

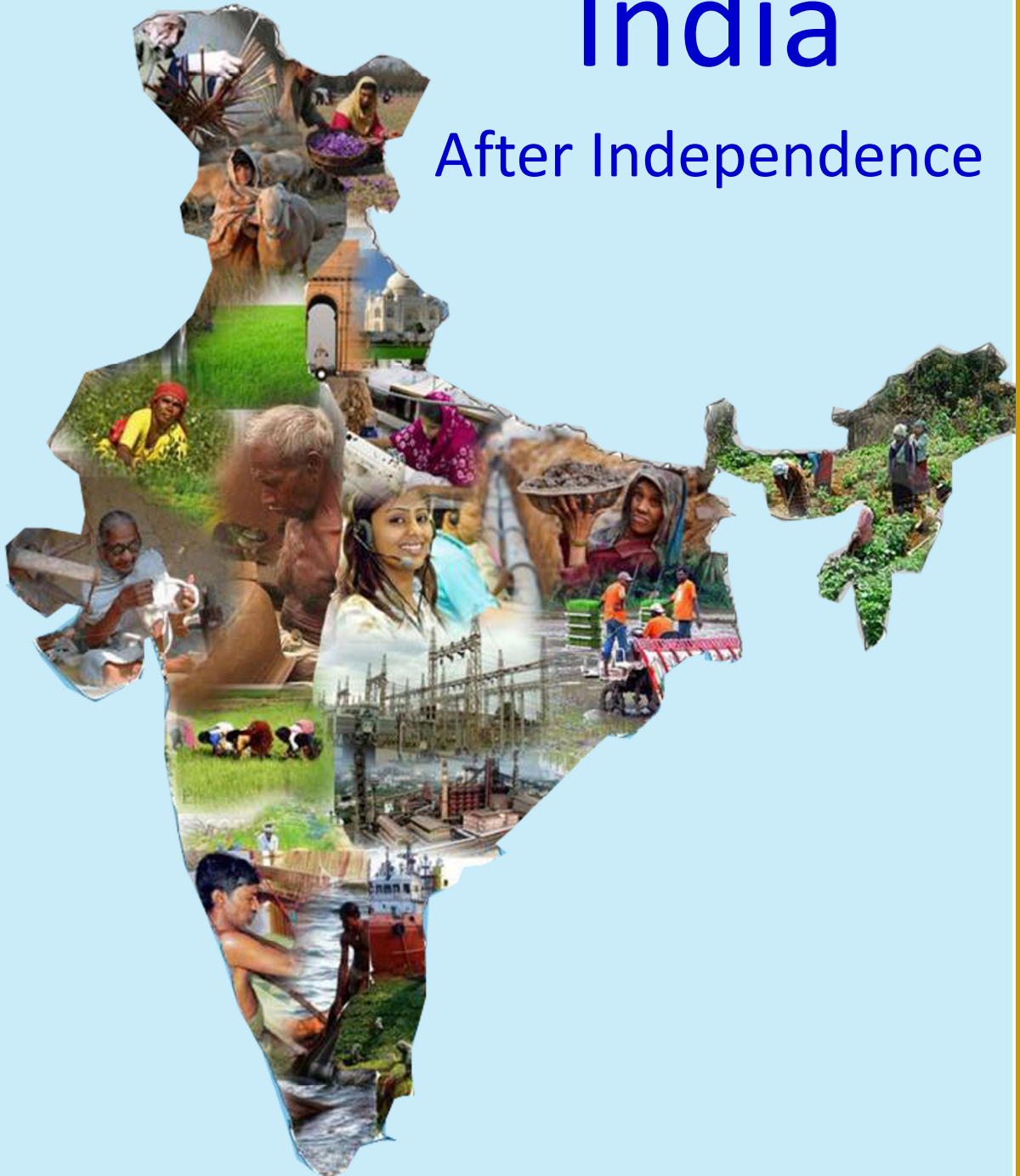
livelihoods

today and tomorrow

October 2014

India

After Independence



Happy Deepavali!

In 67 years after independence, India has transformed. GDP increased 20 times. Prices have increased for food and other essentials by about 50 times. Dollar appreciated against Rupee 60 times. Green Revolution to Evergreen Revolution came. There were White Revolution, Yellow, and Blue Revolutions. Technology Missions happened. Amul became a national brand. Life Expectancy increased and crossed 70. But, Population crossed 120 Crore. Literacy increased to more than 70%. Poverty has fallen below 50% mark. Urbanization progressed to near 40%. It produces the most number of scientists in the world. It supplied IT HR to the world. It provides Yoga and spirituality to the world. It offers the low-cost medical treatment to the world. In this context, 'livelihoods' has explored 'India after Independence'.

Do not miss reading Anthony Giddens' classic – Introduction to Sociology.

Usual e-links introduce a video (Indian Farmers' Despair), book (Impact of Climate Change), LEAP (Tungaturthy Village), and value-chain/subsector (Pongamia /Mustard).

Daily notes for the month are presented as part of the e-livelihoods learning course. This month, it is capsule 10: Support Organizations.

With the faith and hope that you find the issue a useful read, we remain.

the 'livelihoods' team

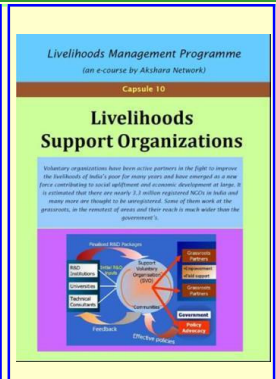
One in nine people suffer from chronic hunger, more than 1 billion people are undernourished, and 3.1 million children die every year due to hunger and malnutrition.

<http://www.worldbank.org/>



Sufficient quality team is required to accomplish assignments successfully

Latest 'livelihoods' & e-course



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Focus: India After Independence 11

Every Month.....

News & Response 4

Perspectives Invest in Right Talent Rightly! 5

Interviews Common Persons and Vulnerable Persons Interviews 6

Enterprises Individual, Collective, Social and Public 8

On Ground Village Organization, MGNREGS, Anganwadi Center 9

Development In Action

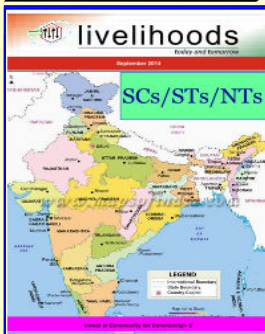
New Livelihoods & Leader,
Community Worker

Story, Books & Resources Going The Extra Mile,
Introduction to Sociology , Democratic Forest Governance in India 22

'Yoga'kshemam 23

e-links	LEAP	Tungaturthy
	VCA	Pongamiya
	Sub-sector	Mustard
	E-book	Impact of Climate Change
	V-book	Indian Farmers' Despair

e- course Capsule: 10 Support Organizations



I am very thankful to you for sending livelihood magazine. It is very useful to us.

A.Venkatesh,
President, Chaitaya Deepika,
9440222389

Received 'livelihoods' September 2014. 'Yoga'kshemam article is very impressive.



M Lavanya, Hyderabad

Note: 'livelihoods' in new design from November 2014

Can, Swacch Bharath Abhiyan succeeds in making "Clean India" by 2019?

