

a different approach

infraSys & vishvakarma

Murthy Sudhakar

IDCA First West Regional Conference
Milpitas, California, USA

“Working Together to Eradicate Poverty and Mitigate Climate Change in India”

November 20, 2010
Organized by

India Development Coalition of America

● PRINCIPLES

- AHIMSA
- ECONOMY OF PERMANENCE
- NON PRIVATIZATION OF RESOURCES
- DECENTRALIZATION
- ECO EFFECTIVE DESIGN

● BUSINESS MODEL

- Invest in small enterprises
- Provide “seed capital” - not “feed” capital
- “Owner”ship - not “donor”ship
- Management from within - not external
- Recover investments with a profit
- Reinvest locally

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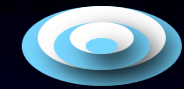
AN IDEA



ANALYSIS



PROJECT



QUESTION

IS PRIMARY PRODUCTION AT THE VILLAGE LEVEL, BY VILLAGERS?

ANSWER

YES...

QUESTIONS

ETHICAL?
EFFECT ON ENVIRONMENT?
SOCIALLY BENEFICIAL?
LIVELIHOODS CREATED?
INCOME POTENTIAL?
SUSTAINABLE?
PHYSICAL NEEDS?
KNOW-HOW NEEDS?
FINANCIAL NEEDS?

ANSWER

BRING TOGETHER
PHYSICAL
KNOW-HOW
FINANCIAL
INFRASTRUCTURES

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FERTILIZER



of composters: 45
annual yield: 360 tons
annual GDP contribution:
Rs 90,000/-
total investment:
Rs 165,000/-



VERMICOMPOSTING

KARNATAKA

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jeemarahalli
neelasoge
basavanapura
guddadahulkoti
nagarle
suttur
kanakapura
& others...



**ANDHRA PRADESH****BULLOCK CART SERVICE**

13 CARTMEN
OF

RRS JEEVANATHAM &
RRS CHAITANYARATHAM

from poojarivaripalli, molakavaripalli,
thattivaripalli, angallu & other villages

infraSys total investment: Rs 400,000/-
average income: Rs 30,000/- per year per
cartman





FLOWER GROWING

THRIVENI MAHILA SWASAHAYA
SANGHA - A SELF HELP GROUP OF
15 WOMEN

flowers grown: sugandharaja
on 1/4 acre of land each

infraSys investment: Rs 2,250/- per person
annual income: Rs 9,600/- per person



KARNATAKA





In collaboration with Government of Tamil Nadu, 10 solar street lights installed in Kottapalayam village



SOLAR STREET LIGHTS, TAMIL NADU





Seeds for
agriculture,
horticulture
& sericulture.



KARNATAKA

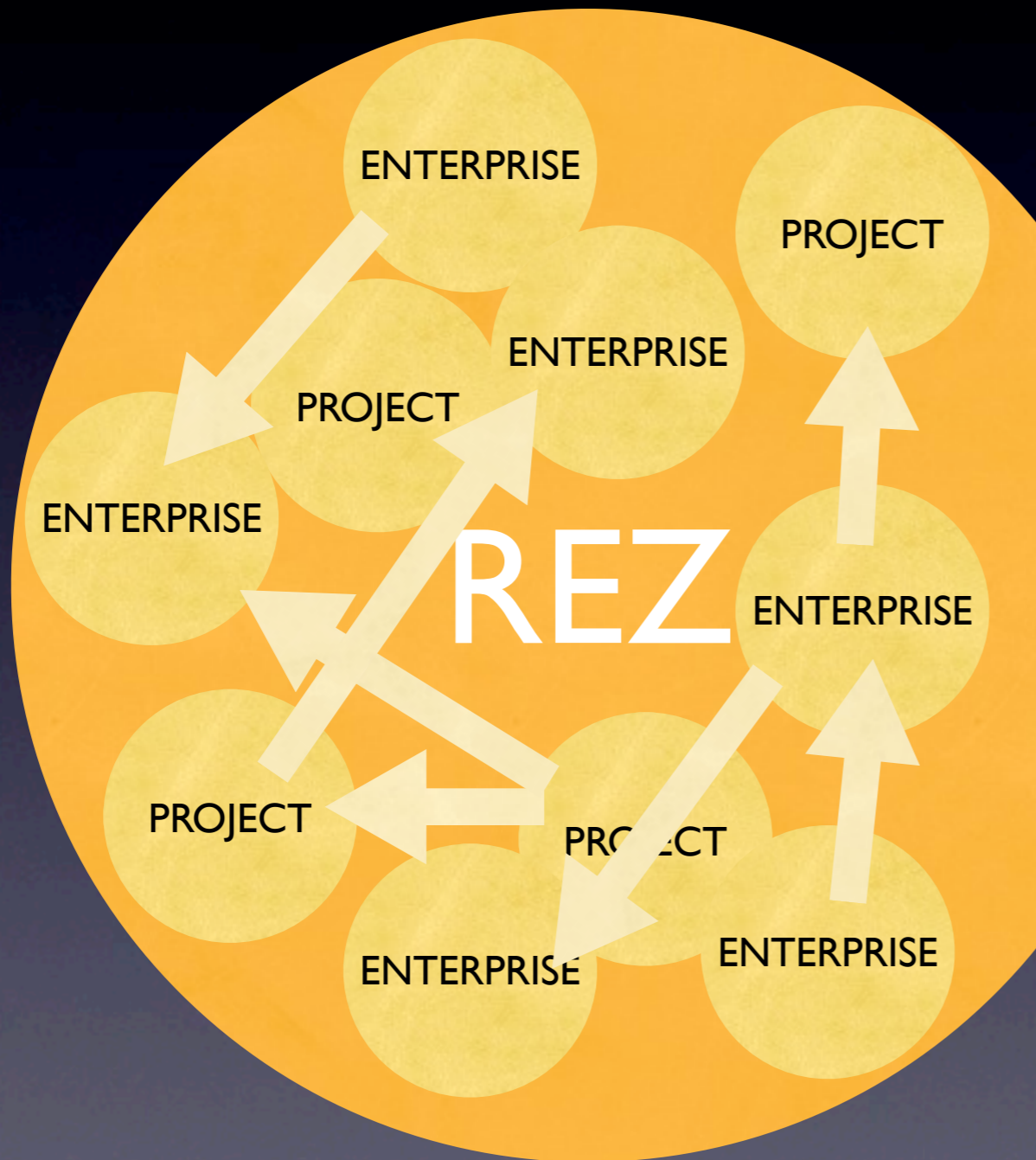
Pilot Program, with 100 farmers - a joint venture between JSS Rural Development Foundation and infraSys - to produce seeds to meet the chronic shortage of good seeds when needed.

