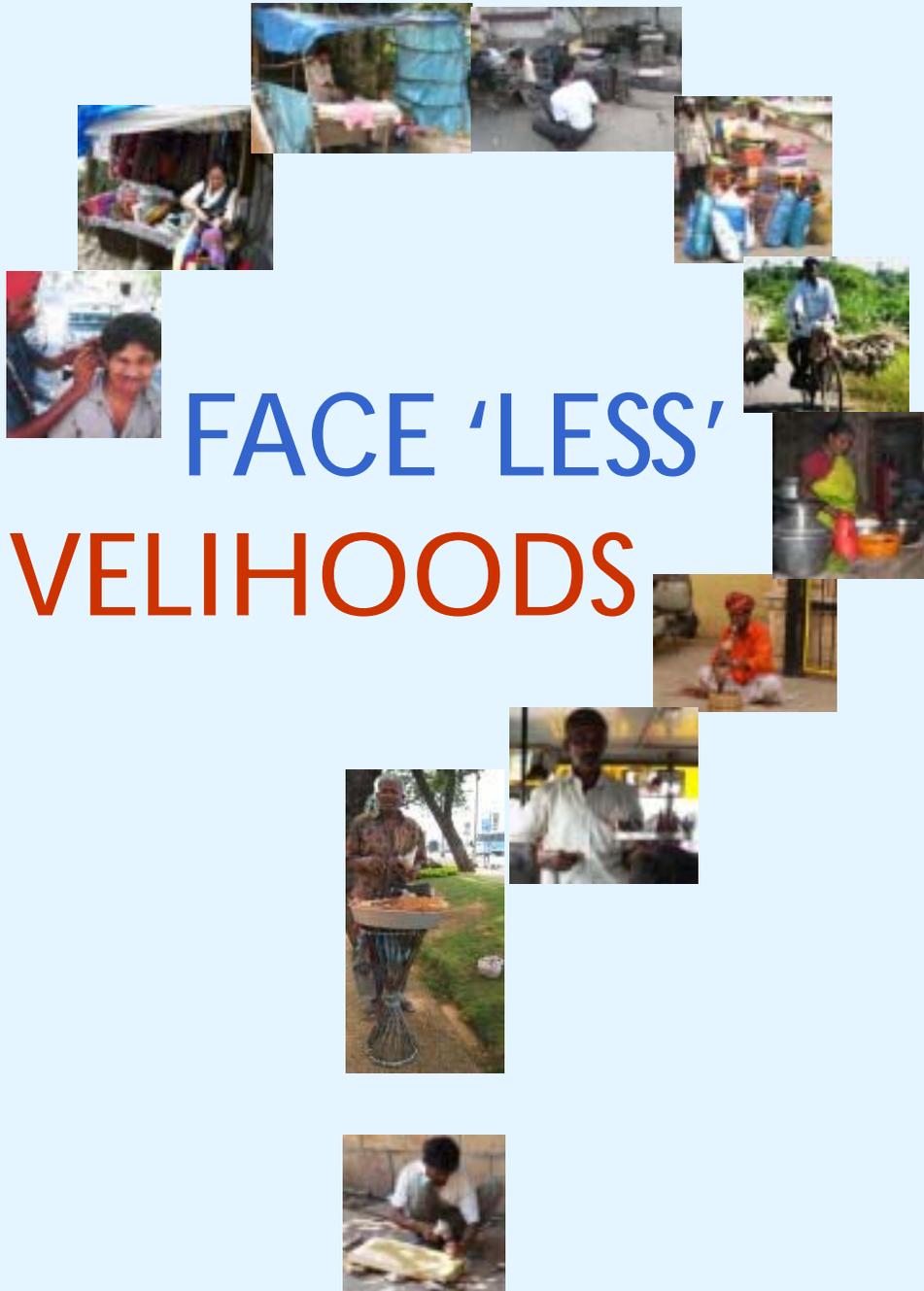


livelihoods

today and tomorrow

December 2007





Join Hands to Build and Spread Livelihoods Thought

Thanks for the warm and open welcome to the only generic livelihoods monthly in the country, which is neither skill-specific, occupation-specific, sector-specific nor profession-specific. It remains focused on livelihoods in general and livelihoods of the poor in particular. It remains an instrument to collate, discuss, build and spread evolving livelihoods thought. It remains committed to introducing the comprehensive livelihoods concepts, tools, techniques, issues, dimensions and options and advocating authentic livelihoods agenda.

Climate change continued to occupy our mind space. Earlier in 2005, UN declared 2005-14 – the decade for Education in Sustainable Development. International Conference on Environmental Education for Sustainable Development with more than 1500 participants from 90 countries at Ahmedabad on 28 November 2007 calls everyone to action and join "in pursuing the principles of sustainability with humility, inclusivity, integrity and a strong sense of humanity". The declaration said: "Our vision is a world in which our work and lifestyles contribute to the well-being of all life on Earth. We believe that through education, human lifestyles can be achieved that support the ecological integrity, economic and social justice, sustainable livelihoods and respect for all life. Through education we can prevent and resolve conflicts, respect cultural diversity, create a caring society and live in peace."

Change is just not limited to ecological climate; there are changes in financial, economic and social climate. The changes are rapid and significant. Further, the seven Es – ecology, energy, economy, equity, employment, education, and ethics – are intrinsically linked. In this context, the Ahmedabad Declaration is apt in calling everyone of us to rethink and change the values we live by, the choices we make, and the actions we take, letting our lives be our messages, as Mahatma Gandhi said ['Let my life be my message']. This becomes important for us, as the changes impact the poor deeper and their livelihoods get deteriorated and we do not want this to happen.

Some **actions for change** include less or efficient energy (electricity, fuel) use, use of energy from alternative sources, less or efficient use of water and other natural resources and harnessing/regenerating them, more trees, reduced plastic, less AC, reuse or recycle, less waste of food, material and resources, giving time to people, yoga, reflection and meditation etc.

The small livelihoods are small and insignificant if we look at each of the livelihood. Therefore, we have not cared to appreciate them and intervene. The data is scant. Importantly, they are not significant electorally. But, together, they form a substantial proportion. They supplement one another. It makes sense to collectivize them beyond the livelihoods activity. Their needs will be met and their voices will be heard.

Some livelihoods are giving way and some other livelihoods are occupying centre-stage albeit temporarily. As middle class is rising (expected to rise from current 5% to 40%), the services they require and afford will rise and the service provision is the rising set of 'new' livelihoods. This calls for increasing the skill-training in a number of services many fold.

Recent workshop on 'Handlooms in 11th Five-year Plan' at Hyderabad on 29-30 November 2007, clearly brought out the need for implementation of Handlooms Reservation Act (reserving 11 categories to Handlooms alone), bringing handlooms pre-loom and production work under the National Rural Employment Guarantee, providing identity cards to all weaver families immediately and launching a national comprehensive weavers poverty reduction national project – mobilizing the weavers into groups/collectives, building niche markets and brands, collectivizing purchases, sales, security needs and diversifying including alternative livelihoods options and jobs.

It has been confirmed again, **we need to ask if we want something to get done.** A rally and dharna by more than a lakh disabled persons in Hyderabad recently could draw the attention of the Government. Their simple demand – ensure that 3% in budgets etc., flows to them at any cost – is undeniable. Taking a cue from this, the farmers, the weavers and other occupational groups with numbers on their side, have to ask loudly.

This is the second issue. You will notice some fine-tuning based on the response and our own realization. We like you to get back with ideas, suggestions and insights. We also urge you to spread the thought. You may like to inform us the e-mail ids when you forward to friends, colleagues and others concerned with livelihoods agenda so that we can reach them directly next time.

I am sure you will enjoy the ride, as I am doing.

Thanks a lot, once again, for everything. Your positive response has made us to be doubly committed now to this idea. Please join hands to build and spread livelihoods thought so that the poor can take informed choices. Feel free to use the contents (of course with due acknowledgement). Feel free to contribute your insights, learning and case studies. Support us. We welcome support in any manner – time, energy, material, cost, solidarity and spirit.

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Responses

Excellent work! Heartiest congratulations for the effort!
Content is good. Reader friendly approach in designing.

Deepak.OJ

Your magazine is good...I think the readers have good
choice to read from various sources by this magazine.

GV Krishnagopal

Congratulations. The livelihood publication is very useful,
informative and interesting. I suggest to include more of
success/failure cases on the topic.

S.V.Reddy

Congratulations on all your efforts!

Anuj Jain

At a quick glance, it looks good, and is much needed.

Malcolm Harper

It is indeed a need of the day. I have briefly read through the
pages and believe that there is a lot of information given on
various aspects relating to the subject.

Harish Chotani

I have read through the periodical. It is good. I only hope that
you would continue to improve on the contents.

D. Narasimha Reddy

Congratulations for getting such a knowledge material
published. It is excellent and will really help increase the
basic understanding of livelihoods to many people - who use
this term quite loosely many times. The logo is fantastic.

Samik

Many thanks for your e-copy of the "livelihoods" monthly. It
has lot of useful information.

S. Balasubramanian

Please Contribute

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

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

"Human progress is neither automatic nor inevitable. We are faced now with the fact that tomorrow is today. We are confronted with the fierce urgency of now. In this unfolding conundrum of life and history there is such a thing as being too late...We may cry out desperately for time to pause in her passage, but time is deaf to every plea and rushes on. Over the bleached bones and jumbled residues of numerous civilizations are written the pathetic words: Too late."

Martin Luther King Jr. 'Where do we go from here: chaos or community'

Complexity in Development came out to the fore in Andhra Pradesh, with progress made on one front taking it back on other indicators. The state had made good progress in birth control/sterilization of males. AP ranks second in the country in this regard. But the sterilization of males resulted in low use of condoms that is, in turn, leading to spread of HIV/AIDS virus to groups that were hitherto considered safe. AP stands next to Maharashtra in terms of HIV prevalence.

The same is the case with the development in the infrastructure sector which is leading to large-scale migration of labour, thereby, contributing to the spread of HIV/AIDS in newer places.

Indira Gandhi National Old Age Pension Scheme was launched by the Prime Minister, Sri Manmohan Singh. The scheme will cover 1.57 crore people and cost Rs.3,772 crore by the Union government and an equal amount by the State governments. All the people above 65 years and living below the poverty line would be provided with pension under the scheme. The centre would give a monthly pension of Rs.200 to each beneficiary, with the States contributing an equal amount. The earlier scheme, the National Old Age Pension Scheme was applicable only to the destitute.

Extension of ESI Act The government intends to extend the benefits under Employees' State Insurance Act, 1948, to private establishments/ institutions which employ 20 or more persons. This would, if implemented properly by the employees and subject to the services available at the ESI Hospitals, reduce the risks for the employers of private establishments to a large extent.

Increasing Employability To increase the employability of engineering graduates, the Institute of Electronic Governance has decided to train the students from the first year itself through the Jawahar Knowledge Centres (JKC). Earlier, students from the final year were extended employability skills and then exposed them to interviews in corporate companies. That even the best students who opt for engineering

education require to be separately coached in employability, the dire straits in which the education finds itself can be understood.

Employment of disabled As per conservative estimates, there are about 40 million disabled in India. The employment rate of working age disabled people fell from 42.7% in 1991 to 37.6% in 2002. This was brought out in a World Bank report. The fall is almost universal across the country and for all education levels. In 2006 a National Policy on Persons with Disabilities was approved by GOI. Only two states - Chhattisgarh and Karnataka have come up with draft state disability policy.

The World Bank report suggests critical interventions like - preventive care for both mothers and infants, identifying people as soon as the onset of illness that can potentially cause disability, improvements in early intervention methods/processes, getting all children with special needs into school and skilling them to participate in family and economic life, expand awareness to improve social attitudes towards disability.

National WaterWay III from Kollam to Kottappuram (205 km) was inaugurated. The waterways, if properly used, could save a lot of petroleum products and thus reduce the total foreign exchange outflow.

Inland Waterways Authority of India came into existence in 1986. In addition to Kollam-Kottapuram NW III, other National Waterways are the Ganga between Allahabad - Haldia (1620 km) and the Sadiya-Dhubri stretch of river Brahmaputra (891 km). Declaration of 3 more waterways namely Godavari and Krishna rivers along with Kakinada-Pondicherry canals, East coast Canal along with Brahmani river and Mahanadi delta and Barak river is under active consideration of the Government.

Quid Pro Quo To improve the accessibility of higher end medical services to the poor, the governments have been taking steps that are less known to many. Several corporate hospitals receive concessions from the

government like land allocation and exemption of customs duty. In return, some governments have laid down conditions to ensure that the hospitals also treat the poor at subsidized rates. For example, NIMS, Hyderabad has been asked to set aside 15% of beds for the poor. Further, NIMS fixed Thursdays as the day for treating the poor outpatients.

Arrangements like these require dissemination so that poor can take advantage of the same.

Horticultural University Horticulture, specially around the cities and larger towns, is the mainstay of many poor families. They take small parcels of land, often less than 0.25 acres, and cultivate vegetables. The small farmers having land that is not suitable for regular agriculture are also shifting to horticultural crops, specially in semi-arid areas. To support these, Government of Andhra Pradesh has decided to establish an exclusive university for horticulture.

Shrinking Agriculture Mr. Yogender K. Alagh, Chairman of Institute of Rural Management, Anand, speaking at ASCI, Hyderabad stated that net sown area has fallen drastically for the first time by 8 million hectares. Further, the area under canal irrigation too came down for the first time. The reasons for this is the fall in the agricultural profitability by 14.2% through the decade of economic reforms. Moreover, in the last few years, private sector investment in agriculture has collapsed and there has been low public investment in agriculture, education and research. To arrest and reverse these negative trends, he suggested the twin strategies of watershed development and better use of space technology.

Suicides in the states that do well on counts of industrialization and other development indices is high, as per the report of National Crime Records Bureau. The report is based on the first information reports. There were on an average 312 suicides a day during 2005, the last year for which complete data was available. On an average, a farmer committed suicide every half-hour. West Bengal, where land reforms

are said to have improved conditions in the countryside, is not doing too well either. Almost a third of the suicides were by women. One-third of the persons committing suicides were young persons, aged less than 29 years. On an average, 90 persons who committed suicides were over 45 years.

The five worst affected states in terms of suicides are West Bengal, Maharashtra, Andhra Pradesh, Tamilnadu, Karnataka.

Cotton farmers are happy as the prices of cotton improved due to lower yields in China and Pakistan. But, several others in the value-chain of cotton are unhappy as there are hardly any exports of either yarn or fabric or even garments from India this season, due to a stronger rupee.

Participation beyond adults in Gram Sabha: Karnataka is in news not only for the failure of the State government, but also for taking participation at the grassroots a little further. Government of Karnataka asked all Gram Panchayats to hold special Gram Sabhas focusing on children's issues. The direct participation of children in these Sabhas need to be promoted. This participation is a way of preparing them to be active participants in Gram Sabhas when they grow up.

Persons with HIV. No. of persons living with HIV is now estimated at 33.2 million, down from 39.5 million. This lower figure was attributed to better assessment, particularly in India. This goes to prove the importance of good data collection with respect to issues of development.

Non-metros have a higher per cent of households earning more than Rs.10 lakh per year.

State of PHCs. National Rural Health Mission Report: The country has 22,669 primary health centres (PHC), which is the lowest tier of hospitals in the government health delivery mechanism. Nearly 8% of PHCs don't have a doctor, 17.7% a pharmacist and 39% were running without a lab technician. PHCs in some states do not have adequate labour rooms and operation theatres. While UP has 3660 PHCs, non of them has these facilities.

Even in a state like Kerala, only 14% of PHCs have labour rooms and 12% have operation theatre.

Forest Area Government plans to increase the forest area by 5% in 5 years. It proposes to use NREGA program to push for greening of rural India.

Japan invests in Indian forestry Japan will continue investing in India to boost the country's forestry sector, besides opening avenues for people whose livelihoods depend on forest-based products. Japan Bank for International Cooperation (JBIC), under the Japan government's Overseas Development Assistance (ODA), had been providing financial assistance to 15 Indian states since 1990 for sustainable management of forest wealth through improvement of the density and quality of forests.

As many as 456 joint forest management committees and 1,250 self-help groups would be involved in implementing the first ever externally aided project in the northeastern state of Tripura. Under the project, 16 non-timber forest produce centers would be set up across the state with the help of Oita Prefecture of Japan for creating livelihood options and skill up-gradation of the rural poor. The JBIC project is also estimated to produce incense sticks worth Rs.20 million and honey processing potentiality of Rs.100 million in the state.

