

livelihoods

today and tomorrow

October 2013

LEGENDS

ORGANIZATIONS

**B
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K
S**

Major Influences

in 25 Years

**M
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V
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INTERVENTIONS

TECHNOLOGIES

Double Dozen in 12 Years! - 11

More than 70 million people have been forced to leave their homes because of conflict, political upheaval and disasters, as well as by climate change and development projects. (From International Red Cross, Report 2012)

Mahatma is on the mind!

Telangana continues to inch forward!

Cyclone followed by Floods!

Election Processes are on in 5 states!

Sachin announces retirement from Cricket!

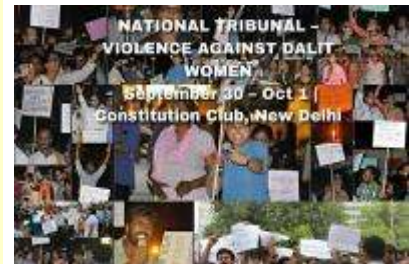
Tallest statue of Sardar Patel is unveiled!

We have been influenced various people, organizations, interventions, technologies, books, films, etc. Some of them have major influences on us in general and the lives and livelihoods of the poor in particular. In this context, 'livelihoods' has explored 'Major influences' over the last 25 years as a special issue.

From this issue, 'livelihoods' has started a second supplement on 'legends'. This time, 'Legend' introduces 'Gandhi'. 'How to' supplement discusses 'How to do Microplanning?' Usual e-links introduce a video (Community Managed Sustainable Agriculture), book (Small Business Management Skills), LEAP (Bhimlavari Palem), value-chain/subsector (pot making/jute), and tenth issue (Social Entrepreneurs) of e-livelihoods learning course.

With the faith and hope that you find the 'major influences' a useful read, and the additions/modifications in the 'livelihoods' are useful, we remain.

the 'livelihoods' team



In rural areas, youth skills and capacities aren't fully mapped by the government agencies or development organizations.

<p>Latest 'livelihoods' Supplements e-course</p>				
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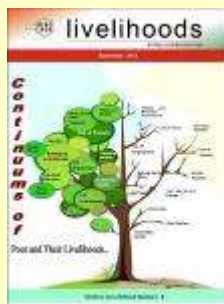
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e-links	LEAP	Bhimulavaari Palem
	VCA	Pot Making
	Sub-sector	Jute
	e-book	Small Business Management Skills
	v-book	Community Managed Sustainable Agriculture

e- course	Capsule 10: Environment: http://www.livelihoods.net.in/e-course/e-course-capsule-10-environment
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Supplement; How to do	How to do Micro Planning: http://www.livelihoods.net.in/document/how-do-micro-planning
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Supplement: Legend	Mahatma Gandhi: http://www.livelihoods.net.in/document/mahatma-gandhi
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Received 'livelihoods' September, supplement and e-course material. These are very useful.

RAPELLY VENKATESH,

Share Rural Development Society (SRDS)

Can model school system
provides universal
education with quality?

News

Rs. 517 Crore for AP Poverty Alleviation: The Ministry of Rural development has approved an annual plan outlay of Rs.517.27 crore for 2013-14 for Andhra Pradesh under its Aajeevika programme for improving the livelihoods of the poor. This was informed to Chief Minister by Union Minister of Rural Development. AP has mobilised more than 100 lakh women from rural areas into 10.50 lakh SHGs and all the villages in the State have been covered with SHG federation.

'14,378 Acres Identified for Distribution': The East Godavari district administration has identified 14,378 acres of land to distribute to 9,064 families that have been identified as landless during the seventh round of land distribution programme organised at the State-level. Collector said that survey and sub-division had already been completed for 8,000 acres of land and the works were in progress for the remaining land that had been identified for distribution. ❖

Move to Prevent PDS Leakages: To prevent leakages in the public distribution system, the Union government has decided to allow the States to construct intermediary godowns under the Mahatma Gandhi National Rural Employment Guarantee Act (MGNREGA) for storage of grains. For this, the Rural Development Ministry will provide Rs. 450 crore in the first phase for the creation of a capacity of 15 lakh tonnes.

Rs. 717 Crore Sanctioned For Drinking Water Projects, Tamil Nadu: Chief Minister allocated Rs. 717.32 crore for integrated drinking water projects in Tiruppur, Erode, Thanjavur and Coimbatore districts. According to an official release, the projects were conceived as part of the emphasis on supply of protected drinking water. Ten lakh people in the four districts would benefit from the projects. Bulk of the allocation, Rs.495.70 crore, is towards the integrated drinking water project in Thanjavur district. ❖



World Bank Supports Reconstruction and Livelihoods: The World Bank's Board of Executive Directors approved two grants totaling US\$25 million to the Government of Samoa to help rebuild critical roads and bridges and to restore agricultural and fishery livelihoods for thousands of subsistence farmers whose crops and farms were damaged during Tropical Cyclone Evan (TCE). The first grant will provide US\$20 million under the Enhanced Road Access Project to repair roads and bridges damaged by TCE and to upgrade, rehabilitate and reconstruct existing road infrastructure to strengthen its resilience to climate change and extreme weather events. The second grant of US\$5 million is for the Agriculture and Fisheries. ❖

Amartyasen



A distinguished economist and Nobel laureate Amartya Sen is known as "the Conscience and the Mother Teresa of Economics" for his work on famine, human development theory, welfare economics, the underlying mechanisms of poverty, gender inequality, and political liberalism. With lots of hard work and effort, he succeeded in making significant changes to the contemporary world. ❖

Anil Sadgopal



Dr. Anil Sadgopal, social educationist is striving to reshape the education milieu so that elementary education will be recognized as a fundamental right. He established the Kishore Bharathi Center for Rural Development and Education along with a group of like minded people. The objective is to encourage the community to avail their rights and entitlements. ❖

Anna Hazare



Anna Hazare desire to live beyond his narrow self interest drove him to seek voluntary retirement from the army and come back to serve his own village. Immediately after, about 60 small bunds, check dams, trenches and percolation ponds were built in the village. Soon they were raising three crops a year. "Gram Sabha" whereby the farmers who had excess grain were to voluntarily donate grain to the "Grain Bank" Along with it, he undertook a massive tree plantation drive. ❖

Baba Amte



Baba Amte inspired by Mahatma Gandhi and followed the principles of Gandhism for the rest of his life and led a Spartan life. Baba Amte relentlessly worked in the service of the neglected and poor. His compassion for the leprosy afflicted people knew no bounds. He shared the sufferings of the tribals and stood by them. He worked for India living in unity and peace. He set up weekly clinics to take care of the patients. All these efforts graduated to setting up of Anandwan, ❖

Banda Vasudev Rao



The National Egg Coordination Committee (NECC), as it exists today, was the result of much hard work and foresight of Banda Vasudev Rao. He travelled across the country, organizing over 300 meetings with groups, individuals, and traders. He devoted his life towards the growth and modernization of Indian poultry production, transforming it from a backyard activity into a vibrant industry. Driven by science and technology, the poultry industry is one of the most powerful engines for growth of rural economy in India, supporting the livelihood of over 2.0 million people. ❖

Bunker Roy



Bunker Roy is the man behind Barefoot College – the only college in India built by the rural poor for the rural poor. In 1971, he found the "Barefoot College" in Tilonia. He coined the term 'barefoot professionals' to mean indigenous and traditional knowledge leaders in poor communities. Millions of people in India live and work barefoot; but the title is also used as a symbol of respect for the knowledge that the poor have. ❖

C K Prahalad



The internationally renowned management guru, corporate strategist and thought leader, C K Prahalad, as a management consultant to some of the top multinational corporations in the world, as a teacher in shaping up the minds of students from prestigious colleges around the world, as a writer who influenced the thoughts of many in the government, for-profit and not-for-profit sectors equally, as a thinker of those at the bottom of the pyramid, Prahalad's contribution is simply remarkable and in many ways irreplaceable. ❖

Elinor Ostrom



Elinor Ostrom has stood on the side of these poor to challenge the conventional wisdom and to argue that the CPRs can be successfully managed by the users themselves without any government regulation or privatization. She became the first woman to receive the Nobel Prize in Economic Sciences. The Royal Swedish Academy of Sciences said Ostrom's 'research brought this topic from the fringe to the forefront of scientific attention. ❖

Father Vincent Ferrer



Father Vincent Ferrer laid the foundation of Rural Development Trust (RDT). With their combined qualities, dreaming of helping hundreds and thousands of people and Anne with her desire and capability to bring quality and order in the programs of the organization, both together along with their team created what is today as RDT, a well established organization able to execute programs in all the fields of development with quality and excellence. ❖

Father Michal Van Den 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. 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. He contributed a lot to Indian development sector by training people who can help the poor. ❖

Furer - Haimendorf



Christopher von Furer-Haimendorf was an Austrian ethnologist. He spent about forty years of his life doing fieldwork in Northeast India and in the central region of what is now the state of Andhra Pradesh and in Nepal. He undertook some remarkable field-work among the Chenchu, Reddi and Raj Gond communities. In the course of his work, he set up various educational institutional and other schemes for tribal peoples, all with the aim of preserving and safeguarding indigenous cultures and languages. ❖

Kamaladevi Chattopadhyay



Kamaladevi Chattopadhyay was a Gandhian, a freedom fighter, a social reformer, a trade unionist, a patron of arts and a revolutionary of her times. She will be long remembered for her enormous efforts in organizing women around various causes and for working towards improving the lives and livelihoods of the artisans of the country. She founded All India Women's Conference which soon became a reputed national organization working for legislative reforms. ❖