Total: 5,035 farmers, 4224 agricultural seeds, 605 horticultural and 206 sericultural (silk).

Statewide, 4,000 acres produce seeds and saplings in 492 villages.



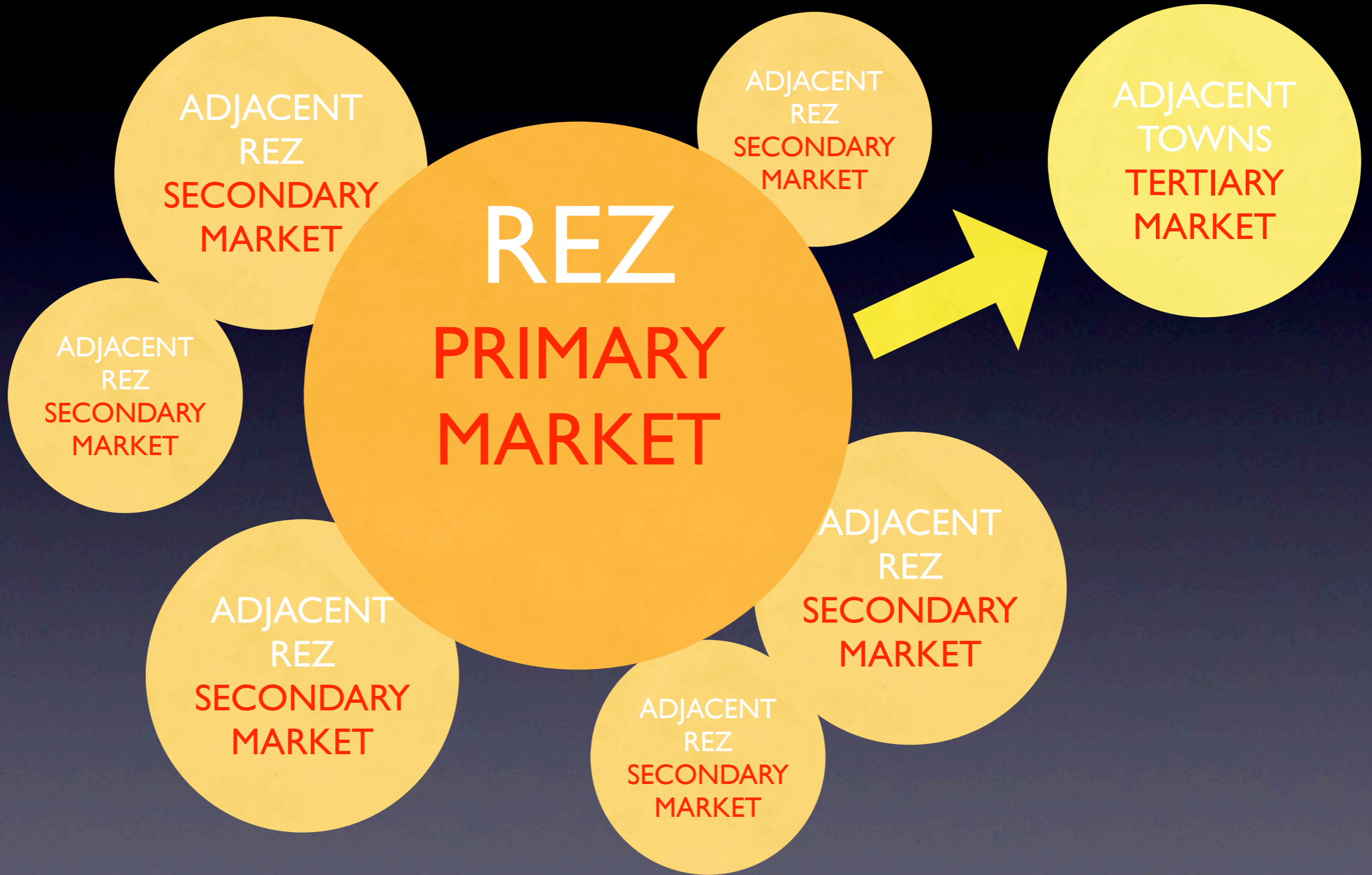
REZ - OPERATIONS



- PRODUCE
- PROCURE
- VALUE ADD
- DISTRIBUTE
- MARKET
- SERVICE
- MAINTAIN

a different approach



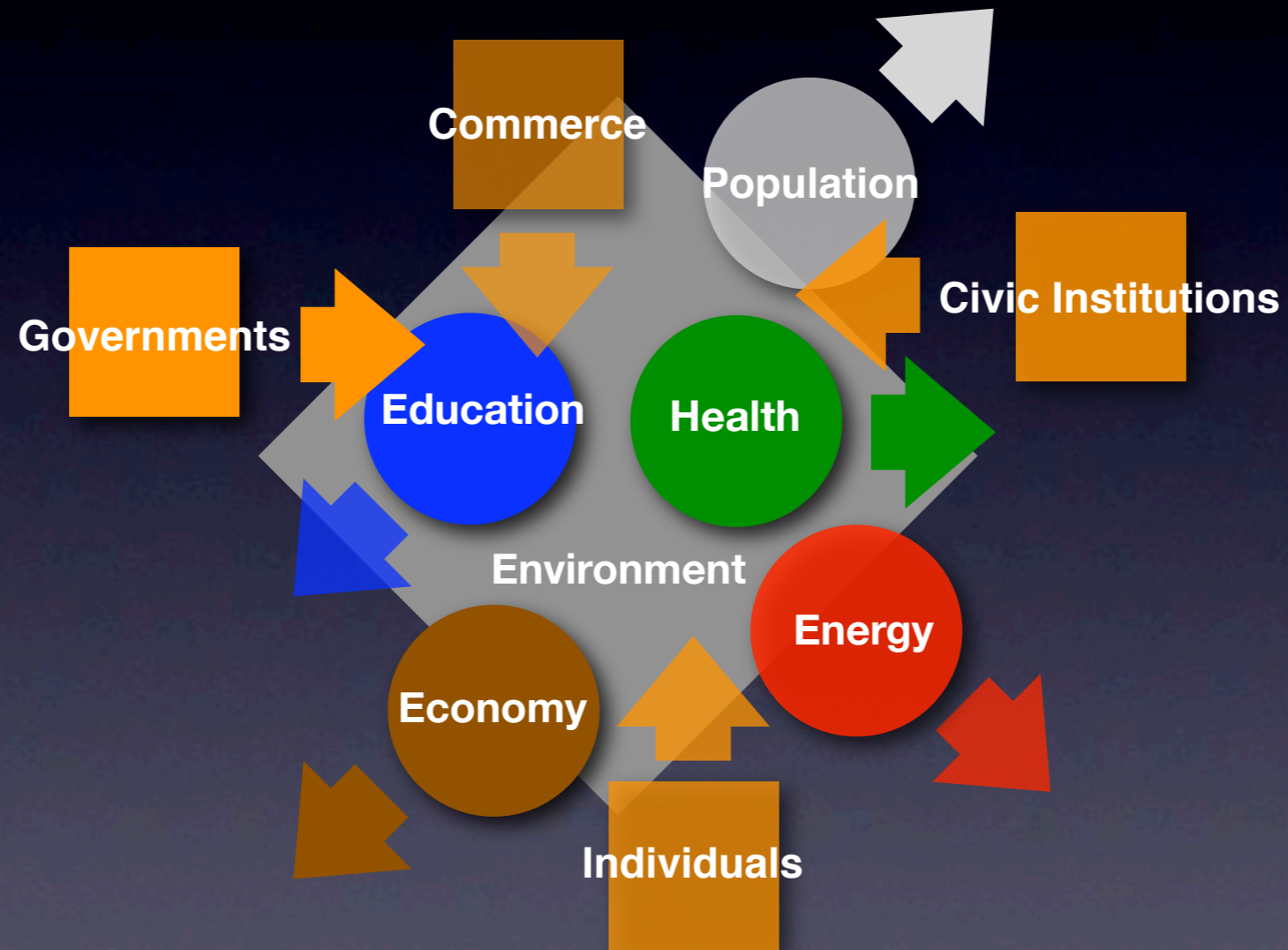


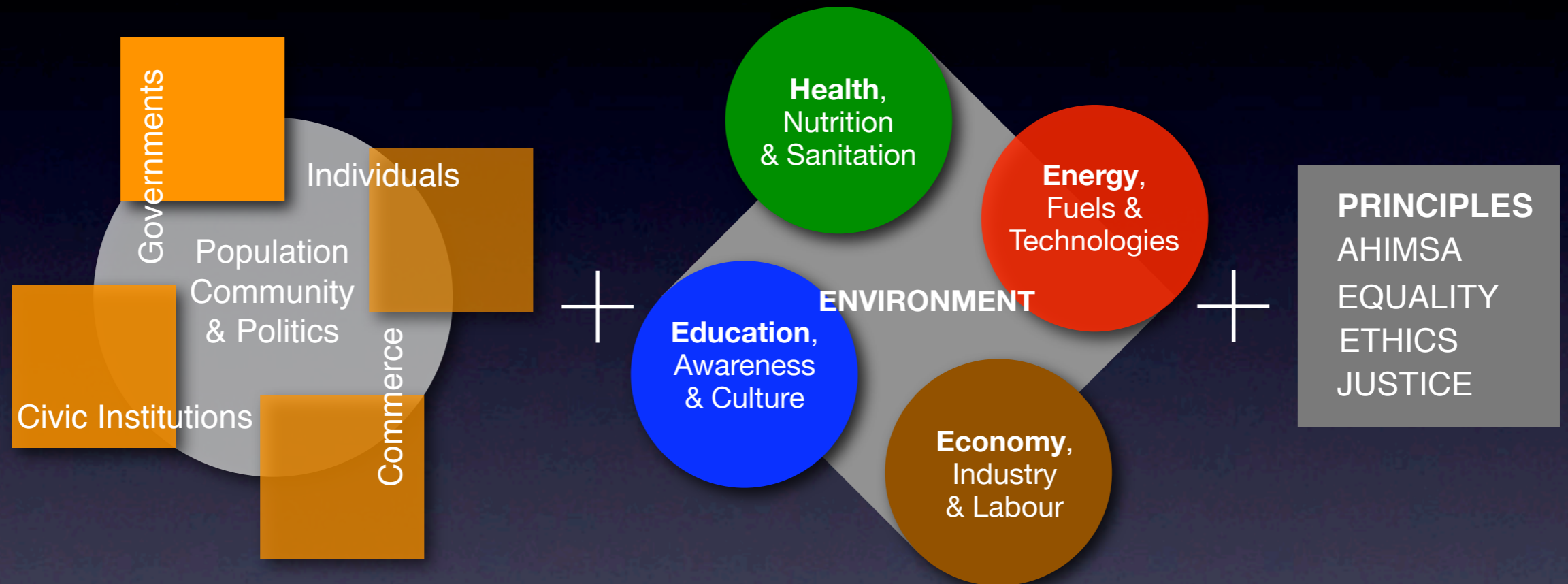
POVERTY & GLOBAL WARMING

- 1 ASSESS YOURSELF**
Assess your own contribution to the state of poverty and global warming paying particular attention to excess in consumption and contribution to waste. Then first change your own behavior.
- 2 INFLUENCE POLICY**
Influence public policy and opinions for the removal of inequity and injustice in society and for the care of the environment. Develop a moral ethical imperative.
- 3 USE EXISTING SYSTEMS & FACILITIES**
Do not re-invent the wheel. Whenever possible, improve or repair what is existing and available.
- 4 ADOPT A MULTI FACETED APPROACH**
Mono dimensional efforts produce no overall improvement. Collaborate with others.
- 5 CREATE A PARADIGM SHIFT**
In the present model, alleviation of poverty will increase global warming. A paradigm shift is needed.



THE DEVELOPMENT PUZZLE





Developmental efforts must take on a more universal (**vishva**) approach and act (**karma**) simultaneously on many fronts.



vishvakarma

a call to action

www.vishva-karma.org

infra**Sys**

investing in rural India...for a change

www.infrasys.biz