News

TS Govt releases Rs 4,250 Cr for crop loan waiver;

The Telangana Government has sanctioned Rs 4,250 crores under Non-Plan as additional funds in relaxation of Treasury Control and Quarterly Regulation orders, pending provision of funds in final B.E. 2014-15 towards implementation of Crop Loan Waiver Scheme. The State Government issued a GO on Tuesday in this regard.

Loss due to cyclone Hudhud may be at least rs 10,000 crore:

Paddy fields and fruit orchards spread over thousands of acres, and long stretches of roads in north coastal Andhra and East Godavari district were damaged in the heavy rain and winds brought by Cyclone Hudhud. Almost every household in the four affected districts suffered damage at least to some extent. With heavy destruction of basic infrastructure in the region, industrial production and business transactions were badly hit. It is expected to be at least Rs 10,000 crore. AP chief minister Chandrababu Naidu has already sought an ad hoc relief package of Rs 2,000 crore from the central government. ❖

Modi to launch 'Swacch Bharat' mission :

Prime Minister Narendra Modi will launch the Swacch Bharat mission aimed at creating a 'Clean India' in the next five years. Modi would symbolically wield a broom October 2, the birth anniversary of Mahatma Gandhi, and reach out to all Indians to make cleanliness a mass movement.

Most Indian women engaged in unpaid housework:

NEW DELHI, October 14, 2014: Close to two out of every three Indian women are, in their prime working years, primarily engaged in unpaid housework, new NSSO data shows. This phenomenon, on the rise over the last decade, is least common in the southern and north-eastern States and most common in the northern States, Punjab, Haryana and Uttar Pradesh in particular. In data released .The National Sample Survey Office's 68th round, which covered one lakh households in every State and Union Territory, looked at women's usual employment status. Over 60 per cent of adult women, the NSSO found, are primarily engaged in housework slightly more so among urban women. ❖



Picture credit: NASA

The 2014 Nobel Prize Winners:

This year's Nobel prizes for science, literature, peace and economics have been awarded to a range of notable individuals from countries around the globe. Among them are the youngest recipient to receive the peace prize, 17-year-old Malala Yousafzai, and the fifth married couple to win an award in the history of the Nobels, May-Britt and Edvard Moser from the Norwegian University of Science and Technology.

'Create farming opportunities for teeming youth':

The President of the International Fund for Agricultural Development, Mr Kanayo Nwanze, has prevailed on African governments to harness the potential of the teeming youthful population on the continent to create attractive farming opportunities for them. ❖

Invest in Right Talent Rightly!

Happy Mahatma Gandhi Jayanthi!

Happy Deepavali!

Jayalalita could get the bail from Supreme Court.

Indian Black Money in Swiss Banks is being pursued by a Special Investigation Team.

AP decides to have its capital on the banks of river Krishna, over 30000 acres, and Capital Territory would encompass Guntur, Vijayawada, Tenali, Amaravati and Mangalagiri.

Kerala High Court makes the state dry.

BJP comes to power in Haryana and Maharashtra. The scene shifts to Jharkhand and Jammu and Kashmir.

Kashmir witnessed unusual floods causing unprecedented loss. Modi went to Srinagar on Diwali day to show solidarity. Visakhapatnam has incurred a cyclonic loss of more than Rs.50,000 crore. Naidu has led the relief and damage control being in the front.

Swachh Bharat Abhiyaan goes on. Bureaucratic reshuffle has begun at Delhi, while it is yet to place a dedicated development minister. New Plan Panel is yet to be constituted.

The discovery of the month has been that Capacity Building (CB), Training and Learning are not the same. CB is encompassing the getting talent, nurturing the talent, organizing and leveraging resources etc. Training is a part of it. The second discovery has been that the people from within the community are the best animators of community mobilization and support. The third discovery is that generic development/livelihoods worker as the team member is the emerging global trend.

A survey has concluded that India has the most enslaved people in the world. As per this report, slavery (modern

slavery) is that it involves one person depriving another people of their freedom; their freedom to leave one job for another, their freedom to leave one workplace for another, their freedom to control their own body. Are we slaves if we are forced to stay in a job?

According to a Harris Poll, it is stated that 67% of working adults are dissatisfied with their work but continue with it. Top issue is information. The flow of information and how people access and use that information will make all the difference. Transforming business processes help employees how they approach their work problems and implement solutions. They could also free employees to choose when and where they work. These processes help in providing the right information at the right time to the staff so that their efficiency and effectiveness. They could

be in a position to offer more options to the community with which they work. As a result, the staff would require more autonomy and ownership and would be able to handle able to this delegated

situation with ease. When such autonomy and ownership is available, the staff's ability to access right information in the right format, analyze such information and plan and manage the appropriate business processes would improve.

If we do not offer high autonomy and ownership, if we do not empower our best talent, then they remain dissatisfied and frustrated and we will not be retaining them.

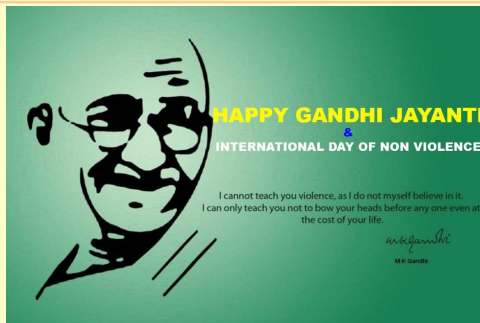
If this is the way, this must be applicable to development sector too. Why do we not investing in right talent? Why do we not giving them autonomy and freedom? Why are we not empowering them? Why are we not willing to transform our business processes for increased efficiency, and effectiveness? Why are we hesitant to allow them to operate from wherever? ❖

Perspectives

G Muralidhar



1 October
International Day for Elderly



2 October
International Day of Non-Violence



24 October
World Development Information Day

Want to Develop My Business...**Reduce Prices...****Tell me about yourself?**

My name is Bala Raju. I am 60 years old. My native village is Palasa, Srikakulam District, Andhra Pradesh.

What is your family background?

I am married. I live with my wife, two daughters and a son. While both of my daughters are married; my son is studying a Para-medical course (Radiology) in Osmania General Hospital.

What is your current occupation?

I am making cement bricks, rings, water tanks etc. from the past 8 years. I learnt this work from a colleague, who was successfully running this enterprise from the past 15 years in Hyderabad. On a friend's reference, I came to Pochampally to know the market situation and established this enterprise here.

What did you do before this work?

I did agriculture and daily wage labour in Palasa town. But, as work was not available on all days in the local market, I shifted to Hyderabad for work.

How much of income do you earn from this work?

I earn approximately Rs. 10,000 per month. My entire family participates in this work with me.

How much money have you invested in this enterprise?

So far, I have invested Rs.30,000.

What kind of orders do you get for your work?

Mostly, I get orders from the Indiramma Housing Scheme; for construction of houses; and from local people through the ILLH scheme for constructing toilets.

What kind of problems are you facing in this work?

Due to increase in cost of material such as stone powder, cement, oil, power bill and land lease rent etc., I am not getting much profit. Also, I have a debt of Rs. 50,000, which I took for my daughters' marriages.

Are you entitled to any government schemes?

Yes, I got ration card, adhaar card, voter card etc.

What do you want from the government?

I want the government to provide livelihoods for poor people. I want the cost of essential commodities to come down, as it is a burden on us.

What are your plans for the future?

I want to develop my business, I want to see my son settled in a good job and I want to build a house for myself. ❖

What is your name?

My name is Chepuri Narasimhachary. I am 45 years old.