Kanuri Lakshman Rao



Kanuri Lakshman Rao (known as K L Rao) is called the Father of India's water management and agriculture. Nagarjuna Sagar, Bhakra, Farakka are some of the many dams designed and developed by him. His vision and work has helped to increase the area under cultivation which led to an increase in food production apart from providing employment to millions of farmers and he is still remembered by many across the country as a saviour from starvation. ❖

LC Jain



LC Jain was a volunteer organizer with the Indian Cooperative Union (ICU) in an extraordinary rehabilitation project undertaken for 50,000 muslim refugees from the North West Frontier Province. Social health and basic education systems based on non-colonial principles were set up. Workers held ownership of industrial enterprises. He co-authored a book *Grass without Roots*. Jain worked with and on a number of development agencies as well as government committees and boards. ❖

Mother Theresa



As the founder of the missionaries of charity in Calcutta, Mother Theresa helped the poor, homeless, crippled, diseased, sick, orphaned, and dying children and people. She informs by providing them with a home to stay in. Mother Theresa opened all the orphanages all around the world and did most of her work in Calcutta helping poor in the slums. She dedicated her life to others and as a result, she became a worldwide symbol of love, faith, strength, and hope'. ❖

Professor Muhammad Yunus



Professor Muhammad Yunus, a Bangladeshi economist. He carried on giving out 'micro-loans', and in 1983 formed the Grameen Bank, meaning 'village bank' founded on principles of trust and solidarity. In Bangladesh today, Grameen has 2,564 branches, with 19,800 staff serving 8.29 million borrowers in 81,367 villages. Grameen methods are applied in projects in 58 countries, including in the USA, Canada, France, the Netherlands and Norway. ❖

Dada Panduranga Shastri Athavale



Dada Pandurang Shastri Athavale ideals continue to inspire several organizations. Athavale hoped to bridge the apparent disconnection between real life and the teachings of the Bhagavad Gita by focusing on the young. All the persons who work for the swadhyaya movement are volunteers. Even the professors of Vidyapeeth held jobs at other places and volunteer at Vidyapeeth. Political analyst Ajit Bhattacharjea toured Swadhyaya villages in 1995. Caste differences had been eliminated. ❖

Puchalapalli Sundaraiah



Sundaraiah worked all his life for the cause of the downtrodden and oppressed. He used all his inherited wealth for the cause of the poor. Sundaraiah worked tirelessly towards collectivizing the farmers, labourers and workers. Leading several movements, he gained invaluable insights on various issues related to the problems of the poor. A man of simple living and high thinking, Sundaraiah joins the rungs of great communist leaders in South India and is fondly referred to as Communist Gandhi. ❖

Dr Rajanikanth Arole



Dr Rajanikant Arole, who pioneered the 'Jamkhed Model' of health system. He had launched a rural health initiative in 1970-71 in the drought-prone Ahmednagar district. Dr Raj Arole efforts to combine community development with a comprehensive approach to rural health care using the 'Jamkhed model' have been recognized by numerous International Organizations. He worked Health Project in Jamkhed among the rural poor and marginalized for over 40 years. ❖

Rama Reddy



Rama Reddy is synonymous with Cooperative Sector in India. He is the President of Sahavikasa Cooperative Development Foundation. He focused on protecting and nurturing the 'characteristics' of the cooperatives. He is always forefront in the battle against the government policies which dilute the characteristics of the cooperative. He has also been extending his services to Indira Seva Sadhan Trust and Sangam Laxmibai Education Trust. He is a tireless co-operator and policy advocate of societies and local governments. ❖

Robert Chambers



Robert Chambers is an academic and development practitioner who has, since the 1980s, has been one of the leading advocates for putting the poor, destitute and marginalised at the centre of the processes of development policy. He popularised with development circles such phrases as "putting the last first" and stressed. He is a key contributor to the development arena by facilitating the participation of the community in their own development. ❖

SR Sankaran



SR Sankaran, a personification of simple living, honesty and integrity, unassuming but strong, modest yet firm and affable, the diminutive civil servant, was a role model who showed what an IAS officer could do for the marginalised sections of society. His commitment to public service and to the disadvantaged sections of the society was deep and unswerving. His life and work, the very high moral standards he lived by and his simplicity will continue to inspire the people in different walks of life. ❖

Shashi Rajagopalan



Shashi Rajagopalan was the driving force behind strengthening the cooperative movement by streamlining processes involved in their functioning and management. She was a freelance consultant with special interest in organizational design, structuring and development of user based and voluntary organizations, planning/envisioning in user-based and voluntary development organizations, accounts and financial systems, user-owned and controlled financial and other business development and cooperative legislation. ❖

Stephen Hawking



Stephen Hawking is a great scientist and a mathematician of unique personality who took his disability as a challenge and has done miracles in the discovery of universe. He discovered many things in theoretical cosmology and quantum gravity. He proposed the four laws of black hole mechanics, drawing an analogy with thermodynamics. He calculated that black holes could thermally create and emit subatomic particles. He wrote several books and "A brief history of time" became a best seller book in the world. ❖

Sunderlal Bahuguna



Sunderlal Bahuguna is an Indian eco-activist and Gandhian peace worker. He spearheaded the infamous Chipko movement, fighting for the preservation of forests in the Himalayas. He undertook hunger strikes on the banks of Bhagirathi to stop the construction of Tehri dam that would alter the flow of the Ganges and jeopardize the mountain villagers.. A true Gandhian, he continues to inspire many development/environment workers across the country to work selflessly for the cause of sustainable development. ❖

Dr M. S. Swaminathan



Dr M.S. Swaminathan's contributions to Agriculture Science have made an indelible mark on food production in India and elsewhere in the developing world. With a belief that importing food is like importing unemployment, he led India from one of those food importing countries to become one of the largest producer of food in the world and he is recognized as 'The Father of India's Green Revolution'. He led India from starvation to self-sufficiency and continues to inspire many people to work towards food security for all. ❖

Dr. Verghese Kurien



Dr Verghese Kurien created the Operation Flood in the country that has reached to about 250 million people and is one of the largest Cooperative development programs in the world. He, better known as the "Father of White Revolution" in India is also known as the Milk man of India. He volunteered to build an in-house processing plant and organize the cooperative AMUL. He was instrumental in establishing the IRMA. ❖

Acharya Vinoba Bhave



Acharya Vinoba Bhave was a freedom fighter and a spiritual teacher. He is best known as the founder of the Bhoodan Movement (Gift of the Land). The reformer had an intense concern for the deprived masses. Vinoba announced he would walk all through the region to collect gifts of land for the landless. So began the movement called Bhoodan—"land-gift." Vinoba would tell the farmers and landlords in each village, "I am your fifth son. Give me my equal share of land." He collected over 4 million acres. ❖

Prof Yash Pal



Prof. Yash Pal is a reputed scientist and educator in India and held esteemed positions reputed institutions in India. He focused on making it a centre of excellence in application of space technology. He is often described as a Gandhian technologist for his suggestions on achieving the ideal of inclusive societies. He was part of "The Committee to Advise on the Renovation and Rejuvenation of Higher Education." He was Chairman in the Advisory Committee of TV series such as "Bharat Ki Chaap", "Tur-Rum-Tu", "Race To Save The Planet". ❖

Wangari Muta Maathai



Wangari Muta Maathai realised that the root of most of Kenya's problems was environmental degradation. She was active in the NCWK from 1976 to 1987 and was its chairperson from 1981 to 1987. It was in 1976, while serving in the NCWK, she introduced Green Belt Movement (GBM), launched in 1977. The campaign came to be known as "Save the Land Harambee", the first "Green Belt". Maathai encouraged the women of Kenya to plant tree nurseries throughout the country. ❖

AKRSP



Aga Khan Rural Support Programme (AKRSP) is a rural development partner of Aga Khan Foundation works in select and environmentally degraded areas of Andhra Pradesh, Gujarat, Madhya Pradesh and Rajasthan. It promotes institutions of poor and implement different programs related to rural livelihoods, through these institutions that lead to Income growth, Asset building, Mobilizing local capital, Technical innovations, Human skills development and Social development. ❖

AMUL



Anand Milk Union Limited (AMUL) also known as Kaira District Milk Cooperative Union is the best example of co-operative achievement in India, which had multidimensional impact on rural economy and society with its innovations in milk processing and organization structure of milk unions, thereby providing remunerative returns to the farmers and also serve the interest of consumers by providing quality products. ❖

BASIX



BASIX is a livelihood promotion institution working in 17 states of the country which promotes sustainable livelihoods for the rural poor and women through the provision of financial services, Agricultural / Business Development Services. ❖

CDF



Cooperative Development foundation (CDF) is a strong advocate of member sensitive, member responsible and member controlled democratic organizations, Cooperative Development Foundation, popularly known as Sahavikasa, is instrumental in the enactment of liberal cooperative laws in many states across the country. Apart from advocating for parallel laws in other states, Sahavikasa is also creating models of such member controlled cooperatives. ❖

Childline India



Childline India's first 24/7 helpline (1098) to rescue and rehabilitate children from abuse. Childline came into operation in 1996, and soon spread its operations to 210 cities/districts in 30 States and UTs in India. Childline is partnering with 415 organizations and has attended 2.1 crore calls (up to March 2011). ❖

DHAN



Development of Humane Action (DHAN) Foundation, a Madurai based professional development organisation, is striving to build poverty-free, gender-balanced, equitable, ecologically-sensitive, democratic, just and value-based inclusive society. DHAN stands broad purposes- mothering of development innovations, promoting institutions. With more than 12 years of experience DHAN is a significant contributor in professionalizing development sector. ❖

