



தொழில் புத்துணர்வு திட்டம்
Action for Rural Rejuvenation



“Left to myself I would like to only be a spiritual source to people because that is the thing I know best; but social realities cannot be ignored. If you want to talk spirituality, you have to first ensure that people are at least eating reasonably well and that there is some sense to their basic life format.” – Sadhguru



Isha Outreach, a social welfare offshoot of Isha Foundation has been involved in several path breaking - environmental, educational, health and community revitalization efforts in rural Southern India. It has become an example of the transformation that human intention and effort can bring about.

One of Isha Outreach’s main projects towards development in rural India is the **Action for Rural Rejuvenation (ARR)**. This has been initiated with the aim of boosting the well-being of the body, mind and economy of the people in rural India and thereby uplifting their lives.



“India is not Calcutta and Bombay. India lives in her seven hundred thousand villages.”-Gandhi

ARR & Social Welfare Initiatives



Action for Rural Rejuvenation

Rural Health



a. Mobile Health Clinics

c. AYUSH



b. Isha Rural Health Clinics

Farmer Producers Organization



Yoga and Community Games



Isha Gramotsavam



Social Welfare

Sports

Solid Waste Management

Toilet Construction

Other activities



Action for Rural rejuvenation (ARR)

7 million beneficiaries, 4200 villages covered, 2 million volunteers

“Action for Rural Rejuvenation or ARR is an attempt to re-engineer social situations that have gone bad so that human beings can find a conducive atmosphere to blossom. The basic scope and aim of this outreach program is to make people’s life situations worthwhile so that they can find their full potential in whatever they are doing.”

- Sadhguru

“Since I was a child I have wanted to learn yoga, but we women were not allowed to go out of the house. Even after marriage, I have kids to take care of, so I rarely get any free time. This longing in my heart has now turned into a reality that came to my doorstep, free of cost.”

– rural woman on Isha's free yoga classes

(Over 100,000 people benefited by yoga classes)



ARR’s success can be attributed to its multi-faceted approach which envelops healthcare, sports, yoga, community development and social bonding.

ARR works towards short-term wellbeing of villagers as well as long-term sustenance of the projects, by involving the community and creating a sense of ownership towards the projects undertaken. **Emphasis is placed on ensuring that the community has the capability to take action for their own wellbeing.** The rural Inner Engineering program and Isha Kriya practice offered by Isha

Foundation present villagers with tools to establish health, vitality, mental calm and clarity, and instil a deep sense of joy within them. After a core volunteer base is generated through these programs, the ARR team encourages the participation of the entire village community along with the volunteers in community games.

Rural Health

3 Mobile Health Clinics aiding 119 villages, 3 Rural Health Clinics servicing 135 villages

Isha is reaching out to about one million rural people a year to offer free primary and preventative healthcare through Mobile Health Clinics, Isha Rural Health Clinics, Ayush- Isha initiatives, Health Awareness camps and medical camps.

ARR's health initiatives are designed to overcome the two main road blocks to healthcare in rural areas – **cost and access.**



Mobile Health Clinics (MHC)



3 functional MHCs

Serving 119 villages – 84 villages in Thondamuthur block and 35 around

6-7 villages visited by each MHC everyday

60,065 patients treated this year

The MHCs offer **free primary healthcare** and treat the most common ailments such as diarrhoea, fever, and cough right at the villagers' footsteps.

This means that a villager does not have to travel all the way to the nearest town or city for treatment – something most of them are reluctant to do. Most importantly, the villagers are treated without having to waste a workday – the loss of which, very often would mean the loss of that day’s meals.

“Isha MHC is a boon for our community and people who can’t afford to go to the city or pay for medical expenses such as my BP treatment. We are very grateful to Isha and would like them to continue their services.”

-Kaliammal (72 years old, Parameshwaranpalayam village)



I have severe joint pains and when I came to know about Isha Free Mobile clinic visiting our village every week for free treatments, I started getting their free treatment, medicines and Pain relief oils all free of cost.

- Perumal, 69 years (Nathegoundenpudur Village, Coimbatore)



New! @ MHC’s this year!

