15.	Jam, Jelly, Pickles Making	Read & Write	1 Week
16.	EDP on Bio – manure and vermin compost	Read & Write	4 Days

Age limit: Above 18 and Below 45.

Stipend: All the candidates admitted in the stipendiary courses will be eligible for stipend of Rs.800/- PM provided there is vacancy in the courses.

For details, contact: gnajckirt@yahoo.co.in. ■

Out of Poverty

## Livelihoods - Portfolio Helps!

Dandapani is from Sadum village in Ananthapur district of Andhra Pradesh . He lost his father in childhood and a younger brother due to illness recently. Now he stays with his mother and five sisters. At that time his mother worked and brought up all her children. When his sisters have come up to marriageable age and the household expenditures have increased, he wanted to help his mother in running the family.

Dandapani stopped his studies in 10th class and decided to take up a job. He was advised by his friends to start a hotel or shop which gives daily income. As his mother cooks delicious food and that there are very few hotels near by he decided to start a hotel.

Only thing he lacked to start this venture was finances. He borrowed Rs.300/- from a known person and he started a Tiffin centre. The tiffin center improved in a short period of time and started providing meals too. He was helped by all his family members in cooking, supplying and cleaning work at the hotel. As Sadum is a mandal head quarter and people from various villages keep visiting it the business picked up as he could earn Rs 50/- at the end of the day after taking out all the expenses. The Tiffin centre became popular and people working in nearby offices started eating out of this

centre which gave a push to his business. He also introduced monthly card system to the regular customers which encouraged more people to come to his hotel.

Dandapani was able to improvise on his business skills by starting a cable network along with the hotel business as suggested by an old man in his village. He has employed a person to help him in his cable business.

He has been able to earn well and save enough which helped him get his sisters married. He is also saving small amount in a chit fund as a back up for any financial need. He took a loan of 4 lakh from the chit fund and bought a house on the side of a main road. He has now shifted his hotel to main road and recruited many workers and improved his income. He has also started S.T.D booth, courier service and paper agency. With the bank loan he has added another floor to his house and has bought 4 more plots.

At present his income is between Rs 5000/- to 6000/- per day. He is married and has two children. What made him a successful man is his persistent effort to improve and widen his income and not get bogged down by difficulties. This happy man has not only made his life bright but has also been able to provide livelihood to few others. ■

Broken Lives

## No Feasibility Check Hurts!

Chandra Rao of Gadala village, Korukonda mandal (Block) in East Godavari district of Andhra Pradesh lives with his wife and two daughters. He has two acres of land which he leased out to a farmer and gets reasonable income from it.

Chandra Rao's wife and daughters use to make leaf plates for an earning, Chandra Rao used to support them by collecting leaves from the trees grown on the bunts of fields in the village. He also used to market the stitched plates. Apart from this he was not engaged in any other work. But still their income was sufficient to lead a decent life and they got their elder daughter married.

After few months of their daughter's marriage, Chandra Rao thought of shifting to some other livelihood. He felt it was very difficult to roam around villages to collect the leaves and hence thought of starting a small kirana store at home. His wife discouraged him by saying that 'we are earning reasonable income from this livelihood. We also got our daughter married by depending on this profession. Why should we shift to a livelihood in which we don't have any experience?'

But Chandra Rao did not care for her words. He invested all

his savings and started a small kirana store at his home. It did not give good returns as he expected as he did not know the trade and didn't know which goods have demand and how much stock to be bought. Few months later two or three more people in his village also started kirana stores. Slowly Chandra Rao's situation became worsened as the number of customers reduced. While Chandra Rao was running the shop, his wife and daughter also stopped their work of stitching leaf plates as they were unable to procure leaves.

Chandra Rao, decided that he can not run a business and hence closed his shop. He thought of going back to his old work of collecting leaves for his wife to stitch plates. But the place from where he used to procure leaves previously got occupied by some other people and they cleared all trees from that place. Now Chandra Rao has nothing to do and he is regretting for his mistake of investing his whole savings in the profession in which he did not have any experience.

Though he has land, he did not even acquire the skill of doing agriculture and now he is working as daily wage labour in NREGS programme. ■

# 'Yoga'kshemam

Arrived monsoon has come with torrential rains, torrential rains have turned into floods all over. Rivers, Krishna in particular, have been in spate, overflowing dams and reservoirs, breaking river embankments. We hear that these are the severest floods in a century. The overflows, for example at Vijayawada, are 100% more than the previous known highest.