Tell us about your family?

My native place is Chanduru in Nalgonda district, Telangana. I have wife, two sons and a daughter. My elder son is studying polytechnic, my younger son is studying 9th class in the Government High school and my daughter is studying in IIIT Basara.

What is your occupation? How much income do you earn monthly?

I and my family, have been making brass items such as lthadi pots, gangalalu, kopperlu, sarvalu etc., for the past 30 years, for our master, who pays us Rs. 200 per day, as wage for making these items, according to his requirement. He also provides the raw materials required. But it is not sufficient to manage our household, so my wife is doing labour work in agricultural season. She gets Rs. 150 per day.

What kind of problems are you facing in your occupation?

We are facing a lot of problems such as lack of work and marketing problems. With plastic and other metal items gaining popularity, there is stiff competition. The cost of raw materials is too high. Also, while applying the chemical to the pots, there is a danger of burning your hands with the chemical. There are many other side-effects on your health too.

What kind of benefits did you get from the government?

I got a ration card, aadhar card, voter card, and a subsidized gas cylinder.

What do you want the government to do for you?

Please reduce the rates of edible items, and also of petrol and diesel. As it is a burden on poor people like me. I want government to provide better treatment for people like me, as I am suffering from a kidney problem and require constant medication.

What is your plan for the future?

To provide quality education to my children and to give them a good standard of living. I want to work till the end of my life. ❖

Enhance Pension ...**To be Independent...****Tell us about yourself?**

My name is D. Bixapathi. I am 30 years old. My native village is Seethavaanigudem, Pochampally Mandal, Nalgonda District. I studied till SSC.

What is your family background?

I am living with my mother. I am a disabled person and unmarried. My mother is working as an agricultural labour in the village. I have a younger brother who is doing agriculture and rearing pigs as well. Rearing pigs is our community's main activity.

What exactly is your health problem?

Both of my legs have been paralyzed due to polio in childhood. I cannot walk without crutches.

What is your current occupation?

I am maintaining a chilli grinding shop in Pochampally and rearing pigs as well. I earn Rs. 200 per day through my shop. The local customers come to my shop due to good will.

How long have you been to doing this enterprise? And what kind of problems are you facing?

I have been running this enterprise from the last four years. This work is very hard in the summer and takes a toll on my already frail health.

What kind of businesses did you do earlier?

Earlier, I ran a cycle puncture shop and later a STD booth. I faced losses in both the businesses. The business I am doing now is providing a better livelihood to me than the past ones.

How do you manage to sustain yourself financially?

I have two acres of land in Gudem. My younger brother cultivates paddy in this land. Due to power shortage irrigating the crop is becoming difficult. The crop harvesting season has come, so I want to save the crop.

Are you entitled to any government schemes?

Yes, I got a ration card, adhaar card, voter card, disability pension and tricycle from the state government.

What do you want from the government?

I would like the government to provide organized and stable livelihoods for disabled people such as me. Also, to cope with rapidly increasing prices, I would like the disabled people's pension to increase to Rs. 1000.

What are your plans for the future?

I want to develop my business and work until I die and take care of my mother. ❖

Tell us about yourself?

My name is Rajavva. I am 50 years old. I am illiterate.

What is your native place?

My native place is Guduru Village, Mustabad Mandal, Karimnagar District, Telangana state.

Tell us about your family?

My husband passed away 20 years ago. I have a daughter, who is married and is living with her husband in his village. So, now I am living alone.

What is your occupation? How are you surviving your life?

I am a daily wage labour. When work is available I earn Rs.150 per day. During agricultural season, I get 2-4 months of agri-labour works per year, such as planting and weeding. I also get work through the 100 days work scheme.

What kind of problems are you facing?

I am suffering from arthritis. A tree fell on me 10 years back, which injured me badly and left me in bed for 6 months. My daughter took care of me during that time. Though, I was lucky to be alive, I didn't get back to full health even now.

Do you take medication for your problems?

Yes, I am taking medicines regularly, but I am unable to spend so much on the medicines, so I go to the Mandal primary health centre and get medicines and utilise the services given to poor people like me.

What do you want from the government?

I demand the government to increase the amount of pension for people like me and to provide better medical treatment for old people suffering from arthritis, body pains etc..

Did you get any benefits from government?

Yes, I get widow pension of Rs. 500 per month, of which I spend Rs. 50 on medicines alone. The 100 days work scheme is also providing a livelihood to me. I get edible items from the PDS system. I have antyodaya card, aadhar card, voter card, MGNREGS job card etc.

What is your future plan?

To work and be independent till the end of my life. ❖

Individual Enterprise



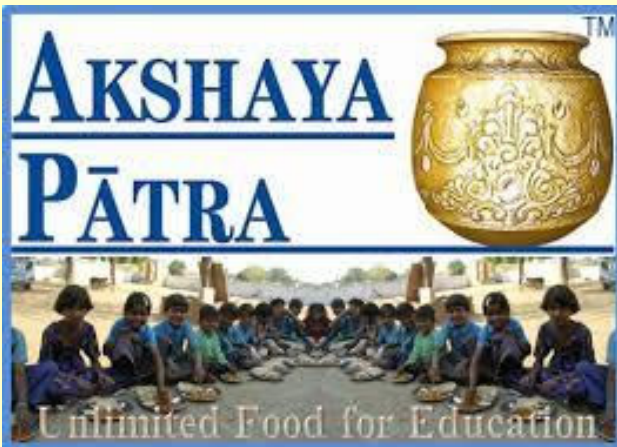
Photo Frame Making

Collective Enterprise



Jute Bags Making

Social Enterprise



Akshaya Patra Foundation

Public Enterprise



Flower Market

Rachakonda Village Organization

The village of Rachakonda is in Narayanapur Mandal, Nalgonda District, Telangana State. It is located 59 KM from the District headquarters and 9 Km from the Mandal centre. The village is in the border of Nalgonda and Rangareddy Districts.

The VO was formed on January 10th, 2002. It is registered under the MAC societies act. There are 18 SHGs and a total of 180 members under this VO.

Office Bearers (OB) : President: Suguna, Secretary: Parameswari, Treasurer: Shantha, Book Keeper: Sagar
The OB members are elected from among the member SHGs. The office bearers are rotated every two years.

The VO conducts meetings on the 5th and 14th of every month at the village panchayat. In the meetings, they review the issues of the past month, follow the agenda and take a resolution; which is then passed to all the members. Mostly, they discuss about bank linkage activities, payments, repayments, interests, loans, savings etc.

VO leaders participate in the Mandal Samakhya conducts meetings on the 13th and 23rd of every month, at the Streenidhi Bhavan in Mandal Headquarters.

Each SHG has to save Rs. 100 per month to VO. The total interest amount is Rs.32,000. The amount of loans given to SHGs till date are Rs.45 lakhs.

The VO borrows money from the Mandal Samakhya, on 50 paisa interest; The VO gives loans to the SHG members with the same interest. The internal lending interest rate is Rs.1.50.

The VO has formed different committees for the village developmental activities:

Bank linkage committee: Members are Laxmi, Lalitha. They involve bank linkages activities such as savings, payment & repayment, interest etc...

Non-pesticide Management committee: Members are Laxmi, Raji They promote the cultivation of organic food and reduction in the use of chemical fertilizers.

Capacity building committee: Members are Sunitha, Sangli. They conduct capacity building of SHGs.