Bio-fuel to provide 5 lakh jobs Nearly 500,000 people in 8,000 Chhattisgarh villages will soon earn a livelihood from growing jatropha plants, the oil from which is used to produce bio-fuel. Indian Oil Corp (IOC) has inked a pact with Chhattisgarh Renewable Energy Development Agency (CREDA) this month to float a joint venture for jatropha plantations on a wide scale in the next 5-6 years. It will provide village youth of impoverished southern Bastar and northern Surguja tribal pockets livelihoods in the completely new bio-fuel sector. IOC will have 74 per cent stake in the joint venture while the state government will hold 26 per cent equity. The state government will provide land to state-run CREDA, which will then lease it out to IOC. Hindustan Petroleum Corp Ltd has agreed in principle to enter into a

similar tie-up with CREDA and has already submitted a draft proposal. The state government has targeted to plant jatropha in one million hectares of fallow or barren land by 2012.

Cauvery toxic A study by the Chennai-based Community Environmental Monitoring indicated that the water of the river Cauvery - one of the major rivers of south India that is considered sacred by Hindus and is used extensively for drinking and irrigation -- contains 28 toxic chemicals.

"The possible combined effect of exposure to 52 chemicals points to nothing less than a public health disaster," said Rakhil Gaitonde, a public health expert who reviewed the report.

Bangladesh cyclone Yet another time Bangladesh faced severe cyclone. While cyclones are not new to Bangladesh, the intensity of the present cyclone was new. It resulted in the loss of life of over 10,000 people.

World's Most Deprived, report by International Food Policy Research Institute (IFPRI), based on household survey data from 20 developing countries, found that poverty reduction has been slower for people living on less than 50 cents per day, most of them in Africa. Though the developing countries have made much progress in reducing poverty and hunger, according to the report they have not been as successful in reaching the poorest of the poor.

The report distinguishes between people who live on between \$75 cents and \$1 a day; those who live on 50 to 75 cents a day and the 'ultra poor' that live on less than 50 cents a day. It said 162 million people could be classified as ultra poor.

Jobs aplenty, Youth unemployable. India Labour Report 2007, a study commissioned by Team Lease Services, a human resource and staffing agency, indicated that 53% of the youth have some kind of skill deprivation. Though only 8% of the youth are unemployed, nearly 90% of the jobs in India are still skill based. Youth unemployability is a bigger crisis than unemployment as poor quality of

skills or education show up in low incomes rather than unemployment. 58% of graduates make less than Rs.75,000 per annum.

Xenitis Bikes This is a move that could enable several youth from the lower middle and upper poor families to take advantage of the opportunities in service sector. Xenitis group launched a 100 cc people's bike priced below Rs.20,000. It also claimed a mileage of 115 km per liter of petrol.

Disaster management systems in Bihar Bihar repeatedly faces several floods and natural disasters. Oxfam and Bihar Seva Samity (NGOs) have launched programs meant to reduce the vulnerability of those affected by the flood. Through village-level disaster preparedness committees, the BSS has helped 20 villages organize themselves to face the floods better.

The village has been divided into different task forces such as rescue, health, early warning, etc., who together form the VDPC. Each task force is independently trained and equipped with rescue and first-aid kits.

Warning on Global Warming Ahead of the Bali conference from December 3 to 14, 2007, the Nobel winning IPCC issues their starkest warning yet on global warming. The Bali conference is taking place under the UN Framework Convention on Climate Change, and is tasked with launching a two-year round of negotiations for intensifying cuts in carbon emissions beyond 2012, when current pledges run out under the Kyoto Protocol.

Heat waves, rainstorms, tropical cyclones and surges in sea level are among the events expected to become more frequent as a result of global warming. Further, these effects on climate system could be abrupt or irreversible.

The most affected will be the poor nations, especially small island States and developing economies where hundreds of millions of people live in low-level deltas.

The **World Economic Forum's latest Gender Gap Index** report India has been placed at the 114th position after taking into account economic, political,

educational and health parities, among a total of 128 countries. In terms of 'economic participation and opportunity' alone, India fared even worse at 122nd position. The female to male ratio stands at 0:89. In the overall ranking the country slipped from 98th rank in 2006 when the index included a total of 115 countries. India has an overall 59.4% gender equality. India has however fared much better in terms of political empowerment and occupies 21st position. The country has 106 women in Parliament and 118 in Ministerial positions.

The **Integrated Handlooms Development Scheme** has been approved by the Cabinet Committee on Economic Affairs (CCEA) as a Centrally Sponsored Plan Scheme during the 11th Plan at a total cost of Rs. 790 crore. The scheme will meet the committed liabilities of the former schemes. The Schemes are the Deen Dayal Hathkargha Protsahan Yojana, the Integrated Handlooms Training Project, the Workshed-cum-Housing Scheme and the Integrated Handlooms Cluster Development Scheme. The implementation of the scheme is expected to benefit the weavers in developing and diversifying new designs and products, their skill up-gradation of looms, providing a suitable workplace, with market support. The scheme will be implemented for a period of five years between 2007-08 and 2011-12.

The Scheme will also undertake marketing promotion through organizing exhibitions, events and craft melas, setting up of urban haats and marketing complexes and publicity campaigns.

The **Human Development Report 2007/2008** talks about Fighting climate change: Human solidarity in a divided world. The Report states that the impact of climate changes are not in the front pages of world media or noticeable in the stock markets or included in the measurement of GDP. But exposure to increased drought, intense storms, floods and environmental stress is reversing the efforts of 2.6 billion poor and their children to progress. Climate changes are hampering delivery of Millennium Development Goals. The Report refers to Gandhi's reflection of how many

planets might be needed if India were to follow Britain's pattern of industrialization. The Report recognizes that if all the people in the world generated greenhouse gases at the same rate as developed countries we would need nine planets. In solidarity with the poor the Report states that the poor walk the earth with a light carbon footprint but bear the brunt of unsustainable management of ecology. With 15% of the world population rich countries account for almost half of carbon emissions. The carbon footprint of the US is five times that of China and fifteen times that of India. The Report says collective action is not longer an option but imperative with developed countries taking the lead.

The **Planning Commission of India** is now offering opportunity for post-graduate students and research scholars to work with it as interns. This will provide an opportunity to understand the planning process of the Government of India and give a macro perspective to the participant.

Fourth International Conference on Environmental Education for Sustainable Development with participants from more than 90 countries at Ahmedabad during 26-28 November 2007 adopted Ahmedabad Declaration: "..... We believe that through education, human lifestyles can be achieved that support the ecological integrity, economic and social justice, sustainable livelihoods and respect for all life....."

Planning Commission has released the approach paper on 11th plan for wider discussion.

A state level workshop to discuss the approach paper on 11th Plan, with specific focus on Handlooms, held at Hyderabad during 29-30 November 2007 (courtesy: CHIP, Chirala) has recommended: **Implementation of Handlooms Reservation Act, National Weavers' Poverty Reduction and Collectivization Project, Inclusion of pre-loom and cloth production under NREGS.**

A state level consultation on **livestock-based livelihoods and interventions** is scheduled on 10 December 2007 at Hyderabad. ☺

‘Rural University’ Man

A person to have developed several distinctive designs for replication in rural development, Ravi John Matthai, the first Director of IIM Ahmedabad has been an inspiration to many. There is a lot to learn from him and his Jawaja Rural University experiment.

Ravi Matthai (1927-1984), who envisioned the need for managing all the facets of society better, was the man behind evolution of management education in India. He was the first full-time director of IIM Ahmedabad, and nurtured it into a world class institute that has produced several leaders of the corporate and development world. He was also instrumental in setting up of Institute of Rural Management, Anand.

He was the son of John Matthai, the first Railway Minister and later Finance Minister of independent India. Ravi was educated in Allahabad and later graduated from Oxford University with a B.A. (Hons.) in Economics. He began his career at a Calcutta based firm but later moved to the Indian Institute of Management, Calcutta in 1963 as Professor of Marketing. In 1965 Matthai was invited by Vikram Sarabhai to join the then relatively unknown Indian Institute of Management as its Director.

A true believer in democratic values, he stepped down from the directorship of IIM Ahmedabad after one term in 1972. He very strongly believed in autonomy for educational institutions.

Ravi Matthai was a man of vision. And true to the characters of all the great people, he searched for deeper solutions to the larger problems of the human beings, particularly the problems of hunger, poverty and deprivation. He set out an big experiment in a desire to see whether the entire knowledge base and learning at the institutes of repute can be of any help to solve the basic problems of humanity, at a time when most of our institutions skirted this issue.

In addition to IIM Ahmedabad, other partners to the experiment were National Institute of Design, Ahmedabad, and Government of Rajasthan. The experiment was supported by the Indian Council of Social Science Research, New Delhi. The experiment, started in August 1975, in Jawaja block of Rajasthan and is now known as ‘Jawaja Rural University’ experiment. The team started by working with Raigars (traditional leather crafts persons). Besides working on economic issues related to individual families, the project also worked on improving the community based assets by mobilizing the community. Later, the work extended to included about 200 villages with a population of approximately 80,000 people in a drought prone districts of Rajasthan.

One of the basic aims of the experiment was to promote self-reliance among the people. Ravi Matthai explained self-reliance thus: “Can people do something for themselves tomorrow that others are doing for them today and they should be released of that dependence?”

The experiment assumed that people learnt in the course of doing things and therefore development activities could be the vehicle of learning. To focus on the learning, the activities themselves should not be of primary importance. The visionary realized the importance of the process long before the world started focusing on that.

The experiment revolved around non-formal education centres, started in each village. These centres had no fixed curriculum, no building, no organisation in the structured sense, no defined studentship, no blueprint. They acted as informal forums for villagers, both adults and children, to meet and spend a few hours to discuss and share their problems or the problems of the village, their understanding of what is happening or not happening in the village and elsewhere, and share information of interest to the participants.

On the crafts side, the project decided to create craft products that the local power structure, the moneylenders, knew nothing about. Making traditional products to sell in markets controlled by the power structure would not be successful. Success with new products would require that the local people had to design, learn and make products other than the traditional ones. They had to reach out to newer markets, for which they had to rely on collectivization and access to newer sources of credit. On their part, the experimenting team learnt that the designs had to be what the weavers could understand, respond to, modify and develop. If the weavers were just sent a design, they would be in no position to take ownership. Further, their capacities to interact with the outsiders had to be improved so that they could design to suit the needs of the markets better.

Much of the dialogue at Jawaja began with schoolteachers, who became local leaders. Thus, the experiment ushered the practice of building the capacities of local people to handle project responsibilities, not merely remain as grassroots activists. This was also one of the first projects to work on several points of the value chain.

The experiences of the project were documented in the book *The Rural University (The Jawaya Experiment in Educational Innovation)* by Ravi J Matthai himself. It portrays realities of the multifaceted tasks of the rural development more searchingly than portrayed in the most.

The educational process of the Jawaja experience was an inspiration for many people, including Aruna Roy, a Magsaysay award winner.

Ravi, a visionary, continues to inspire both management thinkers/professionals and development workers. 🌟

‘Management is not limited only to the business or factory. The science of management pervades many fields – from households to Government.’ – Ravi J Matthai (1971)

e-Choupal

Agriculture continues to play a vital role in Indian economy in spite of the fact that the country is growing strong in secondary and tertiary sectors. Agriculture provides employment to 66% of the population and its contribution to the GDP stands at around 23%. Feeding a billion population, India today is not only self sufficient in terms of food production but also is a force to reckon with in the agricultural export market.

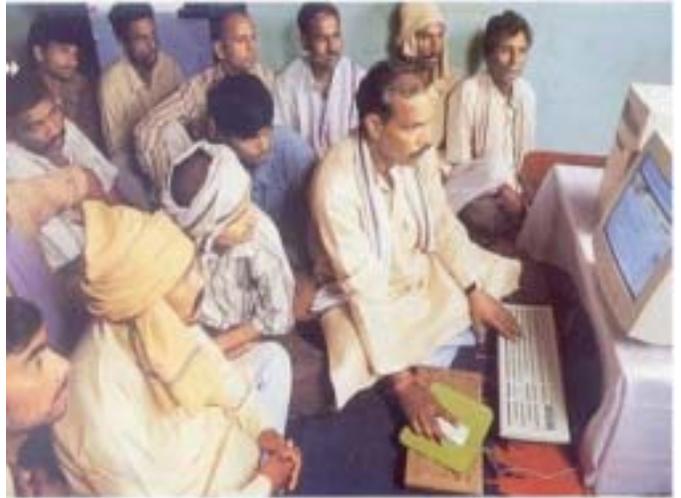
But the lives of farmers continue to reel in poverty. Small land holdings coupled with other reasons like poor infrastructure, stronghold of middlemen, poor institutional support, lack of financial bandwidth to take any kind of risk, low investments, low productivity, inadequate knowledge of market trends, absence of value addition, consequent decline in profits have pushed the farmers into distress and the vicious cycle continues. The forces of globalization have thrown the unarmed farmer to compete with the global market and s/he is losing out.

In this context ITC's e-Choupal model has come into being as a friend of the farmers. e-Choupal in Hindi means 'A Village Meeting Place'. ITC, one of the top players in the country in the realm of agricultural exports has set up e-Choupal in June 2000. The fundamental aim of this model is to give real time information access to the farmers that helps improve their decision making ability.

Farmers use PCs and Internet to get information on local and global prices, good and new farming practices etc and thereby improve the quality of produce, align output to market trends and realize better price. Customized knowledge is offered to farmers' in spite of heterogeneity. Farmers also collectively place orders for agricultural inputs from ITC or its partner organizations for a better price than the one offered by local traders. Further farmers sell their produce in bulk to ITC and get closing prices of the previous day. This has helped the farmers realize increased prices by at least 2.5%. Farmers also can take their produce to ITC processing units and get their transportation costs reimbursed. If the quality of the produce is above the set standards the farmers get bonus points which can be used for buying inputs from ITC. e-Choupal intervention has proved to be a win-win situation for both the farmers and ITC. By directly approaching the farmers ITC is able to cut middlemen costs and also have better control on the quality of the produce.

Apart from the above initiatives e-Choupal intervention is also leveraged to conduct soil fertility tests and disseminate scientific knowledge to the farmers on improved methods of agriculture for quality output. ITC is actively negotiating with banks to facilitate credit and insurance services for the farmers.

To implement e-Choupal system ITC invested in establishing networks, necessary infrastructure, identifying farmers and training them on e-Choupal functioning. In each village ITC



identifies and trains one farmer (sanchalak) to operate kiosk with internet access. The kiosk is set up in the farmer's home and linked to the internet via phone lines or by a VSAT connection. On an average this set up will serve about 600 farmers in 10 surrounding villages within 5km radius. The sanchalak bears some operating cost but gets commission for the e-transactions done through the e-Choupal. The warehouse hub is managed by samyojaks who acts as a local commission agent for ITC.

The fundamental blocks of e-Choupal philosophy are 3 fold –

- * information,
- * empowerment and
- * Competition

ITC began its revolution with the soya growers in the villages of MP. The e-Choupal model is benefitting about 3.5 million farmers today. e-Choupal, recognized as the largest internet based intervention in rural India is currently working in 9 states – Madhya Pradesh, Haryana, Uttaranchal, Karnataka, Andhra Pradesh, Uttar Pradesh, Maharashtra and Kerala with 6500 kiosks. ITC is adding about 7 e-Choupals everyday and plans to scale up to 20000 by 2010 covering 100,000 villages in 15 states.

The e-Choupal model demonstrates that -

- ⇒ large corporations can play a major role in recognizing markets and increasing the efficiency of agricultural system and in doing so can benefit farmers and rural communities as well as shareholders.
- ⇒ IT can play in bringing about transparency, increased access to information and rural transformation.
- ⇒ this has easily replicable elements even for livelihoods work in the development sector. ☺

Economic and Social Climate Change

From the month of festivals to the month of lights and darkness. The fight for enhancing Minimum Support Prices for various produce including Paddy continued. Manmohan Singh yields a bit and offers to enhance the bonus from Rs.50 to Rs.100 per quintal.

