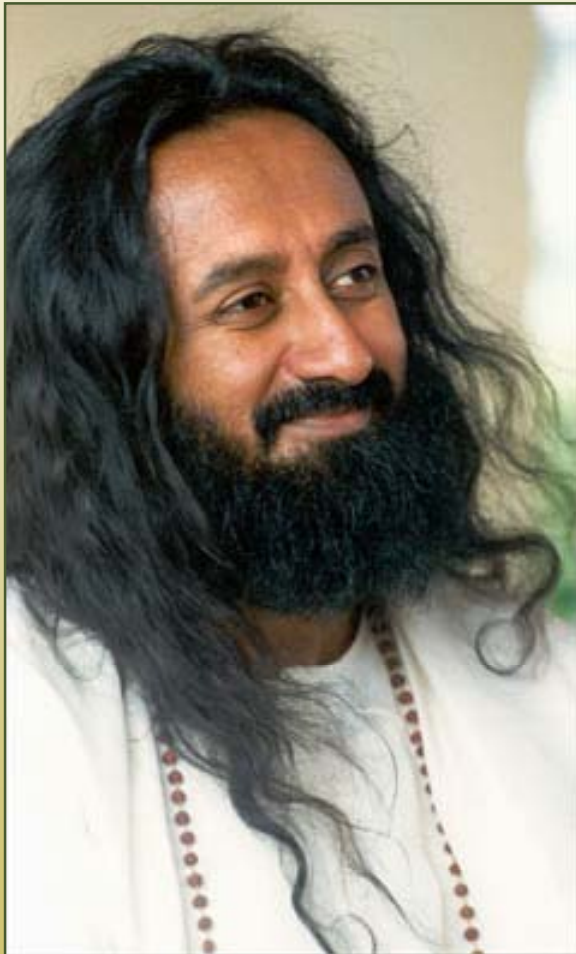




# Sri Sri Rural Development Program

# Our Inspiration



“Indian Rural Development is very necessary - it is really the development of India. If rural India is strengthened India will become more strong.

In rural development you have to see that you empower people, local people take responsibility to do what they need to do - take care of their surroundings, take care of their environment. It should not be just that someone comes, does charity and walks away.

It should all come from within. You have to kindle the spirit in every person.”

H.H. Sri Sri Ravi Shankar

# Before we began we asked ourselves

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- ◆ Why are we doing it?
- ◆ What are we doing?
- ◆ Where do we want to be?

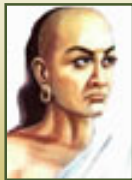


# Why are we doing it?

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- ◆ To re-create prosperity of rural India
- ◆ To provide permanent and alternative sources of income for our rural population



**“Aartha Dharmasya Moolam”**  
Prosperity is the basis for righteousness to be upheld  
Chanakya, renowned economist, ~283 BC

Image source: <http://en.wikipedia.org/wiki/Chanakya>



# Rural India - A Reality Check

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- ◆ Agriculture - main source of income

- ◆ Rain dependent
- ◆ Family earning becomes seasonal
- ◆ Lack of proper infrastructure
- ◆ Lack of proper education
- ◆ Child labour - education suffers

- ◆ Majority of youth unemployable

- ◆ Largely unskilled from industrial, informative and economic perspective
- ◆ Lack work ethics and discipline required for holding a full time job



# What are we doing?

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## ◆ Empowering Rural Women

- ◆ Empowering the woman in the family is equivalent to supporting an entire family
- ◆ Men being the traditional bread winners, any employment for women means additional income for the home

## ◆ Empowering Rural Youth

- ◆ Youth, being the future, need direction to their energy
- ◆ Inspiring youth into entrepreneurship
- ◆ Rural youth become Employment Providers rather than Employment Seekers



# Our Projects...

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- ◆ Women Empowerment

- ◆ Agarbatti Rolling
- ◆ Jute Bags

- ◆ Youth Empowerment

- ◆ Vocational Training Program



# Women Empowerment



## ◆ Agarbatti Rolling

- ◆ Manufacturing incense sticks, besides being eco-friendly, is a convenient and simple means of livelihood
- ◆ Enables us to reach out to large section of rural populace



Incense stick rolling program is supported by ITC

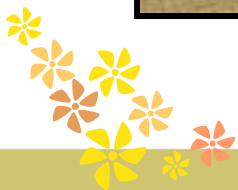


# Women Empowerment



## ◆ Jute Program

- ◆ Rural women are trained in cutting & stitching, tailoring of jute bags
- ◆ They also learn hand embroidery, embroidery on adda, bead work, etc
- ◆ Participation in national fairs



# Women Empowerment



## ◆ Holistic Development

- ◆ All women undergo the Nav Chetana Shibir course
- ◆ Daily Bastrika and meditation
- ◆ Annual sports and recreation day
- ◆ Weekly satsangs
- ◆ Free Ayurvedic health check-ups for entire family
- ◆ Family health insurance (for 6)
- ◆ Every woman has an account at the Post Office or Bank



# Youth Empowerment

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- ◆ Vocational Training
- ◆ Single biggest challenge of our times:
  - ◆ Enabling youth to contribute productively to national economy
- ◆ SSRDP's youth vocational training equips youth with progressive personalities and vocational skills



# Youth: Personality Development

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- ◆ Yoga and Pranayama techniques
- ◆ General discipline and team work assignments
- ◆ Communication and presentation skills
- ◆ Dealing with challenging situations



# Youth: Functional Training

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- ◆ Vocational Training

- ◆ Electrical repairs
- ◆ Carpentry
- ◆ Welding
- ◆ Construction technology

- ◆ Other areas

- ◆ Agriculture
- ◆ Information technology and its rural applications
- ◆ Marketing and sales
- ◆ Finance and accounts
- ◆ *Also starting training in Dairy farming, Organic farming, Plumbing*



# Results: Economic Benefits

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- ◆ SSRDP has trained over 1000 women and youth
  - ◆ Trained people are encouraged to branch out on their own
- ◆ Women earning regular income
  - ◆ Women can make 8 -15 jute bags or 5000 - 7000 incense sticks a day, earning between Rs.70 to Rs.130 each working day
  - ◆ Additional incentives are provided for improving quality and quantity
  - ◆ Earning women improve standard of living of their family and send their children to school
- ◆ Youth holding important jobs
  - ◆ Some of these youth are at key positions at the International Art of Living Centre- E.g. Transport Manager, Security Manager, etc.
  - ◆ Others have started their own small businesses or have taken up jobs of their interest



# Future projects

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- ◆ **Expand SSRDP reach throughout India**
  - ◆ Exploring options beyond Jute and Incense Sticks, suited to local backgrounds and needs - e.g. bamboo products in Kerala, mats and cotton from Tamil Nadu, Tassar painting of Orissa
  - ◆ Launch concept of 'Garbage to Gold' in this Golden Birth Anniversary of our Founder
  - ◆ Proposed projects to recycle waste and provide employment
    - ◆ Use wood dust at Chennapatna to make paper
    - ◆ Use granite dust at Yellahanka to make bricks
    - ◆ Use house-hold garbage to create compost



# Where do we want to be?

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- ◆ World's most preferred NGO for rural development
- ◆ Expansion of training program to different regions in India
- ◆ Supporting the rich heritage of Indian art and craft through creative orders for rural artisans
- ◆ Supporting economically, elevating spiritually!



# Sri Sri Rural Development Program

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Bulk orders accepted for:  
Masala Agarbattis (Incense Sticks)  
Jute Bags, Wooden toys

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