Poorest of poor committee: Members are Bujji, Shobha. They provide services such as issuing of loans, establishing livelihood activities such as dairy and goat rearing etc..

Health committee: Member provide consultancy services for pregnant and lactating women, during the monthly meeting; which is attended by the respective ANM, Aanganwadi worker etc., and members of the groups.

In this village, 15 members receive the Abhaya Hastam pension. ❖

MGNREGS

The Village of Rachakonda is in Narayanapur Mandal, Nalgonda District, Telangana State. It is on the border of Nalgonda and Rangareddy Districts. This village has 22 Srama Shakthi associations, with each group having 10-20 members; and a total of 360 job card-holders.

There are many works taken such as cutting of jungles, de-siltation of the local tanks, cutting stones and digging trenches in hilly areas etc. under the scheme. These villagers are getting 60 days of work out of 100 days, till now. The people work under the senior mate's direction. according to the work done, from Rs.60-150. Most of the villagers are getting work during the summer.

Earlier, the people used to get lesser work and even lesser wages, but now they are getting more labour work and better wages, in a more transparent way. These changes have brought a new confidence to the people about the work and the wages. Every year, a social audit is conducted on the work programme, to gauge it's impact and effectiveness. There are many positive results like improves the ground water resources, helps in rain-water harvesting; while the de-fluorination of the water improves the overall health of the people. The people are demanding for more work days. ❖

Aanganwadi

The Village of Rachakonda is in Narayanapur Mandal, Nalgonda District, Telangana State. It is in the border of the Nalgonda and Rangareddy Districts.

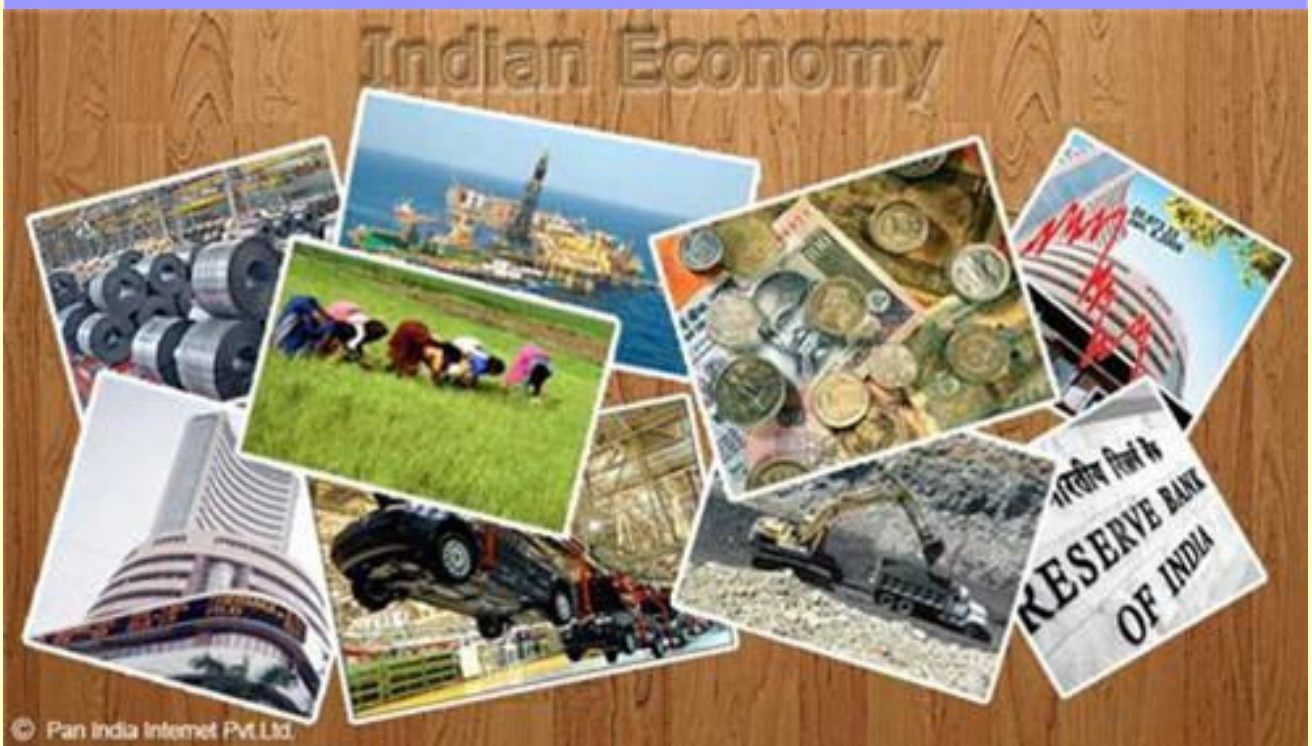
The Village Panchayat has four Aanganwadi centres. The first centre was established in 2002, with it's own building. This centre is run by a teacher: Padmavathi and an aaya: Bagya. The local people also help in maintaining the facility. The centre has 30 children (19 female + 11 male) and 30 pregnant and lactating women. The Aanganwadi teacher provides education to pre-school children. The centre takes up the registration of new-born babies.

They conduct a door to door survey every three months, enroll the new born babies, provide advice to the mother, and refer them to the vaccination programme, which is taken up on every 3rd Saturday. The centre is under the supervision of the CDPO of the area.

The centre has helped in controlling the infant mortality in the area, by providing nutritious food and supplements, given by the well-trained Aanganwadi workers. It has also helped in curbing fluorosis, which is prevalent. ❖

India After Independence

Independent India has been going through tremendous changes from the past 67 years. In these years, the country's economy has increased from Rs. 2.7 lakh crore to Rs. 57 lakh crore and foreign exchange reserves increased from \$.2billion to \$300billion. The population has increased from 36.10 crore to 121.01 crore in 1951 to 2011. Almost all sectors witnessed changes at different levels. Earlier self-sufficient autonomous villages are now integrated with global economy. The welfare state has been facing gradual changes in it's roles and responsibilities. These changes welcome many new livelihoods and also send-off a number of old livelihoods. These changes have influenced crores of poor people's lives and livelihoods, across the country. In this context, 'livelihoods' explores the changes in the country after independence...



Independent India has been going through tremendous changes from the past 67 years. In these years, the country's economy has increased from Rs. 2.7 lakh crore to Rs. 57 lakh crore and foreign exchange reserves increased from \$.2billion to \$.300billion. The population has increased from 36.10 crore to 121.01 crore in 1951 to 2011. Almost all sectors witnessed changes at different levels. Earlier self-sufficient autonomous villages are now integrated with global economy. The welfare state has been facing gradual changes in it's roles and responsibilities. Now the state's responsibility has largely



shifted from providing welfare to facilitating development, through the corporate partners. These changes welcome many new livelihoods and also send-off a number of old livelihoods. Delete this sentence These changes have influenced crores of poor people's lives and livelihoods, across the country.

India has 29 states (Including Telangana) & 7 UTs, 640 districts, 5924 sub-districts and 6.41 lakh villages. India is the largest economy with 10th place in Grass Domestic Product (GDP) and 3rd place in Purchasing Power Parity (PPP) in the world. It is one of the members in G-20 major economies and BRICS (Brazil, Russia, India, China and South Africa). In the country, agriculture sector is the largest employer which has been declining in terms of share in GDP (13.7 %) and providing employment. Largely, the industrial sector

did not face tremendous changes as agriculture sector, though the small and medium industries have been facing serious challenges for the last three decades. The service sector is fastest growing sector which includes construction, telecommunication, information technologies, tourism, education, health care, travel, trade and banking etc. New Economic Policy (NEP), which includes Liberalization, Privatization and Globalization (LPG) is one of the major causes behind the changes in agriculture, industry and service sector. It is the key factor in Indian economy. We can divide the country's economy into two parts such as pre- liberalization and post-liberalization.