After the Nobel Peace prize started drawing attention to climate change and its impact on the livelihoods of the poor, Human Development Report 2007/08 launched in November 2007 has also focused on Fighting Climate Change: Human Solidarity in a Divided World. The report argues that there are already observable signs of threat to human development, mainly among the poorest and most vulnerable populations. It calls for our acting together now to protect the planet we all share. Major areas that get seriously affected by the climate change include agricultural production and food security, water stress and water insecurity, rising sea levels and exposure to climate disasters, declining health, collapsing ecosystems etc. The projections for 2080 include, if we do not act, 600 million people affected by malnutrition, additional 1.8 billion people living in water scarce environment, 330 million people displaced through flooding, large number of the poor affected by killer diseases, including 400 million exposed to malaria, etc. The report argues for putting the climate change adaptation at the centre of partnerships for poverty reduction everywhere. This would mean enabling vulnerable people to adapt to climate change by building resilience through investments in social protection, health, education and other measures; integrating adaptation into poverty reduction strategies that address vulnerabilities linked to inequalities based on wealth, gender, location and other markers for disadvantage, shifting the locus of support from projects to programme-based financing etc.

In addition to ecological climate changes, the economic and social climate changes have significant impact on the people, poorest in particular. The following trends, among others, have mixed impacts on the poor:

- Government is withdrawing from social sectors but growing into a large development organization for administering schemes and mobilizing poor and women.
- Government Projects, CSR Foundations, Large NGOs, CBOs etc., are edging out 'small' CSOs.
- Declining charity, money going to Foundations/Trusts and venture capital mechanisms are gaining currency.
- We are certainly on the path towards complete Globalisation and Liberalisation.
- There is a huge Human Resource Gap in servicing poor.
- We see booming retail, shining ICT, zooming real estate, new opportunities in the service sector, growing 'urban', and SEZs on one hand, dying traditional occupations, greying population, reluctant youth to take up 'hard' livelihoods options, evolving new divides, acute un/underemployment and reduced food, assets, skills, livelihoods and life security on the other.

These trends have significantly higher impact on the poor vis-à-vis non-poor. The impact multiplies in the case of the

poor with triple and quadruple burdens (like a dalit poor woman, disabled tribal etc.). Small livelihoods are getting ignored/lost in the process. Known coping mechanisms are not effective. The impact increases with the absence of the security cover, as is the case with the poor. The security that comes from multiple livelihoods deteriorates. The dynamics of livelihoods are too dynamic for the poor to realign with. The poor are impacted more with the spurts in expenditures and exposure to idiosyncratic and covariant collective risks than the fall in incomes. Urbanisation is fuelled by both push and pull migrations. These cause and push the urban not-so-poor into poverty. The impact is, sometimes, inter-generational (like malnutrition). Poor have become victims of lack of ideas for 'realigning livelihoods' to new realities. In the process of experimentation, they are getting into serious debt-traps, some times resulting in suicides. A sort of dependency is getting created and they are not able to visualise a way of not looking towards 'state' for support.

These impacts and vulnerabilities need investments to address them. However, we are increasingly expecting the poor to invest rather than the people who in the first place generated these changes that have such adverse impacts.

Further, the only important element in the solution is solidarity, collective action and ownership of demand and supply within the Gandhian dictum – enough for everyone's need. There are costs in coming together, to be made available. We need to work with them. Will we do this? But we MUST.

Perspective

G. Muralidhar

The poor owe their competitive edge to the diversity in their livelihoods. We need to protect this diversity. They need meta-fishing/metaskills – the skills to identify the gaps and opportunities, and acquire the skills/capitals to tap them.

As a paradigm shift, we need to move from poverty reduction to prosperity of the poor. This would mean working with not-so-poor and non-poor on one hand and bestowing special attention on the marginalized and the poorest. As the access to finance is improving, various needs of the poor have to be met on differential terms and ideas to be found to invest the new found access to finances.

Still support will be required in ensuring rightful endowments, entitlements, rights, access etc. Further, the need is to develop businesses for poor and by poor individually and collectively. We need to attempt both the incremental shifts and steep shifts, as we do the oases and scalable/replicable models. We need intensive research into typically poor-dominant livelihoods (including dry land agriculture) and food, employment and livelihoods security, risks/fluctuations and institutions and the processes therein. Of course, there is also a need to collate, analyse (micro-macro), and disseminate the best practices for people's informed choices.

We need to develop livelihoods generalists at the interface with people.

One major fear that is troubling all of us is whether all this would end as a 'rhetoric' Sustainable livelihoods [a la a decade-ago PRA!]. We hope, no other go, that all of us concerned for the better world and poor, go beyond the 'rhetoric' and make a difference! ☺

Agriculture Today!?

Agriculture in India is facing stagnation. The prices of inputs are going up. The market risks have widened. Institutional vacuum has been created. Farmers are in distress with no alternative livelihood opportunities.

In light of the Report submitted by the Expert Group on Agricultural Indebtedness it is important to understand the continuing and emerging dimensions in Indian agriculture.

There is a significant decline in the share of agriculture in the GDP but there is no corresponding reduction in the number of people depending on agriculture for livelihood. For instance in 2004-05, the share of agriculture in GDP is 20.2% whereas the share of agriculture in employment is 56.5%. This means 56.5% of national workforce is contributing just little over 1/5th of the GDP.

The per capita availability of land between 1960-61 and 2003 declined. The number of land holdings doubled from 51 to 101 million which the operated area declined from 133 to 108 million hectare. In the case of marginal farmers the percentage of holdings in 2003 is 71% where that of operated area is 22.6%. The numbers for small farmers are 16.6% and 20.9% respectively.

There is severe stress on natural capital. Water resources are depleting and the distribution of water is unequal. India has 16% of the world population and only 4% fresh water. Groundwater, the largest source of irrigation is over exploited. Rapid urbanization and industrialization is adding pressure to water. Traditional water harvesting systems are under neglect. Watershed Development is not done on a scale required. Pollution of river and canal waters due to industrial effluents and agricultural run-off is affecting vegetable and fruit crops. Irrigation potential is underutilized. 60% of the net sown area in the country is rain-fed. Accelerated Irrigation Benefit Program is happening at snail's pace. Where there is water for crops drainage is neglected. Accumulation of salts and alkalinity due to water stagnation is affecting productivity. Increased use of fertilizers and pesticides is affecting the soil quality. Soil erosion is a huge problem. India loses about 5310 tonnes of soil annually.

The forces are globalization is hurting the primary sector. Agricultural trade liberalization has made prices volatile. Developing countries are becoming dumping grounds to accommodate Western surpluses. Externally engineered crops are entering Indian market without adequate knowledge of their suitability to local conditions. Prices of seeds increased. The politics of subsidies at global level is creating lot of uncertainty. Rising rupee is making exports expensive.

Big players are entering markets. Shift is happening to commercial and contract farming. SEZs are taking a piece of the cake as well. Small and marginal farmers will lose out.

The credit needs of agriculture are not met adequately. Formal credit delivery mechanisms have failed to deliver. Rural Cooperative Credit institutions are performing poorly. Economic efficiency is outweighing social priorities thus hampering priority lending. Primary Agricultural Credit Societies and Central Cooperative Banks are unable to raise

their own resources through deposits and are depending on external funds. Low recovery rates and increased transaction costs are making these institutions unviable. Though Cooperative Credit Societies have more outlets than commercial banks the RRBs put together, the commercial banks have become dominant source of credit to agricultural sector. Large share of agricultural credit is going to farm sizes of more than 5 acres. Small and marginal farmers are being left out. All these increased the dependence of farmers on moneylenders and other informal sources for credit.

Regional disparities in credit disbursement are wide. Agricultural credit in 2006 is 32.6% to southern region, 23.5% to northern region, 17.6% to central region, 17.2% to western region, 8.2% to eastern region and .8% to northeastern region whereas farmer households stood at 18.%, 6.3%, 30.4%, 17.5%, 23.6% and 3.9% respectively.

State investment on agricultural infrastructure and agricultural science declined. Weak support systems, reduced investments and non-performing institutions etc are not giving any push to the entrepreneurial appetite of small and marginal farmers.

The Report of the Expert Group on Agricultural Indebtedness addressed many of the ailments in agricultural sector. If these recommendations are implemented in true sense of the spirit Farmers suicides may become a thing of the past!

Highlights of the Expert Group Report

- * Indebtedness is only a symptom and should be dealt in an integrated manner
 - * One time measures like rescheduling of loans and relieving interest burden for 2 years can be take up for farmers in distress
 - * Create Moneylenders Debt Redemption Fund
 - * Improve rural financial architecture - timely and adequate credit, reduced transaction costs and improve credit absorption capacity
 - * Improved deployment of Rural Infrastructure Development Fund
 - * Facilitate formation of federations of SHGs for farmers particularly small and marginal
 - * Implement farmers health insurance scheme on the lines implemented in Karnataka 🌟
-

FACE 'LESS' Livelihoods!?

FACE 'LESS' livelihoods are characterized by not having numbers on their side. The numbers are so small that they are not reckoned with in any political or social arithmetic. Many of these are not enumerated in the list of vocations/occupations of the people while declaring minimum wages. No banker is willing to consider supporting these activities. Probably, the incomes from them are far below the minimum wage level for a casual/skilled worker. **The livelihoods team** makes an attempt to recognize and list these small livelihoods with a hope that they will find room in various development forums and initiatives.



In any society we can broadly categorize the economic realm into three sectors – Primary, Secondary and Tertiary. Looking through common lens all livelihood activities taken up whether at the individual level or at the organizational level fit into one of the three sectors. This is how we have come to understand the economic system. However what is not recognized and understood is that there are several face 'less' livelihoods/economic activities practiced by huge number of people that do not get counted in any of the three sectors due to their insignificance. Each of these activities needs different skills and different tools. Some of these livelihoods are disappearing or on the verge of disappearing giving room to more alternative and new livelihoods. The term face 'less' sounds derogatory. But the focus here is not to demean these livelihoods but rather identify, list and bring to the limelight these diverse, useful, and yet face 'less' livelihoods that continue to remain unorganized and outside the radar of many development initiatives in place.

In India governments, civil society organizations, political parties, peoples' agencies, peoples' movements organize, advocate and fight for the agendas of farmers, weavers, fisheries and the like. Apparently, numbers matter – the number of people practicing these livelihoods are large and their voices are heard. The neglected lot are those people in

the domain of face 'less' livelihoods. This domain has **many** people engaged in **many different** livelihoods therefore the numbers in each livelihood are small. In fact the existence of some of these livelihoods is not in the reckoning of general public at large. The demand for services rendered by some of them is soon becoming history and re-skilling and



rehabilitation is a distant cry for them. These people are left behind in the bandwagon of development. A sheer attempt to list their livelihoods, recognize their existence and the services they deliver will give face to these face 'less' livelihoods and find them room in the inclusive growth

FACE 'LESS' LIVELIHOODS... the list is not exhaustive!

1. Maid servants
2. Drainage cleaners
3. Earwax cleaners
4. Attar (scent) vendors
5. Beads, thread/wire and comb vendors
6. Balloon vendors
7. Colour powder vendors used during festivals like Holi, Pongal etc
8. Vermillion vendors
9. People engaged in making and repairing keys
10. Welders welding metal pitchers
11. People repairing umbrellas
12. People engaged in knives sharpening
13. Plastic pitcher vendors
14. Welders welding plastic buckets, pitcher, tubs etc
15. Finger rings and neck chain vendors
16. Mirror vendors
17. People selling scissors, knives, screw drivers etc
18. People selling cleaned up pesticide barrels
19. Iron stove makers
20. People selling variety of plastic items
21. Fruit vendors
22. Vegetable vendors
23. Flower vendors
24. Kova/Mawa vendors
25. Snake charmers
26. Street performers using monkey to perform
27. Street performers using black bears to perform
28. People dress up ox and take it from house to house during festivals like Sankranthi etc
29. Fortune tellers using parrot
30. Palm readers
31. Medicinal herb vendors
32. Perfume vendors
33. Remote and TV cover vendors
34. Street gymnasts
35. Merry-go-round and Ferris wheel operators
36. Security for water bodies like ponds, lakes etc
37. Security for agricultural lands and produce
38. Midwives
39. Indigenous surgeons
40. Indigenous veterinary service providers
41. Exorcists
42. Priests
43. Graveyard keepers
44. People leading funeral processions (Dasari)
45. Local priests
46. People selling vegetables in bamboo baskets
47. People cut and whip themselves as entertainment during certain village festivals

48. Watchman
49. Cattle herders
50. Wig makers (long hair)
51. Small road side restaurants
52. Broom stick makers
53. Street performers with costumes. They also do miming.
54. Dried palm sap and palm pulp vendors
55. Preparing old cotton for making new mattresses, quilts
56. Shaivaite fortune tellers
57. Used cloth sellers
58. People making and selling used cloth mattresses
59. Vendors selling cooking oil on a very small scale
60. Local honey vendors
61. People dyeing clothes both new and used
62. Native circus (Garadi)
63. People making and selling native eyeliner
64. Rope makers
65. Welders welding used vessels
66. People doing lantern repairs
67. People renting out kerosene lights
68. People renting curtains
69. Massagers (Maalish)
70. Shoe polishers
71. Vendors selling tendu leaf plates
72. Vendors selling mats and baskets made of palm
73. People making grinding stone
74. People making mosquito nets
75. Fish vendors
76. Toddy vendors
77. Handloom workers
78. Boat makers and repairers
79. Women fortune tellers
80. Narrators of legends, folk stories and mythologies - Harikatha, Burrakatha, oggukatha etc
81. Washer men (dobhi)
82. Tattoo makers
83. Potter
84. Tailors
85. People selling batteries, umbrellas and bangles
86. Seasonable fruit vendors
87. People selling jute, cot beams and jute weavers
88. Barbers on footpath
89. Garbage collectors from each household
90. Cotton candy vendors
91. Quail bird vendors
92. Performers during fairs and jataras
93. People knitting cots with iron wires
94. People knitting chairs with plastic wires
95. People selling powders used during marriage and other occasions
96. Copra sweet vendors
97. People moving from shop to shop and burning incense powder
98. People selling bronze bracelets, finger rings and metal ear buds
99. Flower garland makers
100. Local magicians
101. Mahouts
102. Leather workers
103. Rag pickers picking plastic bags
104. Used cloth auctioneers
105. Organizers of local gambling like card games
106. Copper vessel makers
107. Torch repairers
108. People painting and repairing trunk boxes
109. Rat trappers
110. People engaged in soil works
111. Wage labour engaged in farmers' homes
112. People engaged in seasonal livelihoods
113. Assistant masons
114. People making weed mattresses, pillows and door mats
115. Bamboo basket weavers
116. People engaged in local irrigation activities
117. People fixing bicycle tire punctures
118. Cobblers
119. Silver cleaners
120. Metal pickers
121. People filtering drainage water near goldsmiths workshop
122. People selling finger foods in trains
123. Bird hunters
124. People selling fresh snacks on carts
125. People selling roasted groundnuts, puff rice, kabuli channa and other finger foods
126. Assistants to cooks during functions
127. People moving house to house and selling breakfast
128. Rabbit trappers
129. Movie players using projectors in the villages
130. People operating puppet shows
131. People engaged in gathering and selling firewood
132. People engaged in ironing clothes
133. People extracting fat out of dead animals and selling the same
134. People collecting bones of dead animals and selling the same
135. People moving from house to house and selling cleaning agents like phenol

The rural economic system was organized in the rural areas around agriculture. There were some who own the land and do agriculture. Some others came to work on this land for wages, whenever the work arose. Some others, mostly artisans and/or nomadic groups, provided services to these families (indicatively - a priest, a weaver, a toddy tapper, a carpenter, a blacksmith, a goldsmith, a teacher, a potter, a cobbler, a hairdresser, a washerman, a dai, a kirana shop, a fish vendor, a milk man, a watch and ward, an entertainer, a musician, a dancer, a history keeper, a letter writer, a money lender, a transport provider, a night watchman, a water manager, a rice pounding unit, a flour mill, a chilli mill, an oil mill, a pan wala, a cycle shop, etc., and many more). These service providers had access to the demand – in a sense they had ownership of the demand. There were arrangements for payment – in kind/cash. Taking care of them was an obligation on farmers. Serving the farmers and other families was an obligation for these service providers. Similar interdependent systems existed in the urban areas.



With time, these systems have begun to collapse. Market forces have taken the dominant role. Gradually the obligations on farmers and vice-versa have started disappearing. Some of those arrangements were exploitative in

nature and they needed to go. Some others could not withstand the changes in the market, tastes, culture, technology etc. Further, a set of new livelihoods have also started taking root. While some livelihoods have larger canvas and have numbers, but many others, a large number, are 'small'. The number of such 'small' livelihoods should be easily in four figures. Our quick attempt to list them produced more than 100. Each of these livelihoods is doing a productive and useful function to the society at large. We take their services, pay for them, and forget.