FAN



Freshwater Action Network (FAN), a major network of Civil Society Organizations (CSOs) implementing and influencing water and sanitation policies and practices throughout the world. Over 600 organizations are currently registered as FAN members representing countries from all regions. FANSA held a civil society South Asian Conference on Sanitation (SACOSAN) meeting of 70 grassroots organizations from all over South Asia recently along with Water Aid and the Water Supply Sanitation Collectively Council (WSSCC). ❖

FES



Foundation for Ecological Security (FES) was set up in 2001. This organization has been instrumental in influencing State Governments in arranging for long-term lease of revenue wastelands - 15 years in Orissa and Gujarat, 20 years in Karnataka, 25 years in Rajasthan, 50 years in Andhra Pradesh and 99 years in Madhya Pradesh. FES/ NTGCF's consistent efforts has shown a way forward for sustainable development of natural resources and their associated lives and livelihoods. ❖

HelpAge India



HelpAge India is a non-profit organization that works in the aged domain. It work for the cause and care of the disadvantaged older persons and to improve their quality of life with different stakeholders. HelpAge India's intervention- Sponsor A Gran Program, a collection of schemes such as mobile medical Units, Advocacy, Elder Self-Help Group for building community strength has also proved that older age are as economically productive as the adults, which increase their self respect. ❖

IRMA



Institute of Rural Management (IRMA) is an autonomous institution which believes that the key to effective rural development is professional management. Hence it provides management training , support and research facilities to students committed to rural development, with its academic programs such as postgraduate program in rural management, Certificate Program in Dairy Management. ❖

InDG



India Development Gateway (InDG) is a country-wide initiative dedicated to meet the knowledge requirements of the poor. It is a key initiative of Centre for Development of Advanced Computing (C-DAC), Hyderabad. C-DAC is a premier, re-search and development organisation under the Department of Information Technology (DIT), Government of India. InDG provided knowledge in 6 languages across 5 domains. It experimented in knowledge dissemination, including using Common Service Centres (CSCs). ❖

Kudumbasree



Kudumbasree, one of the largest women-empowering projects in the country is based on three components- micro credit, entrepreneurship and empowerment. Its wide reach and community interface and local governance has enabled this program to convert a microfinance led financial security model into a more comprehensive model of local economic development. ❖

MVF



Mamidipudi Venkatarangaiya Foundation (MVF) works for elimination of child labor by universalizing school education, based in Andhra Pradesh. MVF's several programs and interventions such as Total Abolition of Child Labor, right to education, Child Rights Protection Forum etc and Interventions on Health for well being of pregnant women, adolescent girls and children up to the age of 3 and intervention on Natural resource management has contributed significantly in reduction of child labor. ❖

MYRADA



Mysore Resettlement And Development Agency (MYRADA) is an NGO which has worked for the resettlement of Tibetan Refugees in Karnataka is well known for its contribution towards Building the Poor People's Institutions, known as Self Affinity Groups under the initiation support from NABARD, which later became the largest intervention 'Self Help Group – Bank Linkage Program" that changed the lives of poor women in India. ❖

NABARD



National Bank for Agriculture and Rural Development (NABARD) is the apex bank of India, which was established especially for the development of rural India. Its contribution for agriculture through financial services – refinance and direct finance through different schemes, developmental services – financial inclusion, institutional development, micro credit innovations and supervisory services has been helping rural India for its prosperity to overcome poverty. ❖

NAC



National Academy of Construction (NAC), Hyderabad has emerged as an apex body for development of all types of construction resources, technologies and methodologies. NAC has become a pioneering organization in training and building people in various skills required by the construction sector for a very lower fee. The NAC is doing a commendable job by preparing, on one hand, the poor youth as per the needs of the construction sector thus increasing their employability. ❖

NBA



Narmada Bachao Andolan (NBA) a social movement consisting of farmers, adivasis, environmentalists and human rights activists started questioning, organizing and mobilizing resistance against destruction of life and livelihood in the Narmada river valley through the construction of number of large dams being built across the river. This has rendered a yeoman's service to the country by creating a high-level of awareness about the environmental and rehabilitation and relief aspects of projects on the rivers. ❖

NDDB



National Dairy Development Board (NDDB), has brought a drastic change in the livelihoods of dairy farmers throughout the country through Operation Flood, which was responsible for making India the world's largest producer of milk. Believing that cooperative strategy with self governance is the preferred form of enterprise, it has replicated Anand pattern cooperatives over the country their by linking the villages who are milk producers and urban areas, who are the consumers. ❖

Oxfam India



Oxfam India is a right based organization, that works with more than 180 NGOs in India to address root causes of poverty and address the injustice towards right to a sustainable livelihood, right to basic social services, right to life and security, right to be heard and right to equality: gender and diversity. ❖

PRADAN



Professional Assistance for Development Action (PRADAN), providing them access to sustainable income generation opportunities, with the strategy of, promoting and nurturing Self-Help Groups (SHGs), developing and introducing locally suitable economic activities to increase productivity and income, mobilizing institutional finances for livelihood assets and infrastructure and setting up mechanisms to sustain the livelihood gains made by the poor communities. ❖

Organizations

PRAXIS



PRAXIS was set up in May 1997. The activities of PRAXIS include - Building strategic partnerships with other organisations including grass root organisations. One of the prominent contributions of PRAXIS to the growing sector of participatory development has been the area of methodologies which can be adopted and applied to different situations extending from interactions with the community at the grass roots to decision making processes at the higher corporate levels. ❖

RDT



Rural Development Trust (RDT) is an NGO, which carries out various welfare and integrated programs of development for the marginalized and underprivileged sections (SC, ST, BC and PWDs) in Andhra Pradesh. Its interventions cover sectors such as education, women, community health including HIV/AIDS, hospitals, Community-based Rehabilitation and Ecology. It facilitates and supports people to be aware of and avail all government schemes/ resources. ❖

RUDSETI



Rural Development & Self Employment Training Institute (RUDSETI) is a training institution initiated to eliminate the problem of unemployment and promotes self employment to the rural youth by creating awareness, building human a capital, resource utilization, demystification of technology and building confidence among them. ❖

SERP



Society for Elimination of Rural Poverty (SERP) is an autonomous society of Department of Rural Development, Government of Andhra Pradesh. To eliminate poverty, it is implementing Indira Kranthi Patham, a community driven poverty reduction project, by providing livelihood opportunities, financial assistance for setting up businesses and institutional building. Being highly successful in implementing its interventions, SERP model of poverty reduction is being replicated in other states of the country also. ❖

SEWA



Self Employed Women's Association (SEWA) is a trade union for poor, with more than 11 lakh women members, emerged as India's largest membership-based organization for women working in the informal sector. This government is enhanced by it being a confluence of three movements - the labour movement, the cooperative movement and the women's movement, whose goal is to ensure that every family obtains full employment which encompasses work security, income security, food security and social security. ❖

Skillshare International



Skillshare International is an international volunteering and development organization, which works in partnership with communities to reduce poverty, injustice and inequality and to further economic and social development by sharing and developing skills and ideas, facilitating organisational and social change and building awareness of development issues. ❖

SOS



SOS Children's Villages is an independent, non-governmental, social development organization that provides family-based care for children in India. It advocates the concerns, rights and needs of children. This family system enables strong, supportive relationships, so that children develop resilience and confidence to face life's challenges. SOS Children's Villages operates kindergartens, day-care centres, schools and vocational training centres and also runs medical centers, with an emphasis on specialized care of women and children. ❖

Sulabh International



The Sulabh International brought significant change in scavenger's lives who were long regarded as untouchables and the society they are in and also raised the consciousness of the people towards healthy practices of sanitation as an individual and community. It provides the most adaptable and affordable and culturally acceptable technology to the world. Sulabh holds the credit of having largest toilet complex in the world at Shiridi, Maharashtra, a pilgrimage lace with 148 toilets and 108 bathrooms. ❖

World Bank



World Bank is an international financial Institution formed for reduction of poverty by providing loans and other support for developing countries. It has made a significant contribution to India's planned and unplanned economic development. For instance: financial support for National Rural Livelihoods Project, National Dairy support project, Uttarakhand Disaster Recovery Project, PMGSY Rural Roads Project. ❖

WOTR



Watershed Organization Trust (WOTR) was established in 1993 at Ahmednagar in Maharashtra. WOTR also provides educational inputs for children and entrepreneurship opportunities for women. WOTR works on watershed and governance. They believe that development of the village is the responsibility of the community; it is for them and by them. WOTR has developed an excellent network with government agencies and professionals, all of whom are dedicated to the welfare of the impoverished. ❖

Double Dozen in 12 Years

Cyclone is followed by Floods!

Telangana continues to inch forward!

US shutdown is lifted!