In 1947, after independence, the rulers designed an economic policy, which facilitated to strengthen the



INDIAN INDUSTRIES

Indian economy and fulfill some of the aspirations of the people. The policy aimed to protect local market from foreign capital, strengthen agriculture, service and industry sectors through government support and provide welfare to the people. In 1991, the NEP facilitated some important measures such as removing protection procedures to local market, privatizing the public sector industries, reducing subsidies, removing protection procedures to agriculture, handloom, artisan works etc. Overall, in the last 67 years, the old and new economic policies and various initiatives by the governments, Non Government Organizations (NGOs) and Community Based Organizations (CBOs) brought many changes in all sectors.



Agriculture is the main livelihood option to the people in rural areas. It includes crops, horticulture, milk and animal husbandry, aquaculture, fishing, sericulture, aviculture, forestry activities etc. India is the second largest country in the world with 159.7 million hectares (394 million acres) arable land area. It also has the largest gross irrigated crop area with 82.6 million hectares. About 64% of the cultivated land depends on monsoons in the country. Agriculture sector is providing livelihoods to above 60% of the people in rural areas. But it has been gradually declining as a GDP contributor and livelihoods provider for the last six decades. In 1950-51 this sector contributed 51.9% in GDP and in 2012-13 it declined to 13.7%.

In 1965, the use of high-yielding varieties of seeds,

increased fertilizers, pesticides and irrigation facilities enhanced the productivity of crops. The productivity of food grains increased from 872 kg to 2059 kg per hectare in 1971 to 2012. The yearly production of food grains increased from 50.82 million tonnes to 259.29 million tonnes in 1950 to 2013. There are major changes which happened in the cropping system. Farmers have shifted from cultivating crops for self-consumption to instead selling produce in the market. Expenditure has increased in a big way because of inorganic fertilizers, pesticides, hybrid seeds, irrigation, labour wages and transport charges. Every day, above 2000 farmers have been committing suicide since 1991, due to agriculture crisis.

Handloom and other artisan works such as carpentry, tailoring, goldsmith, blacksmith, shoemaking, cloths washing etc. are the largest employment providing livelihood source after agriculture in the country. The

artisan works are gradually declining because of competition with industrial products, increasing input cost and changes in consumers' preferences. The agriculture crisis has also influenced a number of artisan works, which directly or indirectly depended on agriculture.

India has the largest livestock population in the world. It is one of the important livelihood sources to the landless, marginal and small farmers and women in rural areas. Livestock include cattle, buffaloes, mules,



donkeys, yak, mithun, sheep, goats, chicken, pigs and camel. According to the 2003 livestock population census, there are about 480 million livestock and 489 million poultry in the country. Meat and milk consumption has been increasing for decades. The livestock population increased from 292 million to 529 million in 1951 to 2007, excluding poultry population. Poultry population has increased from 73 million to 649 million in these years and bovines category buffalo population increased from 43 million to 105 million. Fish production (Both marine and inland) increased from 7,50,000 tonnes to 90.40,000 tonnes in 1951 to



2013. Milk production has increased from 17 million tonnes to 108.5 million tonnes in 1951 to 2009.

In rural areas, non-farm sector livelihoods such as construction, transport, private jobs, tailoring, retails shops, wage labour in non-farm sector, mechanic shops, furniture making, and service centers have been steadily growing. In the total rural employment, the non-farm sector employment has increased from 18% to 24% in 1983 to 2000. At present, it is contributing nearly 40% of the total income to rural economy.

The industrial sector contributes 26% in GDP and provides employment to 22% in total workforce in the country. It includes various manufacturing sectors in

the country. There are some important manufacturing sectors such as petroleum products and chemicals, pharmaceuticals, engineering, gems and jewelry, textile, mining etc.

About, 22.19 lakh enterprises (As on 31-03-2007) existed, which included micro, small and medium industries. An average per unit/enterprise is providing employment to 6 persons. This sector has witnessed tremendous changes after post-liberalization. In 1948, the first industrial policy resolution was announced to facilitate industrial development in the country. The Industrial (Department and Regulation) Act or IDR Act was enacted in 1951 for industrial development, through government support and licensing. The Industrial Policy Resolution-1956, focused on the



development of heavy industries, protection of small, cottage industries which provide huge employment. The Industrial Policy Statement, 1971 was introduced to protect small and medium industries from corporate companies and foreign companies.

In 1991, NEP was introduced by the government. It was one of the most crucial things in the economy of the country. Micro, small and medium industries protection measures and subsidies reduced and opened gates



producer in the world. According to the 2013 statistics, India produces 29% of the tractors in the world. It is the 7th largest consumer of machine tools in the world. The total electricity supply increased from 1.7 thousand MW to 199.9 thousand MW in 1951 to 2012.

The textile industry contributes 4% to the GDP. This industry has developed in a big way after 2000, by utilizing the new economic policy which allows the industry capital into protected areas of local market and foreign markets. In 2008, the investment in the textile sector increased to 27 billion dollars. The mining industry in India is the 4th largest sector in producing minerals in the world. In 2010, 3000 mines operated and half the mines belonged to coal, limestone and iron ore.

for corporate companies and Foreign Direct Investment (FDI) in the market. This impacted at large scale across the country and lakhs of micro, small and medium industries closed because of increasing cost of production, competition with corporate companies, lack of demand, shortage of working capital and marketing problems.

Petroleum products and chemicals play an important role in the modern economy of any country. India is the largest consumer of oil in the world and it depends highly on import, for oil consumption. According to the 2011-12 statistics, India imported Rs. 7,26,386 worth of oil from foreign countries. Petroleum industry is mostly in the hands of public sector. After post-liberalization, private industries like Reliance Industries Limited (RIL) entered into energy and power industry. India is in the 5th place in producing agrochemicals, polymers and plastics. The engineering industry is the fastest growing industry in the country. It is the 12th largest



The service sector includes construction, retail, software, information technology, communication, infrastructure, hospitality, education, health care, banking, insurance etc. This sector has been increasing for the past 6 decades and presently, it is the largest contributor to GDP. This sector's share has

increased in GDP from 15% to 57% in 1950 to 2013 and it provides employment to 27% of workforce in total workforce. Information Technology (IT) and business process outsource sectors are the fastest growing sectors in the service sector.

Information Technology (IT) is one of the fastest growing sectors and its share in the GDP increased from 4.8% to 7% in 2005 to 2008. It became one of the top outsourcing sectors in the country, with half of the top





connected to manufacturing and commercial centers. The railway service was first introduced in 1853, in the country. Rajdhani trains were introduced in 1969, which connected the national capital Delhi to state capitals. Indian railways is the fourth largest network in the world with 1,14,500 km and 7172 stations. It carries 23 million passengers per day and one billion tonnes per year. More than 1.4 million employees are working in railways.