These 'small' livelihoods are characterized by not having numbers on their side. The numbers are so small that they are not reckoned with in any political or social arithmetic. Many of these are not enumerated in the list of vocations/occupations of the people while declaring minimum wages. No banker is willing to consider supporting these activities. Probably, the incomes from them are far below the minimum wage level for a casual/skilled worker. Typically, the works are seasonal and/or erratic. It may be occupying a person for not more than 100 days a year. Mostly, an individual is involved. But we also see families involved 'small livelihoods' and teams/groups in 'small' livelihoods. In some cases, this livelihood is a minor item in the entire livelihoods kitty (portfolio) of the family. While most of the traditional artisanal service providers have caste tags around the livelihoods, the 'modern' service providers have no such caste tags. Further, we notice entry and exit of individuals from and into services reserved earlier for a particular caste group traditionally. Paradoxically, some leave a 'small' livelihood for they find it less remunerative, unreliable, risky and not safe, while some others find the same more remunerative, and better than

their previous livelihoods option.

Like its happening in many large traditional livelihoods (farming, weaving, fishing etc.), the old generation does not want its new generation to take up many of these 'small' livelihoods. Further, the new generation, particularly, the literate, is reluctant to be in them. The new trades/vocations that can absorb them are missing. We hear that Europe offers training in more than 3000 trades as against a mere 150 in India. A country with more than 100 Crore population with enormous diversity geographically, socially, culturally should have to have training in thousands of trades!



Interestingly, individually 'small' livelihoods together are not small. A quick estimate is that they account for more than 25% of the families. Thus, as a block, it is comparable with farming, wage labour and larger than weaving, fishing, toddy tapping etc. Here lies the clue for their significance politically, socially and economically. They need to be organized into collectives for their solidarity, security, reduced expenditure, diversified risk and enterprises. These may have to be around their food security, mutual risk reduction, savings and credit, meeting 'consumption' needs. Further, they need to build partnerships and consortia with other marginalized – tribals, dalits, disabled, elders and so on.

Then the 'small' 'voiceless' 'minorities' acquire the significance, become 'big' and move on to the path of prosperity. Of course, some of them require skill building support; some require tools and/or additional tools; some require a space to practice their livelihoods; some require a brand; some require storage space; some require market information and intelligence; some require working capital support; some require food now; some require recognition; some require 'reservation'; some require patronage; some require 'modernization'; some require access to common facilities; some require identity cards; some require jobs that require their skills; some can graduate into entrepreneurs; still some can be collectives. They are needed for the society and they need the society.



When 'small' is face 'less' and 'big' is not possible, then collective 'small' is beautiful. ❖

Harvesting Dew

Moisture present in the dew can be condensed to supplement the drinking water in arid coastal areas. Experiments in coastal areas of Gujarat concluded this, says **Girja Sharan**. (Excerpted from his working paper titled Harvesting dew to supplement drinking water supply in arid coastal villages of Gujarat. (W.P. No.2007-08-05) of IIM Ahmedabad.)

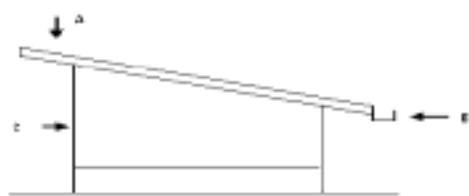
In arid and semi-arid areas, we have been talking about harvesting the rain water for long. Many of the coastal villages are no-source villages, i.e., potable water has to be transported to these villages either through long distance pipes or through tankers. The lack of adequate water hinders the growth of other prominent livelihoods like livestock.

In this background, experiments were conducted in the recent past in the coastal areas of Gujarat to harvest the moisture present in dew to supplement the water available for drinking.

The source was discovered in the year 2001, in the course of greenhouse work in village Kothara. Its roof (124 sq. metre plastic) surface attracted condensation frequently, more in summer. Year long daily measurements showed that condensation occurred over a continuous eight-month season (October - May). Dew occurred for 103 nights in the season. The collection from the roof was an equivalent of 10 mm over this season. The peak collection in a night in April was 39 litres. Measurement at Kothara was followed by measurements at two other locations along the coast - Panandhro and Mithapur.

The measurements indicated that dew is smaller than the rains in magnitude. But, it occurs over a longer season and over many more days than the rain. In view of the fact that it is more uniformly distributed through the months, it can be a more reliable source of moisture.

A dew harvest system must first make water by condensing moisture present in the air in vapour form. In this respect it differs from rain and fog harvesting, both of which intercept water in fluid form. The working principle of dew condensers



is illustrated schematically in the figure. A 25 mm thick, rectangular panel (A) is mounted on a light frame

(C). The panel is made of 25 mm thick styrene foam board with 0.2 mm thick polyethylene film laminated on its top face. It is mounted on a meter high frame at an angle of 30 degrees from horizontal. A collection channel (B) is attached to the frame along the lower edge of the panel board. The entire assembly is a small dew condenser. Top surface (film side) faces the sky. The insulated underside faces the ground.

At night, under a clear sky, the film loses heat by radiation to sky, and gains by conduction and convection from the surrounding air. The layer of insulation underneath prevents heat gain from the ground surface. As evening sets-in, the film will begin to cool. By early morning it becomes cooler than the surrounding air since the emissivity of plastic is higher than that of air. When the film surface reaches the

dew point temperature of the air, conditions for condensation are created. If at that time the air is also very humid (RH upwards of 85 %) and the wind calm , large amount of dew condensation will occur. Efficient dew condenser should be thin and light , made of material with high emissivity, well insulated underneath and erected against the wind with sufficient slope for rapid draining by gravity.



A model of condenser on ground (CoG)

Three types of dew harvesting systems are being promoted.

1. Condenser-on-Roof (CoR): These are installed over the existing roofs (such as RCC slabs, cement sheets) which would normally not attract condensation.
2. Condenser-on-Ground (CoG): These are installed over the waste lands.
3. Roof-as-Condenser (RaC): Large sheds that have corrugated iron roofs can be used directly with only the installation of gutters. The yields are lower than those from the plastic condensers but so also are the investments.

The CoRs and CoGs cost approximately Rs 200/ m². The RaCs are much cheaper but also yield less. The CoR yield 10 mm water over the season, the CoGs 10 –15 mm and the RaC 4-5 mm. All systems are affordable, easily fabricated and maintained.

While the above systems were engineered specifically for dew harvest, these also harvest rain. Since the dew and rainy season in Kutch are complementary, the systems provide varying amount of water through all the months of the year. Accordingly these are promoted as the dew-rain harvest devices.

Dew is smaller in quantity than the rainfall but it is more uniformly distributed over the season which is twice as long as the rainy season in Kutch. If suitable devices are deployed, as has been demonstrated in Kutch, dew water can become a significant supplementary source for human use. Given that many coastal areas in the country are short of drinking water, it is recommended that measurement of dew resources be made and the possibility of dew harvest examined. ☺

Hard Work and Determination paid off!

Thirupathaiah started his life as construction worker when he was 15 years old. Today he is nearing 40. **This interview by Ch Ramesh with Thirupathaiah is an attempt to understand one man's journey in life with hard work, determination and self-confidence as his relentless companions.**

India has embarked on the path of urbanization. Cities are growing big. This growth fuelled some livelihoods and construction is one such livelihood that is in the upswing. This sector is absorbing workforce from both urban and rural areas at frantic pace. The sight of migrant construction labour dwelling in the city outskirts and less expensive areas within the city is common. Some of them have permanently migrated to cities. The transition from rags to decent living is happening in some of their lives. One such transition has taken place in the life of **Thotempudi Thirupathaiah**.

Question: Please tell us about your family.

Answer: I was born and raised in Chinaganjam village of Prakasam district. I have two daughters and one son. I got my elder daughter married to my wife's brother and we all live together today. My son-in-law is a salesman. My wife sells sarees at home. I work as a mason.

Q: When did you migrate from your village to take up masonry work?

A: When I was 15 years old I came to the city as construction wage labour to work under a mason. I belong to a poor family. My Mother and Father toiled hard for making a living. 23 years back groups of workers from my village used to migrate to Hyderabad to engage in construction work. In poor families children were sent to work by the time they attain 15 years and I was just about ready for work. Very few children would continue their education. I was sent as wage labourer for a wage of Rs.1200 per month. I had to work for 10 months. The working hours were from 6 am to late into the midnight. Heat or cold work would go on. Even today there are people working as wage labour under labour contractors.

Q: What work are you doing currently? How much do you earn?

A: I work as a mason today. I earn about Rs.200 per day. I get work for not less than 20 days in a month. Apart from this I undertake small construction works on my own. Family expenses are increasing day by day. The money I earn is enough to take care of kids' education, food and clothing. However I don't have the burden of rent. 15 years back I purchased some land in Qutubullahpur, Ranga Reddy district that was occupied by poor like me and I constructed a small

house. Without the burden of house rent my earnings are sufficient to run the family. My wife's contribution is significant too. My mother-in-law is my own sister and I got help from her in times of need. Overall, we are a comfortable family today.

Q: Do you any problems associated with your livelihood?

A: There is risk in masonry work. When constructing a 10 storey building we have to stand on the scaffoldings. This is dangerous but inevitable. Recently I got hurt on my leg and cannot go for work for 2 months. We do not get any safety cover from builders or contractors. However the lucrative pay is what keeps us going.

Q: What significant changes have you seen?

A: I come from Andhra region and had very little knowledge of Hindi. When I came to Hyderabad for work initially many were speaking Hindi. Areas like Kuktapally, Dilsukhnagar, Jeedimetla, ECIL were pretty isolated back then. People like me used to stay in tents or unfinished houses in these areas and construct buildings. Today these are some of the expensive areas in the city. I wonder how my life would have been if I had

enough money to buy some land here back then. What we get today (Rs.200 per day) is relatively less than (Rs.1200/- per month) what we got those days. Hyderabad is becoming very expensive and I wonder if people like me can survive for long in this city. But then there are people living with Rs.1000 earnings per month.

Q: Tell use few words about others like you.

A: There are many people in Hyderabad like me. Some are doing well and others are not. Masonry job has big element of risk involved but there is no insurance cover. Neither the Government nor the builders are worried about this. Even masonry associations are not functioning well. Many people have lost their lives on job. Some get help from builders and contractors but not all.

Q: Tell us about your future.

A: I gave up education and came as wage labour at a very young age and toiling hard for the past 23 years. I may get going for another 7 years. Within this timeframe I want to educate my children and get them married. I do not want my children to struggle like me. I need to save some money for my old age and I am doing that. What can we do? Our retirement happens at 45! 🌟



Groundnut (Peanut)

Groundnut is the 13th most important food crop of the world. It is the world's 4th most important source of edible oil and 3rd most important source of vegetable protein. Groundnut seeds contain high quality edible oil (50%), easily digestible protein (25%) and carbohydrates (20%).

It is grown on 26.4 million ha worldwide with a total production of 36.1 million metric tons, and an average productivity of 1.4 metric tons/ha (FAO, 2004).

Groundnut originated in the southern Bolivia/north west Argentina region in south America and is presently cultivated in 108 countries of the world. Major groundnut producers in the world are: China, India, Nigeria, USA, Indonesia and Sudan. Developing countries account for 96% of the global groundnut area and 92% of the global production.

In India, groundnut is grown on 5.7 million ha with a production of 4.7 million metric tons, with an average productivity of 0.8 metric tons/ha during the rainy season and in the post-rainy season it is grown on 0.9 million ha with a production of 1.5 million metric ton, and an average productivity of 1.6 metric tons/ha.

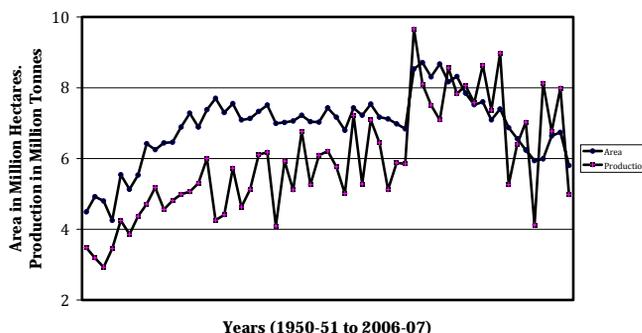
Globally, 50% of groundnut produce is used for oil extraction, 37% for confectionery use and 12 % for seed purpose. In India, 80% of the total produce is used for oil extraction, 11% as seed, 8% for direct food uses and 1% is exported. (See figure) In contrast, edible peanuts account for two-thirds of the total peanut use in the United States.

Groundnut haulms (vegetative plant parts) provide excellent hay for feeding livestock. They are rich in protein and have better palatability and digestibility than other fodder.

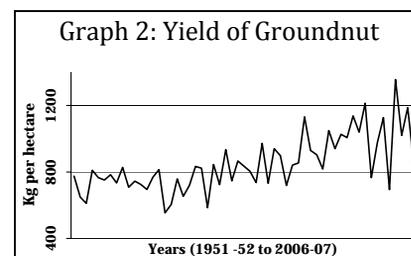
Sufficient variability exists in groundnut: seed size, (17-124 g 100/seeds), seed color (white, light rose, rose, red, purple, white blotched with purple red), number of seeds pod-1 (1-5), and pod length (11-83 mm) and pod breadth (9-27 mm).

It is a crop grown in marginal soils of semi-arid areas. As such, Anantapur district in Andhra Pradesh is the largest producer of groundnut. Further, these areas are known for their high market and state failure. The risky nature of the agriculture in these areas is brought by the production trend presented in graph 1. Further, same graph shows that the area under groundnut cultivation is declining in recent years.

Graph 1: Area and Production of Groundnut - India



Graph 2 depicting the yield of groundnut shows the risk in this cultivation, which is generally taken up by the poor. Hence, interventions in this sector assume importance.



Braving all odds, the farmers continue with groundnut as it requires very less

labour and frees them to take up migration or other livelihood. Further, it gives good fodder. The income and expenditure per acre of a farmer from Kurnool district for the kharif season of 2007-08 is given as an example in table 1. No household labour, except management time, was employed in this case and hence is not accounted for.

As over 80% of produce in India goes for oil extraction, the prices are controlled by oil milling segment. Further, as groundnut oil faces competition from other oils, the millers are unable to increase the prices of groundnuts they procure. Hence, one good intervention is to change the structure of the use of the groundnuts from oil to food. Promoting the use of groundnut as food needs to be promoted not only to benefit the groundnut farmers in the arid and semi-arid areas but also as it is the cheapest source of protein. Protein

Stages in the Value Chain of Groundnut

Inputs	Pre-production	Production	Post production	Local value addition	Marketing
<ul style="list-style-type: none"> Seeds Fertilizers Pesticides Water, if production is under irrigated dry conditions Implements 	<ul style="list-style-type: none"> Land preparation Application of fertilizers Seed treatment Sowing 	<ul style="list-style-type: none"> Weeding Watering Application of fertilizer Application of pesticides Protection from wild boars/bears 	<ul style="list-style-type: none"> Digging out the plant Drying the plant for 3-5 days Separating pods from haulms Transportation Stacking at home Filling up in bags 	<ul style="list-style-type: none"> Separating the nuts and the shells Hand-picking good seeds Storage for seed purposes 	<ul style="list-style-type: none"> Directly to the local buyers/procurement agencies Transporting and sale at market yard Linkage with oil mills Sale to the money lender

calorie malnutrition (PCM) is a serious problem in the developing world. Surprisingly, PCM exists in areas where most of the groundnut is produced, as a lot of people in arid and semi-arid areas are poor. The value of groundnut as food among other nuts is given in table 2.

In addition to the groundnut being consumed as raw/fried nuts and as home preparations (as chutneys, chikkis (sweet), etc.) the groundnuts can be processed to give groundnut milk and peanut butter. Groundnut meal or defatted meal can be used in preparing cake, bread and cookies.

As the oil millers and traders in groundnut corner a larger value in the ground nut value chain, efforts to collectivize farmers into oilseeds co-operatives were made. These co-operatives also have oil mills and benefit the producers. These have been initiated under Operation Golden Flow by NDDB.