The key in the success of any effort in poverty reduction is the participation of the poor in their institutions with hope, internal animators from within the poor with accountability to the poor and the sensitive external facilitation support with faith in the capacity of the people. Of course, the context needs to be pro-poor to some extent. Specifically –

- * *Participation as a value would require attitude and behavior that supports participation. Participation is a requirement because we would not know the elephant fully and the poor family would not know the elephant fully. Only by the participation and sharing, we and the poor understand the elephant to an extent and work on it. Ultimately, whose reality counts is the issue.*
- * *Hope would mean that poverty, at least the abject poverty, would go away if we work. Those who do not have this hope as a value, cannot be a development/livelihoods worker.*
- * *Those who do not have the faith in the capacity of the poor, cannot empower them. Realizing that everyone who lives has some knowledge, skills, tools and resources is critical for our work. We only need to build on this foundation.*
- * *Sensitivity would translate as knowing the needs and requirements of the people without they asking for them. This would mean we need to be with them, stay with them, see them, listen to them, and interact with them when they are willing to open up. Usually this happens when we have rapport. This happens when we live with them in the nights and early mornings.*
- * *Facilitation would mean supporting only to get the poor going rather than doing everything so that the poor remain forever dependent on us. Facilitation would also mean being there whenever the poor need for giving that gentle nudge. It would also mean*

transiting one activity to the next as the community takes over the first and so on. It would also mean clearly telling that our hands are tied and we can only do this much and not anything more.

The poor need to get 'fish' immediately and as they eat fish, they need to be taught 'fishing' and as they learn fishing, they need to be introduced to issues beyond fishing, 'meta-fishing'. Thus, fish, fishing and meta-fishing is the way and not one of them.

Is there any sequencing in taking up activities when we work with the poor? We know that the poor need to be organized in their institutional network. We know that the institutions are the first thing. It is possible that entry point activities could help in mobilization. Once the institutions come up, they need to have transactions, activities and business and then only, the institutions get stronger, and sustainable.

We need cutting-edge development workers and their seniors with these basic values. Can we have them to work with the poor? Can we not build some 2-3 million fully trained competent and talented development workers and place 3-4 of them in each village? 300-400 in a block? 3000-4000 in a district? These can come from within the poor. The basic competencies for a development worker include tenacity, self-control, strategic influencing and concern with impact. Incidentally, these competencies are mostly present in the persons who come from poor families. Of course, these people should have 3R – read, write and arithmetic skills. This does not appear tough. This may not be costly either. Can we not invest in this then?

*Just about 25000-30000 mentors are required to identify, train and guide these development workers. These mentors could be initiated by some 250-300 senior mentors. 25-30 life workers could bring in these senior mentors. **A double dozen is all that we need.***

With them, we could reach all states in 2 years; all districts in 3 years; all blocks in 4 years; and all villages in 5-6 years. Each village may be worked for 5 years.

A double dozen in twelve years can make the wonders. Where are you, Vivekananda? ❖

Perspectives

G Muralidhar

8 October World Humanitarian Day



An Inconvenient Truth

Author: Al Gore

Publisher: Rodale Books

In "An Inconvenient Truth", Al Gore characterizes modern humanity as a "force of nature." The book's presentation is excellent, comprehensive, compelling ... and unsettling. It is image oriented almost like a picture book. Unlike the movie, there is also some biographical information on Gore and his family that adds a personal face to it all.

Beginning with stunning pictures of the earth from space, the book is fully-illustrated with remarkable before-and-after views of the havoc global temperature rise is already wreaking:

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



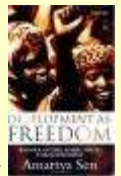
Development as Freedom

Author: Amartya Sen

Publisher: Anchor Books

Through his book Development As Freedom, Amartya Sen, the winner of the Nobel Prize in Economic Science presents a great work that makes individual freedom the center of today's development. Development according to the author is the process of expanding the real freedoms that people enjoy. It also means removal of major sources of un-freedom – poverty as well as tyranny, poor economic opportunities as well as systematic social deprivation, neglect of public facilities as well as intolerance or over-activity of repressive states. The book investigates five types of instrumental freedoms – political freedoms, economic facilities, social opportunities, transparency guarantees and protective security and how these freedoms complement each other through empirical studies. According to the author the expansion of freedom is both the primary end and the principal means of development.

The book makes an in depth analysis of how undernourishment, starvation and famine are influenced by the working of the entire economy and society and not just by food production and agricultural activities. Development as Freedom gives a new, thoughtful and humanistic way of perceiving development. ❖



Endless Appetites

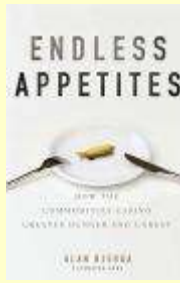
Author: Allan Bjerga

Publisher: John Willey and Sons

World food production is at an all time high. As is the world population. Logically speaking, starvation shouldn't exist in the world. But the fact is that about 1/3rd of the world's population goes without food every single day. Alan Bjerga in the book Endless Appetites explains how food security is fast losing the battle to rising food prices and essential commodity prices.

The author explains how food security is not a problem of supply but that of the reasonable ability to purchase food. The book serves well to bring to light a silent manipulation is at work to put food out of reach for millions around the world.

The book is based on the author's observations from personal visits to farmers across the world supported by secondary research. It is a comprehensive analysis of one humanity's most pressing challenges. ❖



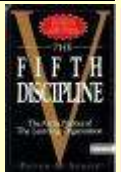
Fifth Discipline

Author: Peter M. Senge,

Publisher: Nicholas Brealey

Peter Senge's Fifth Discipline established him as a management guru and organizational strategist to be reckoned with. In the "Fifth Discipline Fieldbook: Strategies and Tools for Building a Learning Organization", Senge teams up with colleagues at the Sloan School of Management to guide readers to building a learning organisation. The authors have discussed the five disciplines of organisation learning: systems thinking, personal mastery, mental models, shared vision and team learning. Not much is said about what these concepts are; the theory is left for the first book. This book is exclusively meant to explain how the learning organisation is built.

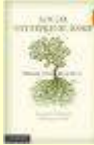
The authors point out difficulties in building a learning environment and how to overcome these. Various management and psychology concepts are borrowed and contextualised to building a learning organisation. The book is amply sprinkled with case studies and real examples to help the reader comprehend how the learning environment is built. What helps the readers is also the free-flowing and relatively jargon-free style of writing. Wherever jargon is used, it is adequately simplified for the reader to understand. Particularly insightful sections include the visioning process, "ladders of interference", reflection and inquiry. ❖



Social Entrepreneurship

Author: Ryszard Praszkiar and Andrzej Nowak

Publisher: Cambridge University Press



Social entrepreneurs are working in many fields like health, education, environment, tribal issues, street children, women issues, rights etc in various places across the globe. Basing on this many theories and practices emerged to solve the social problems and challenges in a creative way in the social entrepreneurship sector. The book "Social Entrepreneurship – Theory and Practice" offers many creative solutions to the problems of social entrepreneurship. Authors Ryszard Praszkiar and Andrzej Nowak comprehensively document the successful social enterprises as case studies.

The book contains 4 parts- a) Defining the social entrepreneurship, dimensions and practices, b) Dynamics of social change, theories and complexities, c) Social Capital built by social entrepreneurs, personality traits of the social entrepreneurs and its impact on social capital and d) New kind leadership in social entrepreneurship and addressing complicated problems and conflicts. The book will be useful for students of development to understand social entrepreneurs and of course aspiring social entrepreneurs. The book gives important insights and understanding about the social entrepreneurship and guide to become successful social entrepreneurs. ❖

The Enemy of Nature

Author: Kovel



In this book Kovel detailed with great sobriety the matter-of-fact implications of capitalism for nature and humanity. In the first section, he discussed about capitalism is analyzed as system, with ecological crisis occurring as the logical outcomes of 'the never-ending pressure to cut costs-or, from the other side, to make profits'. He strengthens his case by providing illustrations of how capitalism permeates every aspect human existence, from the individual to global level.

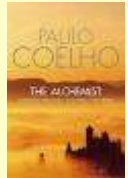
In the second section discussed about more philosophical ground, beginning with a discussion of ecological concepts. One of the most valuable things about this book is its interviewing of natural and human ecosystems. In that Kovel updates Marx's notion of alienation by theorizing it in terms of ecological integrity.

In the section three he focused on the practical aims of working toward, and achieving, international eco-socialism. Many critiques tend to disregard this type of exercise, but it is exactly what is needed. His repeated demands for self-governance are informed by his critical analysis of capitalism and of "actually existing socialisms," as are his ideas for creating democratic, ecological approaches to work and organization. The book is well organized, as its various threads eventually weave together, leading up to some concise and power- full conclusions. ❖

The Alchemist

Author: Paulo Coelho

Publisher: HarperCollins Publishers India.



Laid out in the form of a novel, this book is an extraordinary exposition of the human nature and process of seeking the life goal of a person.

It is the possibility of having a life goal comes true that makes life interesting. However, every- one does not treat the life goal in the same manner.

The book gives two messages. People need not fear the unknown if they are capable of achieving what they need and Want

There are strong disadvantages of not listening to one's heart. If you do not listen, you will never be able to keep it quite. Even if you pretend not to have heard what it tells you, it will always be there inside you, repeating to you what you're thinking about live and the world.

While there always are some early small successes to encourage an entrepreneur on his way, he is severely tested before he realizes his goal. This process enables the entrepreneur to test all his learning. ❖

The Fortune at The Bottom of The Pyramid

Author: C.K. Prahalad

Publisher: Wharton School Publishing



Need for synergy between investment capacity of large firms and commitment and knowledge of NGOs in "creating solutions" to bring poor out of poverty is the essence of the book ' The Fortune at The Bottom of The Pyramid' authored by C.K. Prahalad.

The book is divided into three parts. First part, 'The Fortune at the Bottom of the Pyramid' gives a framework for active engagement of the private sector at the Bottom of Pyramid (BOP). Second Part of the book is a detailed discussion on the successful innovations under the heading Innovative Practices at the Bottom of the Pyramid. The 1st part of the book demystifies dominant assumptions regarding profitability of engaging with BOP market. The author states that each of the groups that focus on poverty alleviation the World Bank, rich countries providing aid, charitable organizations, national governments and private sector - is conditioned by its own dominant logic.