India has 7500 km of coastline, with 13 major ports and 60 operational ports. It carries 95% value of country's external trade. The Indian Parliament passed the Air Corporation Act, 1953 to nationalize the Indian airline industry. The International Airport Authority of India (IAAI) was established in 1983. The country has 125 airports and out of these 66 airports are carrying passengers and logistics.

India is the second largest mobile phone user in the world. In the country, phone and internet users have been increasing rapidly in the last two decades. The telephone users increased from 80,000 to 929 million in 1948 to 2012. The country has the third largest internet users base, with 243 million users in June 2014. About 74% of the people are having mobile connections. Internet has been growing for decades. First mobile and internet services in India started on 15th August, 1995.

The retail industry contributes nearly 20% of the country's GDP and India has the 5th largest retail industry in the world, with \$450 billion value market. It is one of the fastest growing industries in the country. It mostly consists of local owners and street vendors,

most IT firms in the world based here. The availability of skilled workforce, low production cost and also demand from foreign consumers, facilitated the development of IT industry in the country.

Transport is the one of the key components in service sector. The transport sector has been rapidly developing since 1991. Traditional travel modes such as bullock carts or horse carts, bicycles, hand-pulled rickshaws etc. have been gradually decreasing for the last six decades. Cycle rickshaw was introduced in 1940s and almost vanished in many cities in 2000. The first modern rapid railway transport, the Kolkata Metro started in 1984. At present, in almost all major cities the Metro railway system is functioning. Later, motorized two-wheel vehicles such as scooters, motorcycles and mopeds became a very popular mode of transport in the country. Scooter manufacture units started in 1949 in Bombay. An average of 963 new private vehicles are registered in Delhi. Automobiles production increased from 6.3 million to 11 million in 2003 to 2009. Maruti 800, introduced on 1984, created a revolution in transport industry.

India has the second largest road network in the world, with 4.3 million km of road. This network carries 60% of goods and 87% of passengers in the country. State road transport corporations were introduced in 1960s. The Pradhan Mantri Gram Sadak Yojana (Prime Minister Rural Road Program) was introduced in 2000, to improve rural connectivity. Recently, India completed four lane and six lane highways, which are



operating with low cost expenses. The organized super markets are also growing from the last two decades.

The international and domestic tourism industry contributes a recognizable share to the GDP in the country. Tourism attracted nearly 6.85 million foreign tourists and earned \$18.4 billion value foreign exchange. Every year, domestic tourism attracts 740

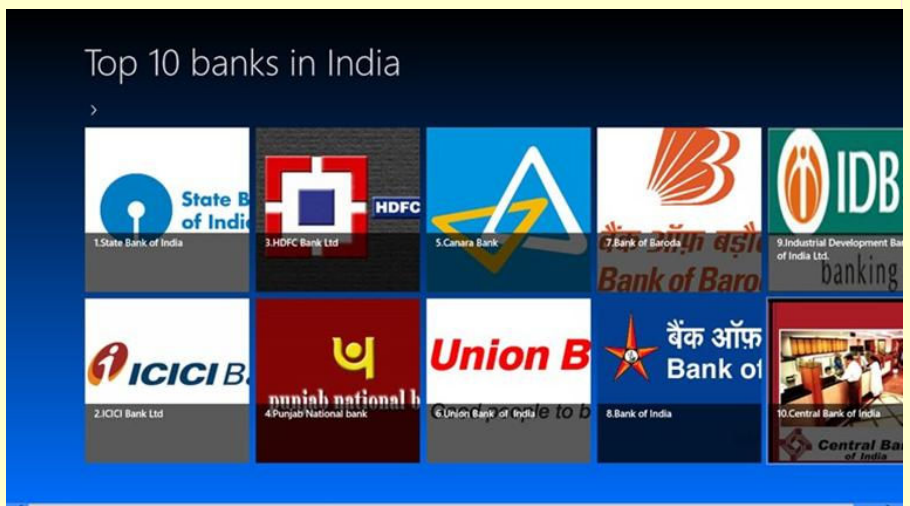
owned banks, money lenders and non-banking financial companies. In 1969, the former Prime Minister Indira Gandhi nationalized 14 banks and another 6 banks were nationalized in 1980 to fulfill social and development goals and provide net credit to sectors such as agriculture, small-scale industries, retail trade and small business etc. This sector has been tremendously increasing for decades. The branches of banks increased from 8260 to 70,455 in

Name	Year	Main Objectives
First plan	1951-56	Agriculture and industrial development
Second plan	1956-61	Public sector development
Third plan	1961-66	Agriculture and defence industry development
Fourth plan	1969-74	Banks nationalization and Green Revolution
Fifth plan	1974-79	Employment generation and poverty alleviation
Sixth plan	1980-85	Increase growth rate
Seventh plan	1985-90	Industrial productivity enhancement, employment generation and technology up-gradation
Eighth plan	1992-97	Controlling population growth, poverty reduction, employment generation and decentralization
Ninth plan	1997-2002	Achieve rapid growth and enhance quality life for the people
Tenth plan	2002-07	Achieve GDP growth rate, poverty reduction and social justice
Eleventh plan	2007-12	Poverty reduction, skill development, gender equity and environmental sustainability
Twelfth plan	2012-17	Achieve growth rate and poverty reduction

million Indian tourists in the country and 12 million Indian tourists go to international tours. According to a 2011 estimation, tourism industry, both international and domestic combined, contributed 5.92% to the country's GDP and provided 9.3% of employment.

The banking sector can be classified into two categories such as organized sector and un-organized sector. Organized sector comprises of private, public and foreign owned commercial and cooperative banks and un-organized sector comprises of individual or family

1969 to 2012 and total bank deposits increased from Rs. 3896 crore to Rs. 46,15,801 crore and credit given from Rs. 3036 crore to 35,90,508 crore.



After 1991, the banking sector has been privatizing and FDI has been introduced in the banking sector. Regional banks, which earlier provided service to the rural people at large scale, are now merged in national level or state level banks. The motive of profit, is replacing the motto of service in banking sector. Private banks are emerging in the urban areas, where the monetary demand is more. The banking sector has journeyed from privatization to nationalization and nationalization to privatization in over 6 decades of independent India.



The Five years plans, played a vital role in the development of the country. The Planning Commission, was formed by the government of India

At the time of independence, the Indian rupee was linked with the British pound and there was no foreign borrowing to India. At the time of the first five year plan, government started borrowings and linked rupee to dollar at Rs. 4.79 per one dollar in 1948 and 1966. The rupee value has been decreasing from Rs. 4.79 per one dollar to Rs. 61.86 in 1951 to 2014.



The health sector is one of the major components in the National Planning Committee (NPC), which was established in 1938 under Jawaharlal Nehru. In 1940, the national sub-committee recommended the formation of a health organization, which includes both preventive and curative functions. In 1946, the Bhore Committee gave first recommendations to the development of the health sector. The first and second five years plans focused on the basic structure of the health sector. In 1959, Mudalier Committee was formed to give recommendations for the development of the health sector. The life expectancy was increased from 44 years to 58 years in 1960 to 1990.

to design five year plans. The first five year plan was introduced in 1951 to promote primary sector development, particularly focusing on agriculture and industrial development. About, Rs. 2069 crore was allocated for the first five year plan. The second five year plan focused on the development of heavy industries, mostly under public sector. Once in every five years the plans were designed to achieve specific objectives. In 1978, the Janata Party rejected the fifth five year plan design and introduced a different kind of plan for 1978-80. In 1990, the eighth plan could not be designed because of political instability. So, annual plans were prepared for 1990-92. There are a total of 12 five year plans introduced in the last six decades.