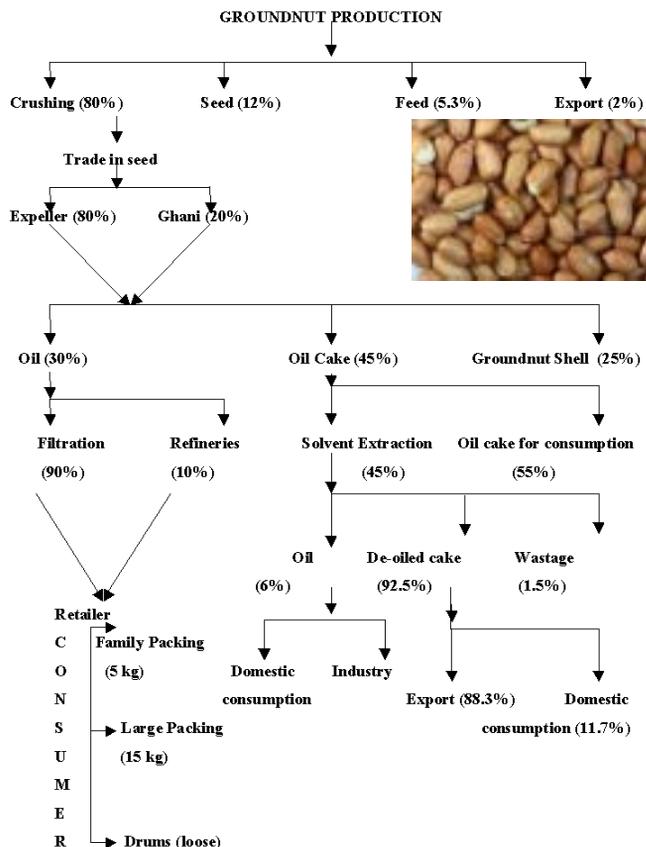
Expenditure	
Land breaking & preparation	340
Ploughing	150
Land leveling	70
Seeds (45 kg X Rs.30 per kg)	1350
Weeding (6 times)	700
Seed treatment	100
Sowing	200
DAP (1 bag)	530
Pesticides	400
Harvesting	350
Post harvest	1100
Total	5290
Income	
Total harvest in quintals	4
Price at which sold Rs.	2200
Total	8800
Profit	3510

An important local value addition is separation of nuts from the pods, and hand-picking the good ones. As these are used for table nuts in various preparations, they get a good price and thus, offer labour to otherwise distraught farmers of the semi-arid region.

Another major concern is aflatoxin contamination in the groundnut. Aflatoxin contamination in groundnut poses serious threat to human and livestock health. This is a carcinogen produced by a fungi and can occur in the groundnut crop during the entire crop growth period and during storage. Factors such as end-of-season drought and soil temperature during crop growth, stress due to pests and foliar diseases during cropping season, damage to pods during harvest, improper post-harvest handling and storage of the produce such as high moisture, temperature and

Food	Energy K. Cal	Protein g.	Fat g.	Carbohydrates g.	Calcium mg.	Iron mg.	B-carotene mg.	Thiamine mg.	Riboflavin mg.	Niacin mg.
Almond	655	20.8	58.9	10.5	230	5.1	0	0.24	0.57	4.4
Cashew nut	596	21.2	46.9	22.3	50	5.8	60	0.63	0.19	1.2
Coconut fresh	444	4.5	41.6	13	10	1.7	0	0.05	0.1	0.8
Ground nuts	567	25.3	40	26.1	90	2.5	37	0.9	0.13	19.9
Mustard seeds	541	20	39.7	23.8	490	7.9	162	0.65	0.26	4
Soybean	432	43.2	19.5	20.9	240	10.4	426	0.73	0.39	3.2

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



insect or mechanical damage, etc., can lead to aflatoxin contamination.

By applying liberal quantities of farmyard manure and the recommended quantities of gypsum, the aflatoxin contamination can be avoided. After pulling out, the plants with the pods should be heaped upside down in small bundles exposing the pods directly to the sun. By following this proper method of drying, fungal infection can be avoided.

Shriveled and unfilled pods are the potential source of the fungal infection. The haulms should be free of such pods, before being fed to livestock to avoid contamination from entering the animal and human food-chain.

International Crops Research Institute for the Semi-arid Tropics (ICRISAT) has done considerable work on groundnut. National Research Centre for Groundnuts, located in Junagarh, Gujarat is the main research station on groundnut in the government sector. This is the first crop commodity research centre established by Indian Council for Agricultural Research. The National Oilseeds and Vegetable Oils Development Board and Technology Mission on Oilseeds, Pulses and Maize also provide support to groundnut.

livelihoods team
with inputs from B.Venkateswarlu, APMAS, Kurnool

Biofuels & POVERTY

The world wide thirst for fuel propelled with the rapidly growing fossil fuel needs of Asian giants – China and India has created a vigorous debate on the development of biofuel as an alternative source of energy. Also pushing the biofuel agenda forward are the growing environmental concerns of global warming. What does this mean to the poor, who is both the producer and consumer? Is biofuel the right fuel or will it fuel poverty? - **T. Nirmala**

Biofuel can be broadly defined as solid, liquid, or gas fuel consisting of, or derived from biomass. Biomass is material derived from recently living organisms including plants, animals and their by-products. In the realm of agriculture products like corn, switchgrass, soybeans, rapeseed, wheat, sugarcane, palm oil, sorghum, jatropha and cassava are used for biofuel production. In India jatropha is used for biodiesel production. First generation biofuels include vegetable oil, biodiesel, bioalcohols, butanol, bioethanol, biomethanol, and biogas etc. Biodiesel is the most common biofuel in Europe. Bioethanol is the most common biofuel worldwide. Brazil leads the world in the production of ethanol produced from sugarcane. Second generation biofuels like biohydrogen, bio-DME, biomethanol, DMF etc come from non-food crops and are under development.

Under right conditions with right policies biofuel demand can stimulate stagnant agricultural sector, create jobs for agricultural workers and markets for small farmers. For instance the first biodiesel cooperative in Brazil provided livelihoods to around 25000 families. Brazilian social biodiesel program targets fuel production for marginalized communities. However the wider scenario speaks a different tone. A scramble to meet biofuel demand from the west is happening. There are no clear pro-poor national and corporate policies and social objectives in place. The possible outcomes can range from not good to worse.

The mad rush can increase food prices drastically. A recent report by FAO and OECD predicts that biofuels can drive global food prices up by 20 to 50 percent in the next decade. This can be a boon to some poor farmers but those with limited capacity to take advantage of biofuel or its associated livelihoods will lose out. Economies of scale sought by producers and subsequent land concentration may reduce poor's access to land. Small and marginal farmers will lose out. The chair of UN Permanent Forum on Indigenous Issues warned that 60 million indigenous people will face eviction to make way for biofuel plantations. This is already happening in Colombia for oil palm plantations. Similar reports are emerging from Tanzania and other countries as well. Rich countries with high fuel needs might tie up aid with biofuel production of poor countries.

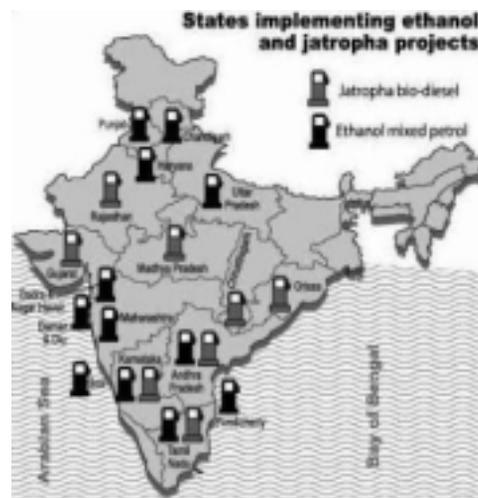
Even in terms of environmental concerns it is true for the most part that biofuels reduce greenhouse gas (GHG) emissions but only with a well designed strategy. For instance GHG emission from maize-based bioethanol is much higher and that of sugarcane-based is very low. But sugarcane cultivation requires large volumes of water. Monoculture cropping will adversely impact biodiversity. Rainforests in Asia may be replaced with palm oil

plantations. This is already taking place in Indonesia and Malaysia.

Demand for oil in India is rising about 10% each year and the oil import bill is huge. Biofuels might hold a promise for India if handled with care and caution. India is the fourth largest ethanol producer after Brazil. The current manufacturing cost of ethanol and biodiesel in India is about Rs. 21/litre (\$0.46/litre), roughly the same as petrol and diesel. The investment in ethanol industry per job created is only \$11000 which is significantly less than \$220,000 per job in petroleum field. Sugar industry the biggest agro-industry in India is the backbone of India's ethanol production. Sugar industry provides livelihood to 45 million farmers and another half a million are engaged as skilled and semi-skilled labourers in this industry.

However, extreme dependence on sugarcane for biodiesel can hurt because for one, India is the largest consumer of sugar and two sugarcane is a water intensive crop. Therefore Jatropha is being actively promoted. Jatropha offers the following advantages: it requires low water and fertilizer for cultivation, is not grazed by cattle or sheep, is pest resistant, is easy to propagate, has a low gestation period, and has a high seed yield and oil content, and produces high protein manure. The Government of India has developed National Biodiesel Mission to meet 20 per cent of the country's diesel requirements by 2011-2012. This Mission will extensively demonstrate viability of jatropha cultivation and aims commercialize it by 2012.

All said and done, its effective to treat the root cause rather than the symptom. As Gandhi said there is enough for everyone's need but not greed. Emphasis should be on reducing fuel consumption. We cannot starve people to feed cars! ☺



Natural Capital

Natural capital is all that the God has given the human kind for its survival. It includes land, water, air, trees, animals, birds, insects, and natural light. Here we attempt to look at each of these in detail so that we are conscious of the myriad ways in which the poor interact with all these elements. The environmental and ecological contextual factors, which enable or hinder the use of natural resources, are also covered.

Land includes the land on which the house is constructed, the land where the shrubs that give us firewood grow, and more importantly, the land for agriculture. It would include the quality of soil, and soil depth. The small worms present in the soil are also important.

Everyone knows the role played by the slope of the land in our lives. Some places give us discontinuous structure in the land - it is rocks for 10 feet and for the next 8-10 feet and again rocks. In some other places, we see alluvial plains for miles together. These differences cause different outcomes in livelihoods of people.

Water is present in various forms like running water, ground water, rain, fog, dew, ice/snow and moisture in the air. Differences in these are starkly visible between the deserts and the coastal plains fed by rivers. But, even small differences could lead to different livelihoods outcomes.

The different characteristics of air like wind speed, direction of wind, dust present, other pollutions present, and temperature of the wind. For example, if the wind is blowing with a lot of speed, sun drying papads or spices for powders could become

difficult. Similarly, if the moisture in the air is higher, then making pickles or jellies could be difficult.

The diversity of trees, their density, the age of the forest and knowledge of these to the local community could lead to different livelihoods outcomes. The trees would also include shrubs, grasses and weeds.

The help that the domestic animals render to the human beings cannot be underestimated in any manner. Even other animals also help or hinder the livelihoods of the poor. The news of the elephants coming on rampage and destroying hectares of fields are common from Orissa and Karnataka.

Farmers in several fields have to guard their fields against eating of grain by the birds. On the other hand, we also know the role played by the birds in naturally destroying the pests during land preparation stage.

Similar is the case with insects. The termite menace in some areas makes storage of agricultural produce difficult. The help that the honey bees and butterflies render in pollinating is well known. The irritation caused by flies and mosquitoes could reduce the efficiency and quality of human work, apart from these insects spreading various diseases.

The natural sun light (and the heat that accompanies it) is a good fungicide. It also helps us dry our crops and various other products. Covered with fog, the Himalayan areas experience low sunlight even during the summers. This hinders the drying of nuts like apricot and their commercial exploitation. ❀

Livelihoods Enhancement Action Plan

A livelihoods intervention must be based on the appreciation of the current reality with respect to the four arrows, six capitals and four contexts of the households, the community, village and surrounding areas. This needs to be done in a participatory manner so that the assessment, analysis and planning is done by the villagers. The process also should lead to the identification of the knowledge/skill/resources that are outside the community and need to be explored further. Where required, the process should also lead to the identification of the community organization required.

To achieve this, the first step in the LEAP processes is general discussion with the community about the existing socio-economic and physical environment of a village. This also includes a transect walk and appreciating the techno-economic context, including the markets and their access. For deeper understanding of the available assets and resources of the community, the following participatory exercises (often called LEAP tools) are used:

Social map	Traded-in & traded-out	Livelihoods analysis and prioritization
Resource map	Income & Expenditure pattern	Value-chain analysis

In addition to the above, farming systems analysis, local market analysis, analysis of emerging opportunity in wider markets, institutional analysis, etc., are also undertaken.

The analysis would point to various gaps and opportunities, which would have to be prioritized for further study. The interventions would then be a set of simultaneous, supplementary and complementary interventions at individual, household, sub-habitation, habitation, supra-habitation, cluster or policy level. The institutional arrangements for the interventions need to be worked out and the acquisition of resources planned. Resource may be required even at the planning stage and a case may have to be made to acquire the same. Of particular importance would be the access to technical and professional services during the planning stage, to make the process truly community driven. The emphasis needs to be on process and building the capacities of the target communities. Moreover, the processes need to build an environment congenial for cooperation between the target community with those others present in the village and around.

Among LEAP tools, resource map, traded-in & traded-out, value-chain analysis, livelihoods analysis and farming systems analysis can provide insights into the natural capital and the environmental and ecological context. ❀

PRADAN

(Professional Assistance for Development Action)

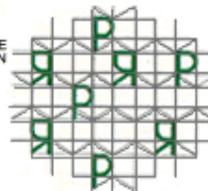
PRADAN believes that the path towards conquering economic poverty is through enhancing the poor's *livelihood capabilities* and giving them access to *sustainable income earning opportunities*. The **livelihoods Team** presents the professional work of bright minds.

PRADAN was established in 1983 in the capital city of New Delhi by a group of young professionals with the vision of working towards providing a honorable living for the rural poor. Currently PRADAN is working in 7 poorest states in the country – Bihar, Orissa, WB, Jharkand, Chattisgarh, MP and Rajasthan. It works in 3044 villages with 1, 13,000 poor families. By 2017 PRADAN resolves to reach 1.5 million poor.

PRADAN believes that eradication of economic poverty requires improving the livelihoods capabilities of the poor and providing them access to sustainable income generation opportunities. This process should empower the poor to break free from their past, develop alternative vision and set achievable goals. The poor should be equipped with adequate and appropriate technical, organizational, negotiating and networking skills necessary to fulfill their goals.



PROFESSIONAL ASSISTANCE
FOR DEVELOPMENT ACTION



cent of the country's population they are backward in many ways compared to men and this situation is worse in the case of poor families. PRADAN understands this and also recognizes that for any changes to happen in the family and/or society woman is the harbinger and a significant player. This recognition took shape when PRADAN set up 10 to 20 member associations of poor women sharing the common socio-economic background. These SHGs served as platforms for women to not only save and get access to credit but to establish their identity and also recognize the importance of mutual aid. Women in these SHGs got support to start up home-based enterprises called "honeybee activities" thus engaging in independent livelihood activities.

This helped diversify their risks and enhance incomes.

By March 2007 PRADAN set up 7512 SHGs in 7 States. There are 1, 06,090 members in these groups. The savings mobilized amounted to Rs.225 million.

Another interesting aspect is that the financial accounting and MIS of the SHG program has been streamlined.

PRADAN's 4-pronged strategy to achieve its goals include –

1. Promoting and nurturing Self-Help Groups (SHGs) of poor women and strengthening them as organisations to leverage institutional finances for members' livelihoods.
2. Developing and introducing locally suitable economic activities to increase productivity and incomes among SHG members; building synergic collaboration with a wide variety of stakeholders.
3. Mobilizing finances for livelihood assets and infrastructure from government bodies, donors, banks, and other financial institutions.
4. Setting up mechanisms to sustain the livelihood gains made by the poor communities.

PRADAN understands that clear understanding of social contexts and its interrelated factors like – the rural poor's view of themselves, their worldview and skills to deal with outside systems, their access to resources and technical knowledge to use them, the existence of feudal or semi-feudal agents – is important in understanding and working on rural poverty.