- Nebulizers being given to asthma patients
- Equipped with hemoglobin and sugar testing machines
- All loose allopathic medicines have been changed into strips

Particulars	MHC1	MHC2	MHC3	Total
Total Patients	21,300	20,536	18,229	60,065
No. of working days	299	299	299	299
Avg. patients per day	69	68	61	66
No. of visits per month	1,982	1997	1682	5,661
Villages covered	42	42	35	119
Old Patients	13,051	16,076	13,631	42,758
New Patients	8,249	4,460	4,598	17,307
Children – Male	4,036	454	812	5,302
Children – Female	2,957	422	833	4,212
Adult – Male	1,923	1834	2702	6,459
Adult – Female	4,004	4618	5826	14,448
Geriatric – Male	2,778	4211	3239	10,228
Geriatric – Female	5,673	8859	7732	22,264

MHC Eye Camps



9 eye camps organized
552 patients treated
Surgery done for 186 patients



Conducted at villages –
Semmedu, Alandurai, Narasipuram,
Madhampatti among others.

Isha Rural Health Clinic - IRHC (Alandurai, Muttathuvayal and Salem)

23,081 patients treated, 135 villages serviced among the 3 IRHC's

“In November 2016, I had Cellulitis, along with chronic ulcer and eczema in my right leg. I spent a lot of money in big nearby hospitals but there was no proper cure. It was when I had given up hope to ever get a proper treatment that I came to know of the Isha Rural Health clinic, Muttathuvayal. I am now getting treatment there since May 2017. It is cost effective and the wound is finally healing. Thanks to the Isha rural health clinic!”

- Rangaraj (61 years, Semmedu village)



IRHCs are clinics in centrally situated rural locations which serve up to 30 surrounding villages and an average of sixty patients daily. They provide communities with 24-hour access to affordable and expert

Each IRHC is equipped with a lab, pharmacy and facilities for minor surgery. Apart from its in-house doctor, the IRHC also has a team of visiting specialists for gynaecology, ENT and paediatrics. What makes these clinics really special is that many among the 10-member staff in each clinic are full-time volunteers.



Particulars	Alandurai	Muttathuvayal	Salem	Total
No. of service villages	73	13	49	135
No. of working days	360	306	308	-
No. of patients treated	14,240	4201	4640	23,081
No. of patients / day	40	14	15	69
Old patients	9367	2800	3667	15834
New patients	4873	1401	973	7247
Paediatric - Male	1619	465	758	2842
Paediatric - Female	1428	487	705	2620
Adult - Male	3271	1070	1047	5388
Adult - Female	4379	893	1071	6343
Geriatric - Male	1592	644	575	2811
Geriatric - Female	1951	642	484	3077

NEW! Muttathuvayal IRHC

- *free consultation, treatment, medicines/lab facilities* (free **only** for tribals)
- *Patient management software* installed
- Vehicles are sent *to the interior tribal villages* to pick up patients.

NEW! Alandurai IRHC

- Latest upgraded *dental chairs*
- *Patient management software* installed
- *digital dental X-ray*
- *root canal treatment* facility

Salem IRHC

Ortho Camp conducted
4th June 2017
60 patients

AYUSH-Isha

AYUSH is an acronym that stands for Ayurveda, Yoga, Naturopathy, Unani, Siddha and Homoeopathy.

‘Just a walk in the hills will cure any ailment because the herbs will touch your skin and the air you breathe can cure you’

- An old, long forgotten wisdom among the villagers.

Ayush- Isha’s core work is to revive this ancient wisdom.

Ayush – Isha is a joint health initiative of Isha Outreach, in collaboration with The Government of India’s Health and Family Welfare Ministry’s AYUSH Department. It has been launched in the Thondamuthur block this year.



*44 Anemia camps held, 1600 community people screened,
15 Ayush Sevaks trained*

AYUSH GOALS

Inspiring people to adopt AYUSH systems through **action-oriented awareness programs** -



“We went to another nearby village to meet pregnant mothers and children benefitting from the program. Sanjeevini which is a favourite at the ashram has become their favourite too. Initially there was so much reluctance and a kind of carelessness towards Sanjeevini, the energy balls and the AYUSH medications which we offered

for their anemic problem. But now after getting a taste of these items, they eagerly await their arrival.” – Ayush-Isha volunteer

To create **Ayush Sevaks** –

These are local health volunteers for the village, who are housewives, energetic youths and even differently-abled persons. They have been given the responsibility to treat their neighbours for



common ailments using the safe and simple AYUSH medical kit.

The Ayush Sevaks talk about the huge response this has received from people since there are no side-effects in taking herbal medicines.