In 1983, India adopted the National Health Policy. The National Rural Health Mission was started in 2005, to provide health services to the people in rural areas.



The Primary Health Centers (PHCs) have increased from 2800 to 24049 in 1961 to 2012. The Health Sub-centers have increased from 84,376 to 1,48,366 in 1981 to 2012. According to the 2013 Economic Survey, India spends about 4.1% of its GDP, which is the lowest among the developing countries.

In 1944, the British India government prepared a plan for educational reconstruction in India, with the aim of achieving 100% literacy rate in 40 years. The Constitution of India stated universal and compulsory education to all children, between the age group of 6 to 14 years. The Sarva Siksha Abhiyan (SSA) was launched in 2001, to provide education to all children in the country. The Parliament passed the Constitutional 86th Amendment Act, 2002 to make education as a fundamental right to children.

The literacy rate has been increasing for the last six decades in the country. It has increased from 12% to 74.04% in 1947 to 2011, in the country. The National Literacy Mission, launched in 1988 to eradicate illiteracy in the country by facilitating literacy centers to the age group of 35 to 75 years. In the state of Kerala,



literacy rate has increased from 47.18% to 93.91% in 1951 to 2011 and it is the highest literacy rate in the country. According to the 2011 census, the literacy rate is 82.14% in men and 65.46% in women.

Employment generation has been decreasing in the public sector for the last three decades. The number of Government employees has decreased from 199.66 lakhs to 175.48 lakhs in 1995 to 2011. This decrease is higher in central government jobs, which is 33.95 lakhs to 24.63 lakhs in 16 years. In this period, the number of male employees has decreased from 168.66 lakhs to 143.77 lakhs and at the same time the number of female employees has increased from 26

lakhs to 31.79 lakhs. In the private sector, employment generation has been increasing from 80.59 lakhs to 144.22 lakhs in that same period. In this period, finance, insurance and real estate sectors have achieved more performance in providing employment from 2.93 lakhs to 17.18 lakhs. In the private sector, the number of both male (64.31 to 86.69 lakhs) and female (16.28 to 27.83 lakhs) employees has increased.

The Panchayat Raj is a three-tier system, which belongs to the elected bodies at village, mandal/block and district level in the state. It ensures the participation of more people and the effective implementation of programs and schemes at the grassroots level. At present, there are 3 million elected members at the three levels and half of the elected members





the major cities in the country. Since 1957, radio has been calling itself as Akkashavani. The first television program aired in 1959 and the complete broadcasting started in 1965. In 1966, the radio and television separated, with radio being called Vividha Bharathi and television being called Doordarshan.

The television industry is a huge industry having thousands of programs in a number of languages. More than 50% of the families have televisions and there are 823 channels, running with various themes and at different levels. The television was first

are women. The members represent 2.4 lakh Gram Panchayats, 6000 block/mandal level panchayats and 500 district level panchayats. The panchayats cover 5.8 lakh villages in the country. It is the largest decentralization governance in the world.

The second five year plans focused on strengthening block/mandal and village level institutions. In 1957, the Balwant Rai Mehta Committee recommended community participation in planning, decision making and implementation for effective community development. The Planning Commission has appointed the GVK Rao Committee in 1985, to study Panchayat Raj Institutions (PRIs) and provide vision for the overall rural development. In 1986, the L M Sangvi Committee recommended that Gram Sabha (Village Assembly) be the base for the decentralized system. The Constitutional (73rd Amendment) Act, was passed in 1991, to establish democratic structure at the grassroots level, recognizing Gram Sabha as the base for PRIs, the three-tier system, electing bodies at three levels and reservations for weaker sections in political representation.

The media plays an important role in the democratic society, to empower people and to facilitate good governance. The Radio was established in 1927 in British India and in 1937 it was named as the All India Radio. In 1951, six radio stations were established in

launched in 1959 in Delhi and it's services extended to Bombay and Amritsar in 1972. It extended to another seven cities in 1975. The Colour television was introduced in 1982. According to the 2010 statistics, 134 million households have television sets in the country.

The first Newspaper was published in 1780 in Calcutta. In 1952, the Press Commission made suggestions for the structure and functioning of the media. In 1964, the Press Council was established. In 1982, the second Press Commission was appointed and delinked press from the other industries. Daily, more than 90 million copies of newspapers are circulating in the country. India has the second largest number of newspaper readers in the world. Presently, there are 70,000 periodicals and 5,364 daily newspapers, publishing in the country.

The Indian Constitution is the world's largest Constitution with 395 Articles on 22 parts and eight schedules and 80,000 words. The Constitution was prepared under Dr. BR Ambedkar in two years 11 months and 18 days. It was adopted by the Indian Constituent Assembly on 26th November 1949 and came into effect from 26th January 1950. In the Constitution, Article 73 provides authority to the Prime Minister as the head of the Government of India, Articles 52 and 63 recognize the President of India and Vice-President of India. The 73rd and

74th Amendment Act, introduced the Panchayat Raj system in rural areas and Municipality system in urban areas. Article 370 gives special status to Jammu and Kashmir. There are totally 118 Amendments in the Constitution in the last six decades. Government has been implementing number of programs to eradicate poverty in the country through different types of initiatives such as providing financial assistance for various self-employment programs, running public distribution system to give food security to the people, providing support to the existing livelihoods by providing subsidies etc.



Government initiating poverty eradication programs directly through forming community based organizations. Lakhs of Self Help Groups formed and facilitated poor and poorest women participation in savings, lending, individual and collective enterprises. This strategy giving two types results like one way it is empowering women and reducing poverty in rural and urban areas.

India has to achieve the eight Millennium Development Goals (MDGs) such as eradicate extreme poverty, universal primary education, gender equity, reduce child mortality, improve maternal health, combat HIV/ AIDS, Malaria and other diseases, ensure environment sustainability and achieve global partnership for development. These MDGs has to achieve by 2015. But

the reality is different. It may take more years to achieve MDGs.

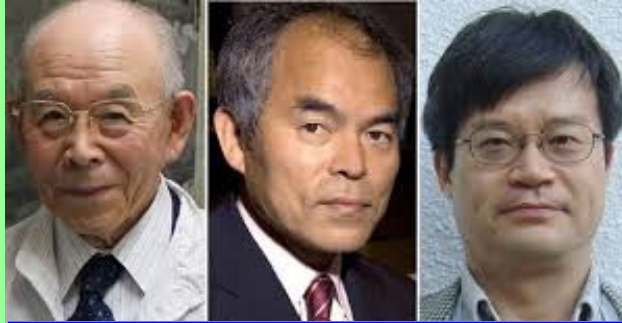
The post independent India has been witnessing a number of changes in the status of education, health, livelihoods, infrastructure etc., for six decades, particularly in the last two decades these changes are very high due to the shift from the welfare mode to liberalization mode in the economy. The twelve five years plans and the welfare economy have played a vital role in the development of the country. Many livelihoods have disappeared or are declining and a number of new livelihoods are emerging. People are shifting from their traditional livelihoods to new livelihoods.