The key initiatives of PRADAN include –

Promoting SHGs – PRADAN is one of first few organizations that set up SHGs in India. The first SHG was set up in Alwar, Rajasthan in 1987. Though women constitute about 50 per

cent of the country's population they are backward in many ways compared to men and this situation is worse in the case of poor families. PRADAN understands this and also recognizes that for any changes to happen in the family and/or society woman is the harbinger and a significant player. This recognition took shape when PRADAN set up 10 to 20 member associations of poor women sharing the common socio-economic background. These SHGs served as platforms for women to not only save and get access to credit but to establish their identity and also recognize the importance of mutual aid. Women in these SHGs got support to start up home-based enterprises called "honeybee activities" thus engaging in independent livelihood activities.

Natural Resource Management – The changing natural landscape and the resultant phenomena like drought,

Computer Munshi

Computer Munshi (CM) is a program designed to improve the book keeping quality of SHGs by connecting these groups with trained accountants ('munshis') who use a PC with accounting software to maintain the electronic database of SHG financial records and transactions. The CM serves between 100 and 200 SHGs in an area. Major gains by CM system include - improved quality and transparency of SHG financial records, time/cost savings for SHGs from outsourcing weekly accounting, time/cost savings for SHGs in annual auditing and dividend distribution and ability of PRADAN to focus on its real development work of livelihood promotion.

desertification, and soil erosion etc are fuelling further poverty. The incomes of those depending on land and water resources for living are on the decline. To counter these trends PRADAN promotes Integrated Natural Resource Management (INRM) of land, water, forest and biological resources. The aim is to increase productivity, incomes and sustainable livelihoods of the poor. In the sphere of agriculture PRADAN is focusing on enhancing productivity and diversification. Towards achieving this, a number of agriculture extension entrepreneurs are trained and deployed in the field. PRADAN is also working on horticulture mainly in the hilly regions where irrigation is not quite reliable. Farmers are encouraged to take up vegetable cultivation. Fruit tree plantations are taken up on private lands. Over 6000 families are currently engaged in PRADAN's horticulture program. Developing land and water resources is always held significant in PRADAN's agenda.

Livestock Development – PRADAN works in areas of Jharkand, Orissa and Rajasthan on promotion of dairy and goat rearing. Productivity of livestock in these areas is low and rearing practices are poor. Market and veterinary services are dismal. PRADAN's interventions include – induction of better quality breeds, training women in feeding and husbandry practices, facilitating veterinary care, develop a cadre of village-based service providers and create market systems. In Jharkand women's dairy cooperative is promoted. In Rajasthan women's Producer Company is set up. PRADAN's dairy programs outreach to close to 3858 families. The outreach of goat rearing programs of PRADAN is to about 2331 families.

Micro-Enterprise - Tasar Yarn Production
PRADAN introduced modern techniques and equipment for processing cocoons into silk yarn. Women were trained in this process. Product designs were developed and marketing strategy evolved. More details are can be found at www.tasarbypradan.com

Forest-based Livelihood – PRADAN works with adivasis for whom forests have been an important source of livelihood. In Jharkand and Orissa PRADAN's interventions include Tasar coon production, Lac cultivation and production and trading of Siali leaf plates. Farm forestry is also taken up. About 7792 families are involved in these programs.

Microenterprise Promotion – PRADAN works on promoting livelihood opportunities outside traditional farming. PRADAN is promoting home-based micro-enterprises such as poultry rearing, Tasar yarn production, vermi-composting, mulberry sericulture, and cultivation of oyster mushrooms.

In 2006 PRADAN shared NGO of the Year award with Gram Vikas at India NGO Awards. This award is given to NGOs for good work in the areas of management, impact and financial transparency. PRADAN leads by example of how young and bright minds can make a difference to the livelihoods of the poor in particular and their lives in general. ☺

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Need for Corporate Re-look at Social Responsibility

CSR needs to be handled differently by the corporates, says **R. Adinarayana Rao**, Former Chairman, Petroleum Products Committee, Bureau of Indian Standards, New Delhi. He is also associated with several development organizations/initiatives like Bhagavatula Charitable Trust, Yellamanchili (Visakhapatnam district), Disabled Children's Aid Trust, Kakinada, Maharshi Sambamurthy Organisation, Kakinada. He is a guest faculty in IIT, Madras.

Corporate Social Responsibility (CSR) is defined by the World Business Council for sustainable development as continuing commitment by Business to:

- behave ethically,
- contribute to economic development, and
- improve quality of life of work force, local community and the society at large.

The first essential component of the corporate social responsibility is to ensure ethical behaviour towards all the stake holders, not only the share holders. The Global Reporting Initiative (GRI) 2000 guidelines lay down formats for reporting the corporate performance on the following lines:

- environmental performance for plant operations and product use and disposal.
- social performance on labour and work place practices, human rights, society – impacting practices and product responsibility.

While most corporates have realised the need for compliance to such ethics, only some have adopted reporting on these GRI guidelines.

The second component of CSR is participation in community development with emphasis towards under privileged segments of the society.

Some corporates hold the view that development and provision of services is the duty of the government and the corporates need not involve themselves in the same. A few others feel that their social responsibility begins and ends in providing sumptuous amenities, over and above statutory/normal obligations, to their employees and their families. Some do, however, extend a few benefits like a water tap, an electricity pole or a medical check-up to a neighbouring community. All this by no means can be considered as involved community development work, but probably serves only as a good copy for a PR handout.

But corporates do need to bother themselves about commitment development because:

- Awareness of social environment is as important as that of business environment, particularly in developing economies.
- Social upheavals are known to blot out bottom lines of corporates too quickly.
- There are ethical and moral obligations to the social environment in which the corporates run their business and reap profits.
- CSR becomes a long term investment for public support/good will when needed.

Finally, in their own interest, corporates should be seen as partners in the country's economic and social progress,

rather than as exploiters of the country's resources for the benefit of a few.

Spirit of Sharing

As the saying goes, "there is a lot of charity in India, but little philanthropy". While charity merely addresses symptoms and offers temporary solace to need for food, clothing and medicine, etc., philanthropy addresses the underlying causes of human misery with a desire to see a sustainable and replicable solution to the people's distress.

Both charity and philanthropy are driven by an urge to give, but so far as corporates are concerned, the motives could vary widely.

- Corporate image boost and brand building
- Tax benefits
- Social obligations
- To make a real difference to the reality in the community

Most Indian corporates have, in the recent years, gravitated towards philanthropy that would make a real difference to the disadvantaged in the society in areas of health, education and employment generation.

Corporate Philanthropy in India

Historically, India has centuries old tradition with most business houses indulging in philanthropic activities. Business has mostly been family-owned and it is the patriarch who drives the distribution of largesse to the poor, often on caste/ religion basis. Big business houses have been establishing charitable trusts that run hospitals, old age homes, dharmashalas and educational institutions.

The post-independence era and particularly the last two decades have seen professionalisation of the philanthropy in Indian business community.

- An excellent example is the TATA organization (with over 40 group companies) having well diversified CSR activity, with a gross disbursement of the order of Rs.5.9 billion (US\$ 130 million) per year.
- Other family established groups active in CSR are: Reliance, AV Birla, Mahindra & Mahindra, Piramals, Raymonds, etc., working in different areas of community development.
- An interesting focus area chosen by Mahindra & Mahindra is on education of girl child, currently supporting over 6000 girls who otherwise would not have gone to school at all.
- Other prominent groups active in CSR are ITC, HLL, Thermax, Reddy Labs, etc.
- Recent entrants to corporate philanthropy are the IT giants like Infosys, Wipro and Satyam. They brought innovation in education and health programs for the poor.

There is no mandate in India for public disclosure of CSR spending or investment. Contributions by Indian corporates active in CSR are estimated around 0.5 to 1.5% of profit after tax (PAT), with exceptions going up to 2.5%.

CSR in Public Sector Undertakings (PSUs)

There is probably a feeling in the PSUs that their owner being the Government itself, they themselves need not bother much about community development and CSR. The loss making PSUs in any case, are not expected to indulge in what they consider as luxury of CSR. There is no reason why the other PSUs do not pay attention to the fact that CSR is a part of corporate obligation. There appears however a change in the recent past, in the attitude of PSUs towards CSR.

The following wish list statements from the PSUs in petroleum sector confirm such positive trend.

Hindustan Petroleum Corporation "Beyond balance sheets & bottom lines lies a complex world. It may not always seem to add up, but one can make a difference to. If only we can reach out and touch."

Bharat Petroleum Corporation "We believe it is important to return back to society. Which is why we believe some of our finest achievements are not those found in our balance sheets, but those in small town and villages across India. Our philosophy is to give back to society/community our best."

These are excellent intentions indeed, but they need to be matched up with deeds. For example, the PAT in 2005-06 of the three petroleum PSUs amounted to over Rs.75 billion. But their CSR contribution is estimated at much less than Rs.75 million, i.e., less than 0.1% of their PAT, lower than 1 to 1.5% of some private sector companies.

However, mention must be made of the initiatives of Bharat Petroleum Corporation (BPCL) in community development. BPCL has adopted 37 villages for all round social development besides other grass roots level community projects across the country, in partnership with local communities.

The Focus Areas

Quite a few corporates want to give i.e., contribute towards CSR, but don't know what to give and how to give. A summary list of some focus areas, derived from an examination of the harsh statistics related to social and economic development of India, are given below:

- Women's empowerment: vocational/self-help development schemes, micro-finance schemes for income generation, gender discrimination social awareness campaign.
- Agriculture & rural artisans: updating agri & water management practices, para-veterinary services, post-harvest management practices, developing village artisans skills, promoting social entrepreneurship, etc.
- Education-Primary & Secondary school levels: infrastructure building, innovative schooling with emphasis on vocational & livelihood skills, dealing with

school drop outs, girl child education & dealing with adolescence, etc.

- Health: infrastructural support to government and public hospitals, support to voluntary medical/health organizations, awareness programs on health, hygiene & nutrition, women's pre & post-natal care campaigns.
- Disabled/special children: prevention of disability at birth and early diagnosis and treatment, special schools for the disabled – infrastructural support, rehabilitation programs for the disabled.

One can make a choice and a plan of action depending on their internal resources and their ability to tap external resources.

Some DOs and DON'Ts on CSR

Human development initiatives are necessarily to be formulated with community participation, and implemented with community involvement. Corporates should seek the help of professionals and/or credible NGO/ grass root level organizations for planning and implementation as well as monitoring and evaluation.

Corruption, rampant in developing countries, becomes a deterrent for corporates giving freely to public/government institutions, even during national calamities. A balanced approach may be required to channelize the relief efforts through both government and NGO bodies.

Corporate giving in most companies is still a small part-time responsibility of someone in HR/PR departments.

It comes down to cheque-writing to a variety of causes on recommendations of Heads of other departments. Sometimes, the company may become a 'soft-touch' source for unscrupulous individuals and organizations, out to make a quick buck and vanish. Conscious management efforts are required to put in necessary checks and balances.

CSR should not be a 'fair weather' activity of the corporate and thus an unstable source of funds. This is to ensure sustainability of the programs initiated.

CSR should not merely be a CEO-driven social initiative without active participation of various levels of organization. Otherwise, the program will fall apart, when leadership change occurs.

Concluding Remarks

Social problems demand longer-term vision than business problems. Corporates have not only the vision but also the managerial expertise and technology to tackle the problems.

CSR should be recognized as an integral part of corporate management obligation, and an investment for sustainable growth of the company.

In the context of globalization, only CSR and conscious efforts in this regard can help the corporate being seen as a partner in the country's progress and not as an exploiter of its resources for the benefit of few elsewhere.

Finally, corporates should only be facilitators and 'the people and the community involved should feel that they themselves have made it a success'. 🌱

Money Lenders

The country is reeling under agrarian crisis. Farmers' suicides are a sad manifestation of this crisis. Indebtedness to high interest bearing informal sources like moneylenders is one significant culprit. The Expert Group on Agricultural indebtedness recommends setting up of Moneylenders Debt Redemption Fund to mitigate the burden of farmers' indebtedness to moneylenders. Given this context, Government's effort to mainstream moneylenders assumes significance! Whose noose will it tighten?

Various studies in India show that the informal sector is better at serving the sectors neglected by banks such as small businessmen, traders, poor transport operators, handloom weavers, small farmers, self-employed people and women. They are also better at recovering loans, they have better market knowledge and lower transaction costs and they are flexible and can customise the products to suit the needs of individual borrowers. They respect the borrowers' privacy. On the contrary the formal credit institutions like cooperatives, banks have fared poorly and this contrast explains the bias of the poor towards moneylenders' in spite of the usurious interest rates that perpetually keeps the poor in debt.

The Debt Investment Survey shows that between 1991 and 2002 the share of moneylenders in the total dues of rural households increased by 75%. Considering the significance of moneylenders in the rural credit delivery system RBI formed a technical group to study the possibility of leveraging the services of moneylenders. The focus of the group was to find ways of incentivizing good conduct and practices by moneylenders while providing for a more effective enforcement of penalties for violations of law.

The key recommendations of the Technical Group include –

1. Moneylenders should register and periodically renew their registration. The procedure for registration should be simple thus encouraging moneylenders to register.
2. The State Governments should fix maximum interest rates that moneylenders can charge based on the market bench-marks. Currently the interest ceilings in most States are out of sync with market reality
3. Money lenders should maintain proper accounts and statement of such accounts can be made available to the borrower.
4. The power to inspect moneylenders' books of accounts by authorities should be incorporated in the State legislations.
5. Dispute resolution between borrowers and lenders can be handled by Lok Adalat and Nyaya Panchayat
6. Punishments for malpractices like using force/violence for loan recovery should be stringent
7. Annual Report of the administration of the legislation should be placed before the Legislature for review
8. Moneylenders will be called as Accredited Loan Providers and banks will formalize relationship with them to take advantage of their dominant presence,

knowledge base, informality and easy access. Banks will provide funds to Accredited Loan Providers for on-lending and these advances will be treated as part of mandatory priority sector lending by banks.

9. Trade credit and credit provided for purchase of inputs should be kept outside the purview of proposed legislation

The report has come under severe criticism. The report rejected the key recommendation of 2006 Johl Working Group on Distressed Farmers set up by the RBI. The Johl group felt that one residential house and agricultural land up to five acres must not be attached under any circumstances and should not be taken as collaterals. Indian peasants have lost several hectares of land in this manner. By keeping credit for purchase of inputs out of the purview of legislation the report ignores the inter-connectedness between input, output, land, labour and land-lease markets in the rural credit system.

The Constitution of India has given the States the right to legislate on matters relating to moneylenders and money lending. Several States have made laws aimed at protecting the borrowers from the malpractices of the moneylenders. For instance, the State of AP has two laws governing moneylenders - The Andhra Pradesh (Telangana Area) Moneylenders Act, 1349 applicable to the whole of Telangana area and Andhra Pradesh (Andhra Region Scheduled Areas) Moneylenders Regulation, 1960 applicable to the rest of Andhra region. However the enforcement of these laws is abysmal.

The moneylender for centuries has been in a powerful position to undermine the value of the collaterals of the poor which most often are future labour service, future harvest etc. By selling the harvest in distress to the moneylender the risk of default transfers from the moneylender to the borrower. The moneylender has greater incentive in charging high interest rates because default only means the lender grabs the asset of the borrower.

Instead of formalizing the exploitative relationship that the moneylender has with the borrower for centuries, efforts should rather be made to strengthen social and development banking. The recommendations of Vaidyanathan Task Force on Revival of Rural Cooperative Credit Institutions to make truly democratic, member-driven professional organizations, based on the concept of mutuality should be implemented. Banks must be strengthened to deliver high quality credit by de-bureaucratization of procedures and infusion professional staff. SHG-bank linkage program should be strengthened. 🌱

Whose Task is This?

The burdens of subordinates always seem to end up on the manager's back. Understanding the reasons for this can help the overall efficiency of the system.

Summary of Oncken, Jr., William, Wass, Donald L., Covey, Stephen R., Management Time: Who's Got the Monkey? Harvard Business Review, Nov/Dec99 (First published in 1974).

There are three kinds of management time:

- Boss imposed time - used to accomplish those activities that the boss requires and that the manager cannot disregard without direct and swift penalty .
- System imposed time - used to accommodate requests from peers for active support. Neglecting these requests will also result in penalties, though not always as direct or swift.
- Self imposed time - used to do those things that the manager originates or agrees to do. A certain portion of this kind of time, however, will be taken by subordinates and is called subordinate-imposed time. The remaining portion will be the manager's own and is called discretionary time. Self-imposed time is not subject to penalty since neither the boss nor the system can discipline the manager for not doing what they didn't know he had intended to do in the first place.