The author concludes by emphasizing that the best allies in fighting poverty are the poor themselves and also conjectures that the bold initiatives would lead to elimination of poverty by 2020. He says that the social transformation should lead the pyramid structure to morph a diamond, where pyramid depicts unequal distribution in the society. A diamond structure represents a minority at top and bottom and a majority of middle class. ❖

The Goal

Author: Goldratt

Using a gripping story of the novel, Eliyahu Goldratt explains good management principles and the application of theory of constraints in an easy to understand manner. Using the example of a few youngsters going on a hiking expedition, he explains the concepts 'dependencies' and 'statistical fluctuations'. Goldratt advocates three goals for any organization. They are:

- Increased throughput. Throughput is the rate at which the system generates money through sales.
- Decreased inventory. Inventory is all the money that the system has invested in purchasing things which it intends to sell.
- Decreased operational expenses. Operational expenses are all the money the system spends to turn inventory in throughput.

The book gives a very good summary of the core issues in management, as answering three simple questions. What to change? What to change to? How to cause the change?

It is difficult to be able to construct and check solutions that really solve all negative effects without creating new ones. It is much difficult to cause such a major change smoothly, without creating resistance but the opposite, enthusiasm. A manager needs to have skills like these. ❖



The Servant

Author: James C. Hunter

Publisher: PRIMA Publishing

'To lead, you must serve' is the solid premise of the book 'The Servant'. The author of the book James C. Hunter unfolds the timeless principles of servant leadership through the story of John Daily, a businessman whose outwardly successful life is spiralling out of control.

The author starts with explaining the difference between power and authority and how exercising too much of power is counterproductive. The book lists the following as the qualities of a servant leader. Patient - showing self-control; Kind - giving attention, appreciation, and encouragement; Humble - being authentic without pretence or arrogance; Respectful - treating others as important people; Selfless - meeting the needs of others; Forgiving - giving up resentment when wronged; Honest - being free from deception; Committed - sticking to your choices.

This is a book written to teach everyone in any leadership role that to truly lead, you must learn to serve and the true leadership is not about power, but authority which comes only by serving and loving. This is a must read to everyone who are in leadership position— at home or at work. ❖



We Are Poor But So Many

Author: Ela Bhatt

Publisher: OXFORD University Press

"We Are Poor But So Many", opens up a critical passage into the lives and livelihoods of self-employed poor women in India. The author Ela R Bhatt, also a visionary, activist and founder of Self-Employed Women's Association (SEWA), an organization with more than 7 lakh members.

The author gives a firsthand account of how lives have changed for thousands of workers that were rendered jobless with the closure of major textile mills in Ahmadabad. While men were busy agitating against the closure, the women had to run the homes and engaged in multiple livelihoods. Children stopped going to schools to help their mothers. But all these self-employed women though contributed to the national economy remained outside the protection of any laws and regulations.

In the concluding chapter the author reflects on how globalization is posing a threat to the livelihoods of the poor. The only way poor can be part of the global movement is to come together, build organizations, promote asset formation. Towards this end SEWA is establishing workers networks across countries. More than 92% of the workforce is in the informal economy and they contribute to 63% of the country's GDP, 50% of savings and 40% of exports but the infrastructure to support them is minimal to nonexistent. This has to change. ❖



Who Killed The Sundarbans

Author: Tushar Kanjilal

Publishers: Tagore Society for Rural Development

Tushar Kanjilal a political activist, teacher with development and environment lens provides key insights into these ecologically fragile lands in his book - Who Killed The Sundarbans? Sundarbans in India is composed of 102 islands of which 54 are inhabited. They are in the North and South 24 Paraganas of West Bengal State.

The author brings to discussion various options to build and maintain the embankments in the book. Population pressure is negatively impacting Sundarbans. The mangroves have been cleared for agriculture. Prawn/shrimp seed collection is taken up extensively that creates threat to other marine life. The book classifies Sundarbans into 3 divisions from ecological perspective -

1. The area that resisted human encroachment
2. The area that is partially altered by human intervention
3. The area which has been completely transformed by human intervention

The author says, there is a need for collective action with the involvement of local people, policy makers. Eco friendly technologies would help in protecting the Sundarbans. It is for us to take up the responsibility of protecting and improving these new natural formations and preserving our environment for the future generations to come. ❖



Internet

The internet, a global system of interconnected computer networks comes in the top position of technology that changed the life of a common person drastically. It has become an information resort or knowledge bank through which information about any topic can be accessed through the search engines like Google, Yahoo etc.



The introduction of e-mail, which was unimaginable at the time of invention, has now become a basic requirement for any individual for information sharing. It has reduced the time needed to access and share information. Many alert systems have been designed to send information to people in rural or otherwise difficult to connected areas, like flood and cyclone alerts etc. Farmers are also able to access information on climatic changes, prices in the market through mobile phones.

The internet has penetrated in to the interiors of India in such a way that not only for private jobs, even government job announcements are instructing aspirants to apply for the job through online as it reduces the transporting as well as processing time as well as the cost. Invention of e-commerce for online trading has given the customer the choice of shopping in convenience and from home. This fits in well to busy lifestyles in our over populated urban areas. However, this to an extent impacts the small businesses. ❖

Mobile Phone

We communicate to share and receive information on many issues and in many phases of life. India without mobile phone is unimaginable. We communicate to get support and assistance from other persons, to exchange information about friends, family and work and to co-ordinate social as well as business activities. In 21st century India, hardly anyone lives without telecommunications, may it be internet, landline or mobile telephony. With 26 percent of the population and of 860 million active connections, India is the second largest country in terms of mobile user base next to china.



Though these were introduced initially or basic communication via voice calls or text messaging, these mobiles have changed their shape and became almost everything-communication, entertainment, social networks, internet, mobile based applications for special platforms, services like mobile banking, bill payments etc.

Use of mobile phones also spawns a wealth of micro-enterprises, by providing work, such as selling accessories on the streets, selling and repairing or refurbishing handsets. It is not surprising if you cannot find drinking water in a village but can find at least one mobile repairing shop or selling recharge cards. ❖

e-choupal

e-choupal by ITC is an innovative market led technology based business model designed to enhance the competitiveness of Indian agriculture. It leverages the power of Information and Digital Technology and the internet to empower small and marginal farmers with a host of services related to know how, best practices, timely and relevant weather information, transparent discovery of prices and much more. e-Choupal was designed to empower farmers and triggers a virtuous cycle of higher productivity, higher incomes, enlarged capacity for farmer risk management, and thereby larger investments to enable higher quality and productivity.



The program installs computers with Internet access in rural areas of India to offer farmers up-to-date marketing and agricultural information such as mandi prices, and good farming practices, and to place orders for agricultural inputs. This helps farmers improve the quality of their products, and helps in obtaining a better price.

These interventions have helped transform village communities into vibrant economic organizations, by enhancing incomes and co-creating markets. ITC's e-Choupals serve 40,000 villages and 4 million farmers, making it the world's largest rural digital infrastructure created by a private enterprise. ❖

Core Banking

Centralized Core Banking Solution refers to a common IT solution wherein a central shared database support the entire application. Business processes in all the branches of the bank update a common database on central host, which gives a consolidated view of the bank's operation. Here branches function as delivery channels, providing service to bank customers thus a customer would belong to the bank and not to any particular branch, whereas an account belongs to a branch.



Core banking has facilitated both the customers as well as the staff to save time on transactions through ATMs, mobile banking, online banking, e-statement, e-payments of bills etc, and automatic updation of end of the day accounts.

It has also saved a security threat of losing data in case of accidents or calamities by setting up Disaster Management Unit, which saves a copy of the data of a bank at different place. This has saved many banks their time and reputation from loss of data in case of accidents. ❖

ATM & e-banking

Automated Teller Machine is a computerized machine that provides the customers of banks the facility of accessing their accounts for dispensing cash and to carry out other financial transactions without the need of actually visiting a bank branch such as- Mini statement, cash withdrawal, fund transfer between own accounts, mobile recharge, tax payments etc.



Similarly E-banking is the service provided by banks to their customers through which the customers can perform many financial transaction using their internet enabled devices like laptop and mobiles without going to the bank in person. This service allows the individual to get online statements, pay bills, loan installments, online loan application, transfer of money through NEFT and RTGS to any bank account with nil or minimal charges. With little differences, these services are saving lot of time of both customers and banking staff. It became unimaginable for most of the individuals without ATM cards.

Advancement in ATM technology has led to newer and better versions to support differently abled people. For example, Braille compatible ATMs are being developed and installed by banks. Further, talking ATMs, which support voice instructions assist illiterate or differently abled people to transact over an ATM. Though e-banking has made life easier for many, it has also the dark side of cyber crimes. ❖

Agricultural Appliances

Agricultural mechanization implies the use of various power sources and improved farm tools and equipment, with a view to reduce the drudgery of the human beings and draught animals, enhance the cropping intensity, precision and timelines of efficiency of utilization of various crop inputs and reduce the losses at different stages of crop production such as tractors, seeder, planter, weeders, irrigation, harvester, storage facilities.



The end objective of farm mechanization is to enhance the overall productivity and production with the lowest cost of production. Indian Green Revolution is regarded as one of the greatest achievements of the 20th century. It has been adopted in India on a large scale benefiting small, medium and large size farms.