Along with positive changes, there are many challenges in front of the independent India. Poverty is still continuing and above 40% of the people are suffering with poverty. On one side the country is producing a large number of billionaires, at the same time India's poor performance in the Human Development Index (HDI) is equal to the African countries. Price hikes, unemployment, corruption, backwardness, social, cultural and economical inequalities, less focus on the development of vulnerable communities etc., are some of the major challenges in the country. It is high time to eradicate social inequalities and poverty, hunger, malnutrition and provide basic services like health, education, housing, sustainable livelihoods and other services to the people of India. ❖

The Nobel Prize Winners - 2014

PHYSICS



Isamu Akasaki Shuji Nakamura Hiroshi Amano

CHEMISTRY



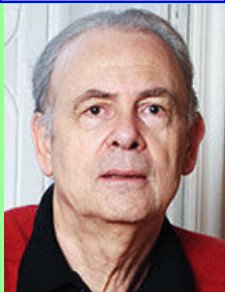
William E Moerner Eric Betzig Stefan W. Hell

MEDICINE



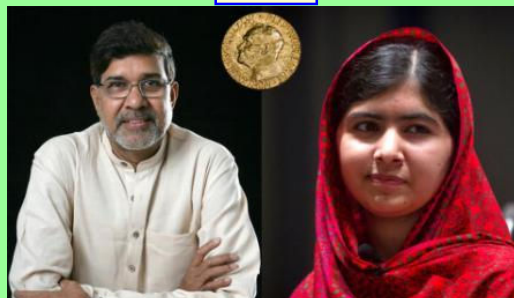
May Britt Moser John O'Keefe Edvard I. Moser

LITERATURE



Patrick Modiano

PEACE



Kailash Satyarthi Malala Yousafzai

ECONOMICS



Jean Tirole

Going The Extra Mile

I was 20 years and had just finished my first degree when I asked my father's advice on how to approach the world of work. He had a long and distinguished career in the Indian Army and rose to become commander-in-chief of a million men. He was a soldier's soldier and his men adored him. His manner was strict and firm, but he was very friendly. He appreciated and trusted people and gave them freedom.

"Come and see me in my office if you want to talk to me about work" he said. So I made an appointment with his ADC and went to see him. He had a huge office and I felt very small.

"You are starting out and you will be given a lot of tasks to fulfill" he said. "The first thing is always to do something to the best of your ability. Then the second time you do it, give it that little bit extra". What he was saying was: "Take the initiative; be innovative; be creative. Always go the extra mile."



Source: Karan Bilimoria, founder and chief executive of Cobra Beer, speaking to Sheridan Winn for "Business Life". ❖

Resources

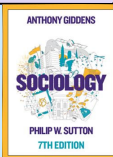
Book Name: Introduction to Sociology

Classic Book

Author :Anthony Giddens

Anthony Giddens is one of the most famous and influential sociologists of recent decades. Largely credited with the concept of the "Introduction to sociology", is generally presented as an exponent of liberalism and socialism. This book provides an excellent work, covering the wide range of his writing from theory to self-reflexivity, modernity and politics, placing them all within the illuminating framework of a historical context.

Giddens' book is best understood through the social context in which it was written. This is the provide a systematic and assessment of Giddens' work. It includes eleven critical essays specially commissioned from contributors who are well known in their own fields. Giddens responds to the criticisms raised by these and other authors, and clarifies and elaborates on his current views. ❖



Book Name: Democratic Forest Governance in India

Latest Book

Editor : Sarat Chandra Lele and Ajit Menon

This book is a comprehensive analysis of forest and wildlife policies in India, drawing on different perspectives like ecology, law, political economy, and anthropology; presented by a group of researchers over the last two decades. It is based on four dimensions: forests for local management, forests for wildlife conservation, conversion to non-forest purposes, and the wider socio-economic context and how it poses challenges to democratic governance.

This book covers questions of local management, wildlife conservation and forest conversion, as well as the changing socio-economic context of forestry in India. This is an indispensable resource for scholars, practitioners in the forestry sector and those with a keen interest in the subject. ❖



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Subsector: http://www.aksharakriti.org/magazines/doc_download/374-mustard-sub-sector

e-book : [http://www.ncdhr.org.in/daaa-1/daaa-publication/NCDHR%20Climate%20Change%20\(1\).pdf](http://www.ncdhr.org.in/daaa-1/daaa-publication/NCDHR%20Climate%20Change%20(1).pdf)

v-book : <https://www.youtube.com/watch?v=mGenriLm-Tw>

e-links

e-course; Capsule No - 10 :

e-course

http://www.aksharakriti.org/magazines/doc_download/376-e-course-capsule-10-livelihoods-support-organizations-october-2014

'Yoga'kshemam

Happy Gandhi!

Happy Danteras! Deepavali! New Year!

Happy National Integration Day!

Floods in Kashmir/Srinagar: loss more than Rs.25,000 crore!

Hudhud Cyclone hit North Coastal Andhra/Visakhapatnam: Loss more than Rs. half a lakh crore!

I chanced upon the art of NOW. Relevant to the dot now. Our brightest future is a function of our ability to pay attention to the present. The six steps to living in the moment are –

- ♦ To improve our performance, we should stop thinking about it (we should be unselfconscious). We need to focus on things outside of ourselves. We need to be one with things outside of us. We need to focus on the experience. We need to let ourselves go
- ♦ To avoid worrying about the future, we need to focus on the present, relishing or luxuriating or savoring in whatever we are doing at the present moment
- ♦ If we want a future with our significant other, we need to inhabit the present, breathe. We need to focus on our breathing
- ♦ To make the most of time, we need to lose track of it. We need to flow. We flow when we are engrossed in a task such that we lose track of everything else around us. We feel as if our awareness merges with the action we are performing
- ♦ If something is bothering us, we need to move toward it rather than away from it. We need to accept. We need to let the emotion be there, without judging it, clinging to it, or pushing it away. Acceptance relieves us of this extra suffering
- ♦ We need to know that we don't know. We need to be engaged in the passing moment, without

losing ourselves in our thoughts. This is possible if we look for new things

We can become mindful at any moment just by paying attention to our immediate experience. We can do it right now, by becoming the witness and observing the moment through our five senses, without judging it. Let us wake up, become aware of being alive, and breathe. Nothing happens next. It's not a destination. This is it.

This month, as we live in the NOW, reconfirms we are only instruments of the master. 'Amma' settled back in the village living on saline, with no hope in her eyes and heart. Star of the eyes has gone invisible, inaudible, away from touch, feel, smell, and taste. A young colleague has suffered a bad accident in the Himalayan roads and recovering. We pray for the master to respond. Life has to go on.

Amidst all this, the heart and mind are persisting with reflecting on way forward. It reconfirms and reminds the need for flowing with the spotless. It reconfirms the urgent need for transition and transformation. It assures the joy in life in inching towards merger in the universe.

As we flow, we are on pravaahanairmalyayogam. Journey of parivartan. Journey of the bliss. Now is the time.

Can we be there? **Yes, if we pursue Atma Yoga.** If we pursue flowing! If we stay on course! If we live in the now with all the senses in tandem! If we have our thoughts, words and deeds are in sync! If the dark and the spotless flow hand in hand, reinforcing each other, taking all that comes in the way along forward in the flow! Krishna confirms being in the now with complete devotion in the spotless is the surest way for becoming one with the universe.

Join us in the world of yoga – for being in the now and flowing together – towards

jagannaatakakrishnayogasiddhi.

You will not regret it. ❖

G Muralidhar