To accommodate the demands on their time, managers need to control the timing and the content of what they do. Since what their bosses and the system impose on them are subject to penalty, managers cannot tamper with those requirements. Thus their self-imposed time becomes their major area of concern.

Managers should try to increase the discretionary component of their self-imposed time by minimizing or doing away with the subordinate component. But, most managers spend much more time dealing with subordinates' problems than they even faintly realize. We examine how this transfer of subordinates' problems to the manager occurs and what the superior can do about it.

Many times, the subordinate bring several problems to the notice of their managers. On other occasions, the manager himself could ask the subordinate to write a memo or report. In several other occasions, the manager himself takes the responsibility of the subordinate like setting objectives for a new job, etc.

These problems have two characteristics: (a) The manager knows enough to get involved. (b) But, not enough to make on the spot decisions. At the time when the managers take notice of the problems, they would want some time to think. When this intention is communicated to the subordinate, the subordinate stops worrying about the task; the worry shifts to the managers.

When the manager takes on the tasks of the subordinates, the subordinates have lesser work with them. Hence, they start reminding the manager of the work. In other words, the subordinates start supervising the manager. They could relax while the manager is working over time.

Why does all of this happen? Because in each instance the manager and the subordinate assume at the outset, wittingly or unwittingly, that the matter under consideration is a joint

problem. With a small move, the responsibility quickly shifts to the manager and the subordinate disappears.

Thus, subordinates were successful in taking away a lot of time of their managers. This could be called subordinated imposed time. However, the manager also has boss-imposed time and system-imposed time (requests from his peers for active support). The later two get a higher priority as penalties are attached to these. Therefore, the subordinate imposed tasks get a lower priority. This in-turn reduces the work done by the subordinates as they would wait for decisions of the manager. The manager loses the respect of the subordinates. As his division/department does not perform, he loses the respect of his superiors also. Thus, he enters into a vicious cycle by accepting the transfer of responsibility from his subordinates.

However, there is a way out. The manager can refuse to take the work from the subordinates. Instead, he can make sure that the subordinate learns the tasks and does his thinking. The time required to coach the subordinates would definitely be rewarding in the long run and save a lot of his time in doing the tasks himself. The manager can use the time thus saved for tasks imposed by the boss and the system. He thus gains the respect of his boss and peers. Having thus become stronger, he can push the subordinates stronger. In this way, he enters the virtuous cycle.

Achieving this may take months, but compared to the way things have been, the rewards would be enormous. His ultimate objective is not only to ensure the success of his subordinates, but also that of his own. Only by rejecting the tasks imposed by his subordinates, can he achieve his objective.

The method to reject the tasks imposed by the subordinates is to figure out, along with the subordinates, how the next move might conceivably be by the subordinate. For some tasks, the move by the subordinate may be elusive. In such case, the manager needs to ensure that the subordinate thinks over the issue over night and not the manager. If the task is with the subordinate for the night, he might give it a thought. On the other hand, the manager may not give it right priority as he has many other tasks.

The manager needs to make it clear to the subordinates that the manager would not take responsibility for task alone while helping the subordinate at any time. Even when the manager needs to work on the task, it would be joint exercise with the subordinate.

Therefore, the managers need to transfer the initiative back to their subordinates and keep it there. However, for the manager to be successful in transferring the initiative, the subordinate must be a person with initiative. If the subordinate lacks this, then it would be the duty of the manager and the system to develop initiative among the subordinates; and keep the initiative with the subordinate. ☺

Construction in upswing

The construction industry is the second largest employment provider after agriculture in the Indian economy, employing approximately 3.1 crore workers annually. India has set itself on the path of urbanization; cities are becoming centers of economic growth. The thrust to build growth engines like roads, airports and so on is large. Economic growth has created need for industrial estates, business complexes and housing.

Lot of workforce is migrating into urban areas to join the bandwagon of construction boom.

Shining Livelihoods Many migrant workers from Bihar are already working in AP and Karnataka. The labour from Mahaboobnagar district of AP is also fanning to different areas. Large numbers from Rajasthan are temporarily moving to Delhi to take up construction jobs. The list is vast.

The construction industry spans a wide range of activities: the construction of infrastructure, industrial construction, real estate development, and construction services like design, project management and consulting. The employment in construction sector is expected to touch 40 million soon. This work force shall comprise 55 % of unskilled labor, 27 % skilled labor and rest the technical and support staff. Women will constitute about 30 to 40 percent of the workforce.

Though India has the human resource, it requires training in various skills for absorption in the construction industry. Currently it is estimated that there is about 20 to 30 percent shortage of workforce in the construction industry.

The Directorate General of Employment and Training, is providing training to construction workers through state governments and private enterprises. National Academy of Construction, HUDCO, IGNOU, CIDC are providing vocational training to youth in the areas of building construction, plumbing, electrical, bar bending. This will create lot of opportunities for the rural youth to take up skilled jobs in the construction sector.

However, hard physical labour, constant exposure to the vagaries of the weather, noise, dust and the migratory nature of the work severely affect the health and well-being of construction workers, especially those in a higher age group. Available data suggest that the construction workers are at least 6 times vulnerable to death from accidents at site. Further employment in construction industry is temporary in nature and creates uncertainty.

Inspite of these risks the job market for the construction labour is on the upswing. Providing safety/security nets to this workforce will go a long way in improving their lives and livelihoods. ☺

Withering Leather Workers

Leather products permeated all walks of life more so in rural lives. Agriculture used leather products, leather adorned people's feet as sandals, leather container was used to draw water from wells, blacksmiths' air blower was made of leather, toddy tappers used leather bags to secure the sap pot and the list goes on. Braving the demeaning job of skinning the carcass of animals, cleaning and processing the

Declining Livelihoods hide to make it available for shaping into beautiful end products the leather workers lived as untouchables outside the village. However their livelihood had a better sailing so long as the villages did well economically.



economies of scale. Market information – quality specifications, new technology is not reaching the leather worker. Leather parks announced by state governments

But today the situation is different. Plastic and other synthetics are taking a good chunk of the market. Village economies are not faring well. Cleaning hide requires plenty of water which is becoming a scarce resource. Winds of globalization are sweeping the livelihoods off the feet of leather workers. Private players are talking

have not taken shape.

The leather workers in the villages have fell through the cracks while leather products in external markets are much sought after. This is a sad paradox. The access of leather workers to hide has diminished. For most part they eke out a living by buying hide in village fairs and making some local products. These products do not have adequate market except for some traditional customers.



Leather industry employs more than 2.5 million people and is the second largest employer in the country. India's share of the global leather market is less than 2 percent but it still brings about \$1.5 to \$2 billion foreign currency yearly.

The size of the leather industry gives hope. The leather worker families need support –

- financial support to buy tanned leather
- training on making improved products based on market taste
- market linkage support

This will help leather workers weather the storm and not wither! ☺

‘Girijan Development Worker’

Vizianagaram district is in north coastal Andhra Pradesh. This district is home to about 2 lakh tribal people constituting 10% of the district population. D.Parinaidu works for development of tribes in Vizianagaram through various initiatives and interventions of his organization JATTU. **Writes K. Bharathi.**

Shri D.Parinaidu is the founder of JATTU (Justified Action and Training for Tribal Upliftment), an organization that works in the tribal villages of Vizianagaram district of Andhra Pradesh. JATTU was set up in 1998 to work for tribal development. The areas of intervention include health, education, savings, natural resource management etc.

Parinaidu was born on July 1st 1961 in Thotapalli village, Vizianagaram district to Gopinaidu and Sanyasamma. After completing his Masters in Arts (MA) and Bachelors in Education (B.ed) Parinaidu started his career as a government teacher in 1984. During that time period development work drew his attention. Under the leadership of the prominent freedom fighter Shri Vavilala Gopalakrishnaiah, Parinaidu established ‘Samskarana Samakhya’ and undertook anti-arrack and anti-smoking campaigns. He also started a magazine called ‘Samskarana’ and rewarded people who gave up drinking alcohol. He also wrote about them in the magazine. Later Parinaidu worked as officer on special duty, education in the Integrated Tribal Development Agency (ITDA).

In 1989, with Gorada as the center, Parinaidu supported the arrack prohibition campaign. For the first time in that region women groups were formed under his guidance. Parinaidu helped these groups in making savings and facilitated the grant of ITDA revolving fund to these groups. At the same time he established ‘Grameena Girijanabhivruddhi Sevasangam’ (village tribal development service association) and motivated and mobilized tribal youth and women towards arrack prohibition. Parinaidu motivated people to take up development programs on their own. During that time building works of government and other organizations in the village were undertaken by the women groups instead of contractors. Gradually, ‘Grameena Girijanabhivruddhi Sevasangam’ gave the impetus to the ongoing scaling-up of ‘Village Tribal Development Associations’ throughout the State.

In 1993 Parinaidu joined as literacy convener of ITDA. During that time Shri Vijaykumar, managing director of GCC (Girijan Cooperative Corporation), took charge as district collector of Vizianagaram. Vijaykumar started community development programs in the tribal areas in which Parinaidu participated actively. Twenty-four tribal youth were trained and through them new tribal women groups were promoted and existing groups were strengthened. This program served as a role model and ITDA project officers from various regions have come to learn about and from this program.



Later Parinaidu realized that he was not able to give his complete attention to development work as a government employee. Therefore in 1998 he went on a sabbatical and set up JATTU trust. Through JATTU thus far he was able to work with 426 tribal villages, 25 non-tribal villages in the areas of education, health, SHG formation, natural resource management and other related programs. ‘Maa Badi’ schools have been started.

In 1999 Parinaidu established an associate trust of JATTU called ‘JATTU Bhavasamakhyas’ trust. The new trust got 2 ½

acres of land as donation and Parinaidu use the same for setting up a Sevashram (service ashram) for orphan children and orphan elders. He was able to mobilize Rs.40 lakhs as donation for construction of buildings in the Sevashram. This huge donation stands testimony to the trust, respect and faith that people have come to impose on Parinaidu. The monthly expenditure for managing the Sevashram is around Rs.38000 of which Rs.8000 to Rs.9000 come as donations from people. Currently the ashram has 62 children and 12 aged people. In 2000, Parinaidu worked on the implementation of the subprojects of Poverty Reduction Project (Indira Kranthi Patham (IKP)/Velugu).

Today JATTU is working as a lead NGO on natural resource management in IKP in 25 villages on 10,000 acres of land. It is implementing environment education programs in 269 schools. Parinaidu wrote 12 books on SHGs, rural development and other initiatives of JATTU to disseminate information to and increase the awareness of people.

He is also serving Kovel Foundation (a trust of tribal Non-timber forest produce collectors of AP) as its Managing Trustee.

Parinaidu strongly believes

- ⇒ in peoples’ participation and partnership in implementing any development programs
- ⇒ that development without community participation is not sustainable
- ⇒ that for sustainable development ecological balance is critical.

He works towards cultivating godly devotion and respect to earth, sky, water, fire and air among the people. He motivates people to safeguard these five elements of nature. Going forward Parinaidu desires to see all villages of Vizianagaram district transform into organic villages. ☺

Books

Book Summary

Name: **The Alchemist**
Author: **Paulo Coelho**
Pub: **HarperCollins Publishers India.**
Year: 1998 (Indian reprint)

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.

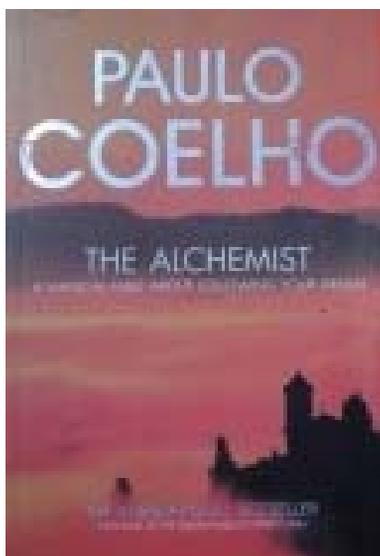
It is the possibility of having a life goal come true that makes life interesting. However, every one does not treat the life goal in the same manner. There are four kinds of people in the world, each of whom treat the life goal differently.

1. Some are like sheep. They only live for food and water. They do not have a life goal over and above that simple living. If someone else provides them with food and water, they blindly follow the other person. If such other person becomes monster and decides to kill the sheep, one by one, the sheep would become aware only after most of the flock had been slaughtered. The sheep trust their herdsman so completely, that they forget the art of relying on one's own instincts.
2. The second group of persons dream of a goal. It is the thought of achieving the goal that keeps them alive. The thought makes them sail through the hard times. However, they do not do anything explicitly to achieve the goal, as they have an unstated fear that if the dream is realized, they would have no reason to go on living.
3. The third group are the people who go after their life goal/dream, achieve it and enjoy the material fruits and prestige of the achievement. These are entrepreneurs.
4. The fourth categories are scientists/great teachers, satisfied with the mere achievement of the goal. They don't try to convert it into material comforts or prestige.

All persons have to make a choice between something he had become accustomed to and something that he wanted to have. The goal seekers prefer the later, while others prefer the former. *Probably the entrepreneurs and managers belong to the later category.*

There are two secrets of happiness. If we can see the larger picture without forgetting and taking care of the minute details, we would be happy. This was nicely illustrated by a store.

The other secret of happiness is being interested in the present, instead of living in either the past or the future.



The book gives two messages.

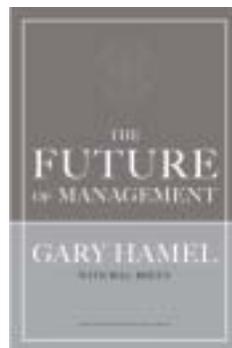
- People need not fear the unknown if they are capable of achieving what they need and want.
- There are strong disadvantages of not listening to one's heart. If you do not listen, you will never be able to keep it quiet. Even if you pretend not to have heard what it tells you, it will always be there inside you, repeating to you what you're thinking about life 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.

**Summary by
M. Vijaybhasker Srinivas** ☺

New Books

Name: **The Future of Management**
Authors: **Gary Hamel, Bill Green**
Pub: **Harvard Business School Press**



Gary Hamel is Visiting Professor of Strategic and International Management at the London Business School; cofounder of Strategos, an international consulting company; and director of the Management

Innovation Lab. He is the author of *Leading the Revolution* and coauthor of *Competing for the Future*, two landmark books. He is the author of several articles on Harvard Business Review, Fortune, etc.

The book argues that the ultimate constraint on the performance of your organization is not its business model, nor its operating model, but its management model. The book argues that management innovation has a unique capacity to create a long-term advantage for your company, and the book outlines the steps to take to first imagine, and then invent, the future of management.

The question is why 'making innovation' is not turned into everyone's job. The book gives three reasons: creative apartheid, the drag of old mental models - a.k.a. the trap of past success, lack of slack

The book examines the highly-resilient, self-organizing systems, of life, markets, democracy, faith and cities, to bring out the important principles to be pursued. The book questions whether we find any of the traits found in these self-organizing systems in the organizations we are a part of. Corporate hierarchies don't allow for many failures to find the one great success; they don't move quickly to defund bad ideas, and are terrible at speculation; they aren't democratic; a higher mission is rare they are laid out to reduce costs, not increase the environment to collaborate. ☺

e-sites on Economics

We take a look at some of the useful websites to understand what is going around us.

www.amosweb.com

This is a site whose by line is, “AmosWEB means Economics with a Touch of Whimsy!”



This is a site that tries to apply economics in our day to day life. Of most interest is the PEDESTRIAN'S GUIDE to the Economy, which tries to explain economics using simple issues that are in daily news. To quote from the site, “You'll find hours of reading pleasure contained within this site, with more entertainment value per calorie than most office memos. A PEDESTRIAN'S GUIDE to the ECONOMY, however, is more than a recreational web site. As a handy reference source, it provides answers to many of the most asked, a few of the least asked, and some of the never asked questions about the economy.”

Some of the issues dealt with are like

- Those Astronomical ATHLETE SALARIES
- Stealing A Few Moments For CRIME
- The Depths Of DEPRESSION
- What Do You Have Against DISCRIMINATION?
- Pumping Up The ECONOMIC GROWTH
- Learning All About EDUCATION
- Getting Your Share Of FARM SUBSIDIES
- A Translation Of FOREIGN INVESTMENT
- The Sick State Of HEALTH CARE
- The Risky Business Of INSURANCE
- Packing Up For MIGRATION
- Conserving Our NATURAL RESOURCES
- Scraping Up The POLLUTION
- Planning On SOCIAL SECURITY?