Though mechanization has proved to be increasing productivity, cropping intensity and returns, it was also been criticized that in a labor intensive country like India, mechanization has reduced the employment opportunities for casual labor. also with more and more farmers leaving agriculture and pursuing different livelihoods and increasing employment opportunities in labor intensive manufacturing sectors, it has become evident for a farmer to use machinery instead of opting for a costly manual labor. ❖

e-commerce



Electronic commerce also commonly known as e-commerce is a type of industry in which buying and selling of goods and services takes place through internet based devices such as computers, mobiles etc.

It has evolved in the past decade and has shown a rapid growth in certain segments in the online-business like online travel booking: Air tickets, railway tickets, bus tickets, hotel booking and holiday planning. Financial services: Online bill payments, insurance related activities, online transactions of shares and security trading. Retailing: electronic retailing of consumer items like books, apparels, home appliances, electrical and electronics. Classifieds: Online jobs, matrimony, real estate etc. Other segments: Online entertainment – movie tickets, concert booking etc

e-Commerce has enabled consumers to get more information about the competitive prices as well as better services and save time by shopping from the home. e-Commerce is also benefitting the sellers by reducing distribution costs as well as inventory maintenance.

However e-Commerce has emerged as a major threat for the small retail business people as their customer base has gone down with the wider penetration of online business. ❖

Biometric

Biometrics refers to the identification of humans by their physiological and behavioral characteristics and traits, such as height, face, finger print, retina, DNA, voice etc. These identifiers are used to identify and distinguish an individual from others there by authentication



that person for a specific application or service. At present, biometrics have been used in several applications in the country such as – authentication of entry to an office especially as an ID proof for employees to enter in corporate, security systems for domestic usage, as an unique ID for identification of the correct beneficiary of retain programs such as pension disbursement for elders.

The sole aim of Aadhaar unique identification number is to provide Indians a proof of residence and unique identify in the country. The Aadhaar Number mapped with the demographics and bio-metric data of the Aadhaar-holder is stored in CIDR database. The data is – photograph, ten finger-print, iris, date of birth, address, gender etc. It has been introduced by Unique Identification Authority of India with an objective of using it as an effective governance tool - to bring transparency, efficiency and weed out the bogus beneficiaries from public welfare programs e.g. public welfare pensions, scholarships, public health, NREGA, subsidy on PDS Ration, etc. How this UID is going to help India to deal with corruption is to be time tested. ❖

Microfinance

Microfinance is a form of financial service that includes savings, credit, and insurance for poor individuals and entrepreneurs who lack access to banking and other financial services. Initiated in Bangladesh by Nobel Laureate Professor Muhammad Yunus, the Grameen Bank was created to address the needs of the poor. Thus far, it has changed the entire face of financial services globally, including the United States.

Emergence of Microfinance Institutions in India has provided timely financial support to individuals seeking a principle of up to Rs 50,000 without providing collateral or security. This has helped many of India's poor to avail credit and meet the initial investment costs for their income-generating activities. Though the poor are made to pay higher interest (about 36%) for microfinance compared with formal credit agencies (i.e. banks), they are inclined to approach microfinance institutions because of the timely availability of credit. As the principals handed out were capped at Rs 50,000, the default rate was initially very low. This attracted many NBFCs to enter the business, thereby increasing competition between the MFIs.

However, the emergence of too many competing MFIs led to stark criticism. As many MFIs started competing to secure a strong market share in the same localities, they encouraged the poor to avail as much credit as possible from multiple institutions.

Despite of these hurdles, MFIs are benefitting many of the unreached, less wealthy demographics across India. ❖

Wadi Approach

Government and Bharatiya Agro Industries Foundation (BAIF) made an attempt through Wadi, an agri-horti-forestry program established in 1982 that presents a replicable model to rehabilitate the tribal communities.

A typical orchard, promoted under this scheme covering 0.4 ha, has 40-80 drought tolerant fruit crops such as mangoes, cashews, Indian gooseberries, tamarinds, custard apples, and 500-600 other plant species. They include traditional arable crops, Hardy shrubs, and trees used for fodder, fuel, timber, and herbal medicines that are established on field bunds and borders. The Wadis, first established in 1982, started bearing fruits by 1987. On an average, tribal families owning 0.4 ha of land used to earn a total income of Rs.8500 before participating in the program. This included Rs.4000 from agriculture and Rs.4500 from nonagricultural activities, mostly in the form of physical labor. After five years of participating in this program, these families were able to earn Rs. 20,000 per year from fruits, vegetables, food crops, and wood. They did not have to leave their village in search of wages. Instead of migrating to cities, many families built houses in their orchards to spend more time in the fields.

The formation of SHGs and village planning committees has helped in developing a better understanding and mutual cooperation among the villagers. However, since this process only succeeds over a long-term period, the participants need support in the form of employment in the initial years to sustain their basic needs. ❖

Self Help Groups

Self Help Group (SHG) is a small group consisting of the rural poor who voluntarily come forward to form an association for their collective social and economic improvement. Conditions required for membership in SHGs:

- * Members should be between the ages of 21-60 years.
- * To open up for new membership, a group must have ten to twenty members.
- * From each family, only one person can become a member of a SHG. More families can join SHGs this way.
- * Members should be homogenous i.e. should have the same social and financial background.
- * A higher preference is given to the rural poor, who generally rely on unstable livelihoods.

The self help groups were conceptualized on "self help". But this approach and understanding has been largely reduced to only savings and credit. With this becoming the primary objective, issues of social change and solidarity has been almost completely forgotten. The groups have come to be caste and class based, lending internally for personal needs, sometimes for frivolous spending, and not on important matters like health or education or entrepreneurship since it focuses on individual businesses, group does not emerge as a strong entity or take up any issue that commonly impacts the community or village. ❖

Watershed Development Approach

A watershed is a catchment area feeding into a single identifiable drainage system, such as a stream or a river. Watershed Development Program is fostering appropriate local institutions for managing natural resources in the watershed area, and improving the quality and productivity of those resources. It includes some or all of the following interventions:

- * Soil and land management
- * Water management;
- * Crop management
- * Afforestation
- * Pasture/fodder development
- * Livestock management
- * Rural energy management
- * Other farm and non-farm activities
- * Community mobilization

While these components are often understood in general terms, there is a large scope for technology development and adaptation. ❖

Non-pesticide Management

Non-pesticide management or organic farming excludes the use of off-farm inputs such as chemical fertilizers, pesticides, insecticides, etc. It is primarily based on the use of natural organic inputs and biological plant protection methods. Severe shortage of food grains during the 1960s encouraged the government and scientific community to embrace the Green Revolution, which demanded more water, chemical fertilizers, and chemical pesticides.

Organic farming is becoming a key component of the second-generation green revolution. In this concept, no chemicals are used for cultivation, and pest control is achieved through natural means i.e. natural predators, natural insecticides, etc. The use of animal manure instead of chemical fertilizers has not only reduced the burden on farmers' pockets, but is also restoring the yield capacity of soil. In India, Agricultural and Processed Food Export Development Authority (APEDA) is involved in promoting Indian organic agriculture. To promote the Indian organic movement, the government recently launched National Program of Organic Production. It provides an institutional mechanism for the improvement of national standards of organic products and brings them on par with international standards. Currently, most of India's organic products depend on export markets, which fetch premium price. With increased awareness on health and associated aspects, the demand for organic products within India is also showing an upward trend. ❖

Community Resource Persons

Electing people from a particular community to serve as resource persons would allow them to better identify the pressing problems of that particular community. Furthermore, training members of these communities would raise goodwill and trust in the community being impacted. Soon, this was developed as a strategy by several organizations across the country for sustainable rural development and economic independence. Gradually, this has become a widely accepted idea and is now seen as an intervention in the field of rural development.

Community Resource Persons (CRPs) are people who broke the thresholds of extreme poverty during their lifetime. The CRP strategy is a community-to-community cross-learning approach. Women who came out of poverty by participating in SHGs, strengthened their own SHGs, and/or became role models in their respective SHG/community share their experiences in women's groups to raise awareness and create a positive impact. They devote their time and effort into inspiring, motivating, and mobilizing other poor women to organize themselves into groups. This is a major strategy by which organizations can overcome a shortage of adequate professionals, and the CRPs in turn earn sufficient incomes. The CRP strategy is extensively used by many organizations, both big and small. Examples include Society for Elimination of Rural Poverty (SERP), Rajiv Gandhi Mahila Vikasa Prayojana, and other organizations. ❖

System of Rice Intensification

System of Rice Intensification (SRI) method is gaining popularity. SRI can be replicated in many different scenarios: different rice varieties, volatile climate conditions, and relatively dry soil.

When compared to conventional practices, SRI's requirement of seeds per acre is drastically low (with net savings of 20kg/acre), its water requirement is 20-50% lower, and its harvested yield increases by 30%. In India, the state of Tripura has already committed to implementing SRI. Andhra Pradesh is also promoting this method by identifying it as irrigated dry crop management technique.

Despite of the advantages, some concerns about the implementation of SRI include:

- * Farmers are used to easily pulling seedlings, placing them in bundles, and replanting them after a certain time gap. Transplanting very young seedlings (a necessary step for SRI) means extra work with extreme care and effort.
- * Frequent weeding is labor-intensive and expensive.

It is estimated that applying SRI today to 20 million hectares of rice-cultivated land in India would allow the country to reach its food grain objectives of 220 million tons of grain by 2012 instead of 2050. ❖

LPG

The Indian economy experienced many major policy changes in the early 1990s. The new economic reform, popularly known as Liberalization, Privatization and Globalization (LPG), aims to make the Indian economy grow rapidly and become globally competitive.