Andhra Pradesh and Karnataka are severely hit – estimated loss is more than Rs.250 Billion. Now, normalcy is returning. Relief is flowing to affected villages and families. Families and volunteers are cleaning up their houses and streets over 7-8 days now. Aerial Surveys including that of Prime Minister have got some advance relief from Government of India. It is estimated that the stated relief contributions are expected to exceed the estimated loss. The issue is how well and how much percentage of this amount reaches the flood victims, and when the contributions dry up after the current heightened emotions subside.

Recently released Human Development Report says that India has slipped down on Human Development front. Nobel Prizes announced have a surprise in the Peace Prize to Obama for his early initiatives, and articulated spirit and intent. Economics to Elinor Ostrom recognizes the principles of 'collective institutions'.

**G Muralidhar**

It is difficult to believe Dr Balagopal, Gandhi of Rights, is no more. The original human rights activist and advocate, rated as one of the six modern day philosophers, and simplicity personified, leaves back a huge vacuum. Let us learn to live without. I am sure. It is not easy but we must.

2 October 2009 (Gandhi's Birthday, Akshara's Foundation Day and International Day of Non-violence) has given us an opportunity to pledge - Let me be useful to all life, apart from remembering 'Mahatma' and seeking universe to conspire with us in our movement towards real from unreal, light from darkness and life from no life. It has sought commitment to the task of identifying, building and mentoring 64,000 pro-poor/pro-life development/livelihoods workers in India. 5 October (World Teachers' Day) made us to remember the teacher(s) who have/are making a difference by taking complete responsibility for our being and actions. 7 October reflections have shown the frailties in human body, heart and mind; it has also shown the tentativeness with which get going in many a thing.

May be, we are lost in the 'floods' and/or in the 'floods of thoughts', 21 September (International Day of Peace), 1 October (World Elders' Day), 7 October (International Day of Decent Work), 8 October (International Humanitarian Day), 10 October (World Mental Health Day), 14 October (International Day of Natural Disaster Reduction), 15 October (International Day of Rural Women), 16 October (World Food Day), 17 October (International Day for Eradication of Poverty) have passed by. World Tourism Day did not receive the earlier attention, may be due to continued recession.

Drought, Floods, Climate Change, Marginalized communities, non-timber forest produce collectors, elders, vulnerable key population, collectives, MFIs, clusters, slums, skill providers, civil society, mentors, teachers, students, volunteers, social entrepreneurs and writers continued to dominate our thinking space in this month. Discussions on Sustainability, Sustainable Agriculture, Livelihoods in the wake of recognition of Climate Change, Collectives, Local people servicing local needs and Human Resources that service the poor and their institutions continued to dominate temporal space of the month.

Building Social Entrepreneurship and Socially Responsible Innovations/Enterprises occupied the thinking space. When National Institute of Technology, Warangal announced the starting of a Centre for Innovation, Incubation and Development during its Golden Jubilee Foundation Day Celebrations on 10 October 2009, alumni began to contribute generously to the Centre. More and more such centres need to come all across, to deliver more (substantial quantity with quality) with less (cost and resources) for more (people).

My 'fasting' practice and my struggle with 'silence' and 'thought silence' continue. I need to still figure out the complete protocol to handle myself six days of the week when I am not 'fasting'. Can it be left to itself?

In the confluence of the souls, and through the gentle flows of universe, **this month of lights and victory** reinforce the need to find and sharpen the tools to see the truth, to see the light and to see the life. Learn to find the tools first, find the ways to use them, practice these ways, know when to use each one and then use the tools. We need a set of tools used in a sequence till you reach the 'crescendo' and 'climax', starting with setting the stage, setting the 'sruti' and so on. Incidentally, that is the bliss!

Can we do this? **Yes, if we pursue Atma Yoga.** The focus is on life and learning to be useful to life. Resolving the creative tension between crescendo of the climax of the confluence of the souls into the natural flows of universe and the current reality! Then what follows is a simple act, without further pre-meditation, of following the protocol of using the portfolio of instruments in the order with enough intensity and tone to last the duration of the flight and crescendo of the climax.

Krishna calls for seeking yoga of the devotion (bhakti), action (karma) and wisdom (jnaana) with devotion being the leader, together with the master/guru. Krishna confirms passage of three stages – oneness with universal energy flows, oneness with thought/spiritual flows, oneness with universal consciousness, to the one who seeks and flows in this yoga of yogas.

Join us in the world of yoga of yogas – lighting and celebrating the yoga of our being in pure advaita rasa siddhi!. You will not regret it. ■

## 17 October– International Day for Eradication of Poverty



*Investments in children and the realization of their rights are among the most effective ways to eradicate poverty*