<http://vlib.org/>



This is a virtual library and has links to many other sites that have good content. The links are organized into the following primary heads:

- Agriculture
- The Arts
- Business and Economics
- Communications and Media
- Computing and Computer Science
- Education
- Engineering
- Humanities and Humanistic Studies
- Information and Libraries
- International Affairs
- Law
- Natural Sciences and Mathematics
- Recreation
- Regional Studies
- Social and Behavioural Sciences
- Society

Development is a subject dealt with under different heads like International Affairs, Social and Behavioural Sciences, etc.

The Business and Economics section has a link to the Global Development Research Centre's site on micro-credit. Also of interest could be the World Wide Web Resources in Economics, a link in the economics page of Business and Economics section. ☺

The Snake and Frogs

This age old story from Panchatantra continues to be relevant now, more so in the changing circumstances that the poor are facing. **Murali Vepoor** adopts.

Once upon a time, a snake lived in the thick forest near Hastinapura. It had indiscriminately consumed all the frogs and other insects in the forest, and hence unable to get enough food. As a result, it became frailer by the day.

One day, while it was moving in search of food, it came across a pond with many frogs in it. Having seen so many frogs in the pond, the snake thought of a trick. It simply lay down as though it was fainting and was ready to die. It lay still despite several frogs moving and jumping in front of it.

Having observed this, the king of frogs asked the snake, "Oh Mr. Snake! Why are you fainting now and still? Why are you not eating any of the frogs that came before you?"

To this, the snake replied, "Oh the King of Frogs! A few days ago I was passing before a house of a Brahmin. At that time, the child of the Brahmin trampled on my tail. I got angry and bit him off. As a result, the boy started becoming unconscious and the Brahmin had to send for the King's doctor. The boy was saved, though.

"The Brahmin looked around for me and cursed me that the frogs that I like so much would not become my food any longer. I have to carry them on my back and move about.

"I was shocked dead and pleaded him to have mercy on me. He considered and he replied that out of pity, the frogs turn merciful and offer themselves as food to you, you would be able to eat them. If you forcibly eat them, your head would shatter into a thousand pieces and you would die.

"From then on, I am living on the mercy and pity of you all. You don't have to fear me any more. Please climb on my back and enjoy the rides. Please show some pity on me and offer me some food. That way I will be able to live."

Having a tender heart, the King of Frogs was full of sympathy for the snake. He asked the snake to carry his people along. The snake carried them, but all the while pretending it was very difficult to carry them with a weakened body. After some time, the king of the frogs offered a frog as food to him.

Slowly the frogs began disappearing one after the other. The snake enjoyed his stay near the pond as he could have his food without a lot to bother. At last, the snake ate the king of the frogs, along with his retinue, and moved on in search of another pond.

This story would have brought to your memories several incidents in our present day lives. We consider several such incidents as normal, as they have become a part of our culture – some things which we consider as normal. Several cunning men take advantage of the innocence and helping nature of the (rural) poor and bring the lives of the poor to the brink of death.

Several unscrupulous organizations are mushrooming. These organizations impart good training to their staff, who then go into the villages. They use their guile and nice talk to

con the villagers into parting their valuables. The poor are kind hearted as the frogs are and believe all the words of the conmen. Many a times, they fall to the prey when the well trained strangers speak of nice schemes (in which the strangers promise 10 times in return for the savings/investments made by the people). On several occasions, the poor meet their Waterloo in their desire to be out of poverty.

The same is true of the response of the poor towards godmen. They part with the savings of their life time against promises of ending the vagaries of poverty and nature, and having a good life.

In the story, the snake eats the frogs, which is a natural way of life. The frogs could be on a look out as they know that the snake is their natural enemy. But alas! What to do when the enemy is the other human being, who is considered only as a natural ally? On several occasions, the persons trained by the unscrupulous organizations are men and women from among the poor themselves. This is a horrendous situation, as the poor have come to trust their peers (others among them) and are only too willing to help them achieve their targets. Little do they know that their peers work for cunning people. Many a times, even those who work for these people do not realize that they are working for bosses whose designs are questionable and that even those employed would be deceived. Events like these are known, but the urge to help their fellow human beings is strong enough for experiences like these to be remembered for long.

Another issue that the story brings out clearly is that we follow the leaders without questioning. The frogs know that the snake is their natural enemy, and could have desisted the entreaties of their king to help the snake. Such devotion to the leaders is quite common among those we work with. This story tells us that we need to inculcate the trait of questioning the leader's decision. This would also result in some dialogue. This dialogue could have brought into the fore several assumptions that were behind the leader's decision, thus increasing the capacity of the leader.

The lessons from the story are more relevant today as several new schemes are being launched by the government, and poor are increasingly taking recourse to the middlemen. Newer intermediaries are coming up even as the government is trying to reduce the dependence on the middlemen. Hence, in the new dispensation, even recognizing middlemen is becoming difficult.

Further, as the poor have become restless and are desperate to come out of poverty, they too are venturing outside the areas, whose risks they are familiar with. This too has increased the chances of their being cheated.

Hence, we need to try to build the capacity to question among the poor and to recognize the snakes that are waiting to bait them. ☹

Handloom Sector

The handloom sector employs a workforce of 65 lakh persons directly and indirectly. It contributes about 15 percent to cloth production and has contributed over \$544 million in export earnings in 2002-03. In that year, the export earnings grew at 25.63 percent over the previous year. Handloom industry in India is the largest in the world. With low per capita investment, this sector does not use electricity.

The Joint Handloom and Powerloom Census conducted in

1995-96 showed that a large population of weaver households belong to the disadvantaged strata of society, with 10.76 percent belonging to Scheduled castes, 25.50 percent belonging to Scheduled Tribes, and 42.65 percent belonging to other backward classes. Further, as per the Census, there were 60.6 percent women weavers.

We bring you some key statistics from the Report of the Working Group on Textiles and June Industry for the IX five year plan (2007-2012).

Table 1: Number of marketing promotion programmes organized and planned

S.No	Name of Events	2002-03	2003-04	2004-05	2005-06	Plan per year (XI plan)
1	National/Special Handloom Expos	19	27	37	61	70
2	District Level Events	130	158	147	292	300
3	Urban Haats	8	5	3	5	5
	Total funds released (Rs. In lakh) *	927.27	790.61	908.97	1146.83	5633

* including releases made/earmarked towards ATE, National award, craft melas, etc

Table 2: Tenth Plan Achievements in textile sector

S. No.	Items	Units	2002-03	2003-04	2004-05	2005-06
1	Production of cloth	Bn. Sq Mtr	41.90	42.40	45.40	49.50
2	Per capita availability of Cloth	Sq. Mtr	31.37	31.01	33.51	36.53
3	Textile Exports (incl. Jute, Coir, Handicrafts)	Bn. US \$	12.40	13.50	14.00	17.10

Table 3: Projected per capita availability of cloth (sq.mts)

2005-06	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12
36.53	39.17	42.84	46.99	51.6	56.62	62.23

Table 4: Financial Proposal for Handloom for XI Plan

		(Rs. in crore)	
Sl. No.	Scheme	X Plan Achievement	XI Plan Proposed Outlay
1	Integrated Handloom Cluster Development Scheme	474.6	1556.33
2	Marketing & Export Promotion Scheme	59.79	500.00
3	Weavers Welfare Schemes	60.55	396.00
4	Handloom Inputs Scheme	42.61	421.35
5	Weavers Financial Package	Nil	1295
	Total	637.55	4028.68

Total outlay for textiles, including handloom, is Rs.24,133.50 crore. Thus, handloom receives only about 16.7% of the total outlay for textiles.

Out of Poverty

Venkatamma and her Spice Powders

Venkatamma is from Bhuvanagiripalli, village of Kadapa district, Andhra Pradesh. This is a medium sized village of about 380 households. As per the poverty assessment, about 230 families are poor. Family of Venkatamma, belonging to the OC community, is one among the poor.

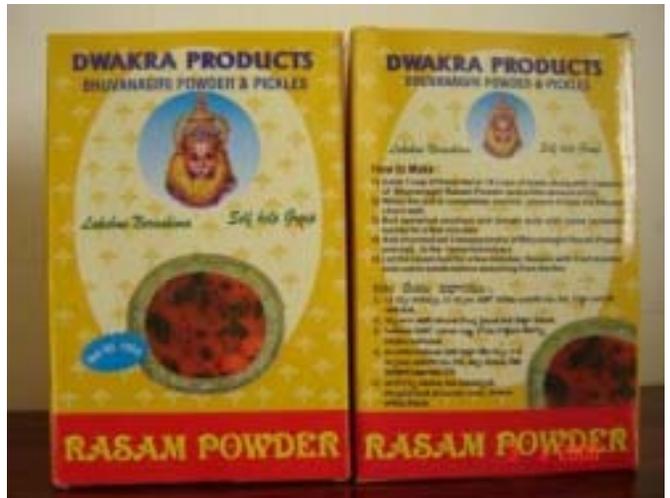
Once upon a time, the family was a well to do family. In addition to about 2 acres of good quality land, her husband was a mason known for his work. In an attempt to move to the Persian Gulf, the family sold all its land and also incurred huge debts. But, the family was unsuccessful in its attempts, but lost all the money. The family, which was stripped of its assets, thus landed in debt. Most of the earnings of husband of Venkatamma went into repaying the debt.

As the family renounced the dreams of moving to Persian Gulf, Venkatamma decided to join the SHGs and save some trickling. To cope with the situation, Venkatamma took a small loan of Rs.1,000 from the SHG and started making spice powders. As she was well versed with the use of Asafoetida, she could achieve a good taste in the spice powders. Further, her household was perceived as a neat and clean house. To maintain consistent and good quality, Venkatamma used superior quality inputs, which was well publicized among the villagers. These factors contributed to good sales initially within the village and later, in the surrounding villages as well.

Venkatamma stated that she could now earn over Rs.2,000 as profit from the sale of the spice powders. She has also started attempts to brand the products, as she could sell the products in places far and apart. However, she was not sure of meeting the volumes required and did not employ any wholesaler. The shopkeepers/people come to her house to purchase the spice powders on a cash and carry basis. This has turned cumbersome as some one has to be present at the house always, making the procurement difficult. She is unwilling to expand the production capacity despite adequate

demand for her products as she has to invest in machinery and working capital.

The resilience shown by Venkatamma is really appreciable. She has once again demonstrated that idea and determination are the keys for success, and not the technology or market. Further, her case also shows that all things need not start big – they can start on a small scale and later become big.



Most importantly, Venkatamma acknowledges the support that she received from other people in the village. While many people outside the village also liked the powders, they were apprehensive to begin with about the quality of ingredients and consistency of quality. But, the villagers gave a response that favoured Venkatamma. This led to breaking down the initial apprehensions and many people purchasing the spice powders from her. This goes on to show the importance of social capital. ☺

Broken Lives

Narsayya and Shocks

Narasayya belongs to Cherla Ankireddypalli village of Medak district. He is 50 years old. He and his wife Bala, support his his old mother and a mentally retarded 12 years old son.

They have over 1.5 acres of land. But due to monkeys menace and unavailability of labour on time, he generally gets about Rs.3,000 as yearly income from agriculture.

He adopted fishing as a supplementary livelihood. However, he is unable to go for fishing in rainy season as the river is in spate. He also does not go fishing in the winter season as it is too cold out there in the river. He never loses an occasion to go for fishing if he can. From fishing, he earns about Rs.1,800 per year.

In addition, he also goes for agricultural labour.

His wife went into a state of shock after his 15 years daughter died in a lorry accident. One day after the accident, his wife was not even mindful of a fire accident that burnt her saree. For this, Narasayya had to incur an additional expenditure of up to Rs.10,000.

Thus, Narasayya lives a life of penury with low agricultural yield from his fields, his wife in a state of shock, a daughter who could share his burden is now dead and the son, mentally ill. Living in these conditions is itself a great feat for the valiant soul of Narasayya.

This household is not touched by the progress in the village. Even SHGs do not accept membership of Bala as she cannot save. Can we help them? ☹

'Yoga'kshemam

It may be a strange coincidence! The world poverty eradication day and the Livelihoods Professionals Collective's founding day are the same. It willy-nilly points out an interesting but not so obvious fact that livelihoods workers/professionals at the ground level are poor. Like the poor, they also need to come together for meeting their solidarity, security and learning needs.

Against 8.2 pH that is best for the human health, we seem to consume acidic air, acidic food, acidic water, etc.

I have been to Ahmedabad last week to participate in the 4th international conference on education for sustainable development, thanks to Centre for Environment Education. Over 1500 participants from 90 countries were there. As expected, Rajendra Pachauri, was there for the inaugural session as the chief guest. Gandhi was there all over. I heard this name and reference at least 100 times in two days I was there. Sustainable Development – we cannot gloss over Gandhi. It reminded us of 1992 Rio Conference, 2012 framework for addressing climate changes.

One interesting insight – one climate change aspect is the fall in pH of oceans from 8.2 to 8.1. Against this, when 8.2 pH is the best thing for human health, we seem to consume acidic air, acidic water, acidic food etc. The message is consume less acids; increase your pH. A child participant urged us to shift to solar energy. If we tap solar energy for a day, it can meet all our energy needs for more than a year. Interesting calculation! A youth participant has urged the leaders to listen – listen to people, listen to inner voice, listen to voiceless, etc. Listen to lead is the message! Gandhi's message – my life is my message, and he lived his life to give message.

In the conference, we were part of a thematic workshop – education for sustainable livelihoods, one of the thirty workshops being organized in parallel. Integrated knowledge – the elephant of the whole, the worm's view – the ant of the reality, the best practices distilled, the 'why' of the situation and the 'why' of the solution, in addition to 'how' and metaskills are the critical elements of the education in sustainable livelihoods, the workshop indicated. The education is required for the community, the community leaders and facilitators, the livelihoods workers and the policy makers. The collective action institutional processes themselves offer education.

Livelihoods Framework places highest premium on the spiritual capital – the will to improve, achieve, and live a better and meaningful life, now and in future, within the contours of limits to growth set by ecological and environment context. Then, all the forces in the universe conspire to achieve your intent, as long as the intent is for universal good.

In response to Nara's expressed confusion, Narayana in Gita elaborates this very lucidly – there is no superior path. Any path taken, based on one's aptitude, towards the intent, will lead to the intent. We need to remember no one can remain

action-less even for a moment. Everyone is driven to action helplessly indeed by the forces of Nature. Therefore, choosing a path towards the intent very early matters. Performing your obligatory duty, instead of not working or engaged in doubts and dilemmas, is the only way out as it would not be possible being without work.

Krishna explains further: every individual has to be assigned a specific vocation as a duty and it has to be in tune with his natural aptitude, svabhava. He has to be engaged in that work, karma. No one can claim the right not to work. None has claim to akarma. Further, the enlightened one should inspire others by performing all works efficiently so that others can emulate. Because whatever they do, others follow. Whatever standard they set up, the world follows. While doing so, one should remember one's inferior natural work is better than superior unnatural work. Unnatural work produces too much stress.

Knowing the Self to be superior to the intellect, intellect purified by spiritual practices, superior to senses and body, one can discipline oneself through the practice, if one wills.

For the one who has attained yoga, the equanimity becomes the means of Self-realization. A person is said to have attained yogic perfection when he or she has no attachment

to the fruits of work, at the same time on track without losing focus on the intent/vision/mission. A person is a yogi

if s/he has both Self-knowledge and Self-realization, who has control over the mind and senses.

To practice yoga, one needs to know and remain committed to loving, with inner purity, without fear, to seek and to give.

As we practice yoga, our intent will be a reality. When our intent is that people have portfolios of decent livelihoods, our path has to support people coming together as collectives and the professionals service these. Our path has to provide livelihoods orientation and continued learning support to the people already in the sector. Importantly, our path has to practice, practice to seek knowledge and skills to use

The leaders need to listen - listen to people, listen to inner voice, listen to voiceless, etc.

resources optimally, and practice to transfer these insights to people, to place integrated and deeper whole before the people for them to make informed choices.

As we quickly pick up our multiple twin-capacities, we contribute more effectively to the learning, loving, leading, livelihoods, and life of the poor and people at large, and our own salvation.

Therefore, **come with us into the world of yoga – the practice of action with knowledge and wisdom, for prosperity, success, welfare, and fairness and justice. Our own, our poor's and our world's Kshemam is the guaranteed bonus!** ☺

G Muralidhar



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