Liberalization: The process of making government policies less constraining of economic activity, thus allowing private investments and foreign corporations to enter the market.

Privatization: The transfer of ownership of properties and businesses from the government to privately owned entities.

Globalization: The process by which regional economies, societies, and cultures have become integrated through a global network of communication, transportation, and trade. Several reform measures under LPG, such as disinvestment for privatization, devaluation of rupee, dismantling of The Industrial Licensing Regime, allowing Foreign Direct Investment (FDI), etc., These measures resulted in the acceleration of growth from 3.2% (before LPG) to more than 7% in 2012.

On the contrary, the higher growth rate came from the industrial and service sectors. The share of agriculture as a proportion of GDP decreased to 20%, despite of having over 50% of the population depending on agriculture for their livelihood. ❖

MGNREGA

MGNREGA, also widely known as NREGA, is the flagship welfare program of the Indian government created in 2006 as a job guarantee scheme for rural Indians. It promises to provide at least 100 days of wage employment for the poor who are willing to do unskilled labor. It was introduced with an aim to provide employment for the needy, thereby increasing their purchasing power that is otherwise not possible in case of non-availability of work.

The scheme was designed to provide employment to the needy and foster rural development by expending the labor on development works such as infrastructure, water conservation, afforestation, and land leveling. The scheme pays them a minimum wage per day. This scheme has been proven to be a good channel for the rural poor, including small and marginal farmers, to be employed in the lean seasons such as summer when agricultural jobs are not available. As per the records, the scheme has provided work to 625,700,000 household person days till date.

Despite its clear objective, the NREGA has been facing lot of criticism for several reasons: poor implementation, aimless work, corruption and non-payment, incomplete payment of wages, , false identity generation, and low quality of work. Many argue that the infrastructure projects undertaken by unskilled workers are of poor quality because of the absence of technology and efficient machinery. Additionally, many criticize that the labor force is not learning any skills that can otherwise be helpful for them in the long run. ❖

SGSY

Swarn Jayanti Gram Swarajgar Yojana is a poverty elimination program initiated in 1999 by the Indian government as a modification of the formerly existing Integrated Rural Development Program (IRDP). Its objective is to provide sustainable income to the poor with a collective approach through SHGs.

It focused on generating self-employment through the establishment of SHGs and their links with banks. The programs trains the rural poor in specific income-generating activities based on their existing skills. NGOs, banks, and self-help institutions provide financial support.

The government also helps in marketing microenterprises by organizing fairs, creating exhibitions, etc. These groups are also provided with a subsidy of 30% on all loans meant for income-generating activities. Special subsidies of 50% are given to Scheduled Castes and Scheduled Tribes, and 40% to women and the physically challenged.

The program was updated in 2011 and was renamed as National Rural Livelihood Mission (NRLM). It effectively rectified many of shortfalls of SGSY and currently reaches out to a larger population. ❖

NSPA

National Social Assistance Program (NSPA) is a social welfare program being administered by the Ministry of Rural Development. It undertakes many welfare measures, first at the central level, and then at the state-level governments. Its objective are: to secure adequate means of livelihoods for the citizens, raise the standard of living, provide pensions for the poor, and offer inexpensive insurance. Important schemes under the NSAP are:

Indira Gandhi National Old Age Pension Scheme:

This scheme provides a pension of Rs 200 to senior citizens between the ages of 60 and 79 years. For those over 80 years old, the scheme provides Rs 500 per month.

Indira Gandhi National Widow Pension Scheme: This scheme provides Rs 200 to widows aged 40-59 years.

Indira Gandhi National Disability Pension Scheme: It provides Rs 200 - Rs. 500 to BPL persons ages 18-59 years with severe and multiple disabilities.

National Family Benefit Scheme (NFBS): Under this scheme, a lump sum amount of Rs Rs.10000 is given to a BPL household upon the death of a primary breadwinner between the ages 18 and 64 years.

Annapurna: This scheme provides 10 kg of food grains per month for free to senior citizens who, though eligible, have remained uncovered under NOAPS. Its primary function is to provide financial security to the needy BPL people. However, it has been criticized because its benefits are often insufficient the needy to lead a decent life. ❖

National Crop Insurance

National Crop Insurance Scheme was introduced in India to provide insurance coverage and financial support to farmers in case they are unable to sow seeds at the right time or if any of their crops don't reap harvest due to natural calamities, pests, or diseases. This helps stabilize farm incomes, particularly in disaster years and encourages farmers to adopt progressive farming practices, high value inputs, and better technology for agriculture.

Since its introduction in 1972, it has undergone many changes with different objectives and covering different categories, such as yield-based, weather-based, crop-based insurance schemes. It was introduced to benefit all farmers, including sharecroppers and tenant farmers who grow notified crops in notified areas in all states and union territories.

This scheme was made mandatory for all farmers with debt, and voluntary for other farmers. To reach out to more farmers, the premium was fixed at a very low level. Despite its noble objective to make farmers financially secure at all times, NCIS is facing the following criticism like delay in payment of claims due to late submission of yield data and scarce availability of government funds, pre-sowing/planting risk is not covered, localized calamities are not covered and post Harvest Losses are not covered. ❖

Slumdog Millionaire

'Slumdog Millionaire' an Oscar winning film directed by Danny Boyle. It describes the destiny of a 'Slumdog' who became a 'Millionaire'. The movie shows the struggle of poor for survival, dignity of life and love. The general human traits were brilliantly narrated in the movie and thus attracted audiences across the globe.



In the movie we can see extraordinary personalities, mesmerizing events and disturbing stories of orphans in the slums who were brought up on the streets of Mumbai, India. It is story of slum children flourished from the wretched slums in an exciting way...a story of a person who liberate from the clutches of poverty and unimaginable brutalities. It shows two orphan brothers-younger one Jamal a kind and honest person with lot of optimism on life. He does odd jobs for survival and subsequently becomes a millionaire with the help of his childhood experiences. Elder person Salim swallowed by the crime world of Mumbai. He becomes a member of gang in underworld.

It shows how the orphan people are cheated and harassed by the slum leaders and police. It gives hope to overcome from poverty with knowledge and by enhancing self-awareness. It tells that there is always a ray of hope in darkest situations for optimists. ❖

Chak De! India

Chak De! India, a movie that turned heads towards long neglected Indian women Field hockey is directed by Shimit Amin and was released in 2007. The film explores religious bigotry, the legacy of the partition of India, ethnic and regional prejudice.



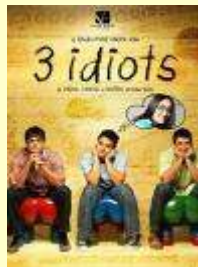
The movie is about a talented Indian national men's hockey team captain Kabir, who was once ostracized from the sport without his fault has restored his reputation by becoming the coach of Indian National women's Hockey Team and grooming it to become world champion.

In the movie Kabir gets appointed as the coach for Indian women's national field hockey team, a team with players who do not have forte, unity, coordination and spirit. How he builds spirit and unity among the team and resolves the internal differences with a focused goal forms rest of the story. This movie explores religious bigotry, the legacy of the partition of India – when Kabir faced ostracization without any fault, differences in team members hailing from different parts of the country with their own prejudices, team management, sexism in the modern-day India.

Chak De! India is a brilliant movie on team work and sticking together to achieve a common objective, with dedication, hard work and passion. ❖

Three Idiots

3 Idiots movie inspired by Chetan Bhagat's 'Five Point Someone' novel and directed by Raj Kumar Hirani, conveys the same message with a satire on the Indian educational system with its funny narration.



3 idiots movie story is based on true friendship of 3 different personalities, Rancho, Farhan and Raju. Farhan and Raju who are in search of their long lost friend Rancho, accompanied by Pia and Chatur (a prototype of a typical Indian student who follows the education system blindly and challenges Rancho that he would become a failure).

In the climax Rancho turns out to be the genius and most famous scientist, Phunsuk Wangdu, whom Chatur is in a hurry to seal a business deal thus proving himself to be a failure. A true passion only brings you success, but not the forced educational system, which does not consider the true interest of the student. Whatever the problem in life is just say to yourself 'all is well. This won't solve your problems but it will give the courage to face it.

Chase excellence and success will follow. These are the golden rules which 3 idiots teach you in a very light and entertaining way. The movie makes you laugh and in the process you learn many golden rules which can alter your life in a big manner. ❖

Hazaar Chaurasi Ki Maa

The movie 'Hazaar Chaurasi Ki Maa' (Mother of Number 1084) directed by Govind Nihalini and won the National Award in 1997. The movie was made based on the novel written by Mahaswetha Devi. The movie describes the situations in Bengal in 1967-72 during 'Naxalbari' movement which influenced the entire country and particularly Bengal society.



It reached the hearts of educated youth of the Calcutta city who then involved in the movement with passion and sacrificed their valuable lives. It facilitated many changes such as Land Reforms and development activities.

In the movie a mother and father who belong to upper middle class status, were called by the police to identify dead body number 1084. The mother identifies the body, which is of their only son. She becomes depressed and tries to understand the reason behind her son's path and interacts with his friends and his colleagues' mother. After knowing the passion and ideology of her son, she finds that, her world is self-centered and there is no place for the concern for sufferings of poor people. This awareness brings big change in her life.

The movie influences and pushes to rethink about our views toward the world and purpose of life to be useful for society's wellbeing. ❖

Welcome to Sajjanpur

Shyam Benegal is one of the socially conscious film directors in the country. 'Welcome to Sajjanpur' a Hindi film is one of his creations in 2008. In the movie he gives a picture of a typical village and makes the audience understand rural India. In a nice and satirical manner, Benegal brings out the current characteristics of rural India.



Elections in the rural area, reservation for women, the good and bad of it, treatment to minority communities, health services, migration to the urban area, credit availability to the poor, and also importantly, how these are impacted by developments in the city, like the kidney selling racket, SEZs, land acquisition, street plays, reality shows and sms voting. It's an accurate and brilliant portrayal of the simple lives of rural India, meshed with politics, casteism, and superstition and a whole lot of humour.

The film presents careful scrutiny of rural life, and tries to bring in emerging positives against a lot of odds, like widow remarriage and support for it, society and its processes making space for transgender persons and not discriminating, questioning superstition which continues to be rampant even amongst the educated city dwellers. All in all, the film is showcasing change, its course and struggles, and upholds the vibrancy and excitement in the changing village life. ❖

The Hungry Tide

The film 'The Hungry Tide' is directed by Tom Zubrycki. It tells the pathetic story of the Kiribati country which is situated in Pacific Ocean and facing most vulnerable situation. The movie was based on the novel 'The Hungry Tide'.



The main character in the film is Maria Tiimon, an employee of a local NGO which works in creating awareness among the people about climate changes in Kiribati country.

The film starts with the introduction of Copenhagen Climate Change Conference (COP 15) and ends in COP 16. In COP 15 the developed countries promised to provide a help of \$30 billion to build the sea walls to protect the islands. But the promise doesn't materialize and the small country is unable to build the sea walls due to its less annual income of \$ 0.5 billion. The people demand government to shift them to safe places. But the President is unable to relocate the villages due to several problems and instead he tries to shift some youth to distance places and gives skill development trainings to them.

The film shows vulnerabilities of the people of Kiribati country and raises the negligence or indifference of the developed countries towards the vulnerable country and future of lakhs of people. ❖

Ankuram

The Movie is about an inspiring journey of a middle-class woman to return an abandoned child to his father.

The movie starts with the marriage of a young couple. The bride Sindhura finds a child on a train. She wants to support the child, against her husband's family, until she locates the child's parents.



Ankuram was a journey where we discover gradually the reason for the lead being harassed by the police, the blocks she faces while uncovering a father's identity, and the darker side of an authoritarian police force and its brutality towards tribals.

Ankuram talks about social stigmas, feudalism, naxalism, bureaucracy and human rights. It ends with the message that who can speak has the responsibility of speaking about the rights of the fellow citizens who cannot speak.

We can see how a woman faces problems from family, police and community. The film is a depiction of our apathy to do something, to react, to take responsibility. ❖

Salam Bombay

The movie 'Salam Bombay' directed and produced by Mira Nair.

It is one of the best movies which shows difficult life of street children, their vulnerabilities and struggle for survival.

In the movie the main character Krishna, a 10 years old boy was forced to join in circus by his mother to earn money. He once damaged his brother's bike for which he needed to pay Rs. 500 to his mother for its repair. As the circus troop had left the place, he goes to Mumbai to earn that Rs 500.

There he joins the street children in the slums of Bombay and works as tea server. He interacts with drug sellers, thieves, sex workers, drug addicts and gangsters while living on the streets of Mumbai.

The movie tells the true stories of street children and their hardships. The movie completely focuses on street children in slums of Mumbai and exposes the ruthlessness and lack of concern of the main stream society for the street children. ❖



The Hedgehogs

It was the coldest winter ever. Many animals died because of the cold.

The hedgehogs, realizing the situation, decided to group together to keep warm. This way they covered and protected themselves; but the quills of each one wounded their closest companions.



After awhile, they decided to distance themselves one from the other and they began to die, alone and frozen. So they had to make a choice: either accept the quills of their companions or disappear from the Earth.

Wisely, they decided to go back to being together. They learned to live with the little wounds caused by the close relationship with their companions in order to receive the heat that came from the others. This way they were able to survive.

The best relationship is not the one that brings together perfect people, but when each individual learns to live with the imperfections of others and can admire the other person's good qualities. ❖

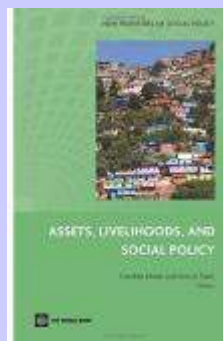
Resources

Rural Uplift Centre, (RUC) is working in Tirunelveli, Tuticorin and Kanyakumari districts for enabling the poor women beedi workers, Agricultural labourers, dalits, person with disability, small & marginal farmers and fish workers to assert their rights to life and rights to livelihood means in Tamil Nadu. Till recent times the above excluded groups have not been motivated and facilitated systematically to come to the fore front in the mainstream development scenario. But RUC made these process a reality among the excluded groups.

<http://ruralupliftcentre.org/>

Organization

New Book



Book: Assets, Livelihoods, and Social Policy

Authors: Caroline Moser and Anis A. Dani

Publisher : Word Bank

LEAP : <http://www.livelihoods.net.in/digital-library/bhimulavaari-palem-leap>

VCA : <http://www.livelihoods.net.in/digital-library/pot-%E2%80%93-value-chain>

Sub-sector : <http://www.livelihoods.net.in/digital-library/jute>

e-Book : <http://edu.care.org/Documents/Small%20Business%20Management%20Skills%20-%20Facilitator%20Guide.pdf>

v- Book : <http://www.youtube.com/watch?v=npdd6DV0t7s>

e-Links

Supplements

1. Supplement: How to do Micro Planning : <http://www.livelihoods.net.in/document/how-do-micro-planning>

2. Supplement: Gandhi : <http://www.livelihoods.net.in/document/mahatma-gandhi>

e-Course: Capsule 10 : Environment:

<http://www.livelihoods.net.in/e-course/e-course-capsule-10-environment>

e-Course

‘Yoga’kshemam

Yogakshemam

Happy Durgasthami! Happy Dusserah! Id Mubaarak!

Let us remember Gandhi! Let us remember Shastri! Let us remember Patel!

Polls in 5 states, Opinion Polls project - advantage BJP!

Narendra Modi, the BJP's PM candidate!

Sachin Tendulkar announced his retirement from Cricket!

This month informs me that Gandhi is an example of practitioner of participation to the core.

This month endorses again that we do better when we submit ourselves to the master.

Belle Beth Cooper reinforces that we take most decisions subconsciously and seek facts for articulation of the logic for that decision. Subconsciously -

- * We seek information that matches our beliefs rather than being completely open. This is a confirmation bias, most of us seem to have. Therefore, it is important that we constantly challenge our beliefs on a regular basis to avoid getting caught up in the confirmation bias.
- * We confuse initial conditions/selection parameters with results.
- * We worry about things we have already lost. We are wired to feel loss far more strongly than gain. It is difficult to get the sunk cost principle into our heads.
- * We forget probability and think that past results change the probability now although there is no such link.
- * We tend to get into post-purchase rationalization.
- * We tend to make wrong decisions when we have more options even though some of the options are not real or not useful. The trick is to throwing out the useless or unreal options out before decision-making.
- * We believe our memories more than the facts.
- * We make mistakes when language acts as a limitation.

It is important for all of us to start the day well. Following things can help in the same -

- * Arrive in time
- * Take a deep breath, walk around, meet people, smiles
- * Give your five minutes to think of the day
- * Start the day on a clean slate
- * Get out of moodiness, have a coffee
- * Make a to-do list
- * Be in the present
- * Check for goals of the day from colleagues

- * Organize the workspace, clear yesterday out
- * Don't be distracted by e-mail inbox or in-tray
- * See snail mails, notes and voice mails
- * Complete urgent e-mails and urgent calls immediately
- * Take a mid-morning break

In the ultimate analysis of life, three things seem to be critical for us – work, companionship and balance. This would mean realization that we cannot do everything all by ourselves; life is a marathon with resilience; we need to give before we get; we need time, place and support for recovery; and the people are better off for having known us.

For people like us, we seem to have several stages/transitions in our lives –

- * Schooling (first 20-25 years);
- * De-schooling and working to peak (second 15-25 years);
- * Second innings and preparing to pursue the unpursued (third 10-20 years);
- * Inertia of first and second innings and Spiritual Journey (next 5-25 years); and
- * Renunciation/Nirvaana

G Muralidhar

Interestingly, these transitions happen in our lives whether we are conscious or not. If we become conscious, we can prepare for the transition. It is possible that we may shorten a transition, if we could work on it. This journey is extremely gratifying and therefore keeps us in eternal happiness.

The master's grace falls on us when we are ready. Above journey prepares us for the master's grace. The master speaks in various ways including through the innermost. Initially, the innermost is not audible. It requires training and practice to listen to the innermost and act. If we do so, we remain useful to the universe. Innermost drives us towards expression of our love for the universe. When in play, the innermost pushes us to climactic crescendo. This play of the innermost is what we need to strive for through deliberate practice for a long time. Innermost would surely keep playing in we evolving useful and flowing into universe. Innermost could not help but take us in.

This play of the innermost is the bliss! This is [krishnaantarangamaanasam](#).

Can we be there? **Yes, if we pursue Atma Yoga.** If we let the innermost to take charge! If we let the innermost reach out to you! If we practice listening to the innermost's thoughts, words and signals! If we let ourselves be in the innermost's charge! Krishna confirms – the soul within and the soul without are meant to be lost in each other eternally.

Join us in the world of yoga – for playing with the innermost – towards krishnaantarangayogasiddhi. You will not regret it. ❖