Ayush Sevaks		
Activity	Number of People	Details
AYUSH Sevaks	15	1 Sevak per village
People benefitted from AYUSH Sevaks	725	
Medical Kits distributed to AYUSH Sevaks	15 kits	1 to each Sevak
AYUSH Sevak Training programs at IYC	2	

- To conduct school and community **Anemia camps**
- Anemia has been identified as one of the major health problems among adolescent girls.

23 year old Sangeetha was pregnant with her third child. Her husband is a low-



wage seasonal laborer. He was an alcoholic who frequently got into quarrels. The stigma of her husband's behavior led her into depression. She was also suffering from severe anemia due to an improper diet.

During the health screening camp, AYUSH-Isha identified Sangeetha's poor health and enrolled her as a project beneficiary. Sangeetha received supplementary nutrition and AYUSH medicines which helped her to recover from anemia. The project team conducted regular follow-ups to monitor her consumption of supplementary nutrition and AYUSH medicines. Her haemoglobin level has risen significantly following the project intervention. She also participated in the yoga class organized for pregnant women. Thanks to the project intervention, she gave birth to her child through normal delivery.

Anemia Program

PLEASE NOTE: WE ARE CHOOSING PEOPLE FOR TREATMENT WHO ARE BOTH MODERATELY AND SEVERELY ANAEMIC (<9MG/DL – SEVERE, 9-13MG/DL – MODERATE, >13MG/DL - NORMAL)

Activity	Number of People	Details
Anaemia Camps	44	In 20 villages
Total patients screened	1600	
Found Severely Anaemic	150	Hb levels <9mg/dl

To conduct *Upa Yoga programs*



Thilakarasi, aged 30, earns a meagre income from her tailoring business. For many years, she had been suffering from severe back pain. Performing her daily chores and working at the sewing machine used to be a struggle in this condition.

She attended the three-day yoga class which was held in her village by AYUSH-Isha. She very diligently attended the yoga class and has been keeping up her practice regularly. As a result, she found considerable relief from her back pain, and is able to do her work with more ease. She is sharing the benefit of yoga among the women in her village.

Upa Yoga

Activity	Number of People	Details
Upa yoga programs organized	20	
No of community people who participated in the Upa yoga programs	920	Men/women and youth groups

‘One aspect which had a huge impact on people in the villages were simple instructions on hygiene and nutrition, which was missing in the rural culture. He went on to state that any intervention will not go far without the cooperation of the Center and that many issues faced by the rural population today can be handled by changes to lifestyle and nutrition.’

– An excerpt from an article on Sadhguru’s talk in the World Economic Forum in 2012

FARMERS PRODUCERS ORGANIZATION (FPO)

Estimates say that a farmer commits suicide every 30 minutes in India. Isha Foundation is taking steps to change this, by supporting the formation of collectivized farming units.



“If farmers come together, they are bigger than any industry or corporation in the country. If farmers became united, they will not only become more productive but also more effective in marketing their produce.” Sadhguru (quoted by TNN)



Isha has been focusing on supporting **Farmer Producer Organisations (FPO)** as a means for small farmers to find better prices for their products and also expand beyond their agricultural role. Isha is **working closely with farmers of the Velliangiri Uzhavan Producer Company Ltd. (VUPCL)** in Coimbatore district to create a more sustainable and beneficial situation for them.

Why FPO?



“Currently farmers come together only to protest on the streets but the farmers should come together for irrigation and marketing. The farmer producer organisations (FPOs) can help in that.”

-Sadhguru

How is Isha supporting farmers through the FPO's?

From training farmers, to providing fertilizers at nominal cost, to creating market for their produce, Isha foundation is working to ensure continual support for the farming community

- Isha Foundation & its volunteers are **promoting chemical free agricultural practices** to farmers in Thondamuthur. This is a significant step in order to produce poison free food and also save the soil from chemical pollution, thereby enhancing the population of insects in the soil and thus strengthening the web of life.
- Isha also **educates farmers about Rainwater harvesting and its importance**. This has particularly come handy for a lot of farmers during the severe rainfall shortage in the last two years.
- **Zero budget organic farming (ZBF) workshops are being conducted regularly for farmers**. This kind of farming makes the best utilization of animals & even farm produce to recycle the wastes in an organic manner. Several such ZBF sessions have been held by Isha for the farmers.
- **A farmers' training centre** will be set up at Alandurai by Isha Yoga Foundation. It will be established in two years (11 Feb, 2018 as spoken in a public event by Sadhguru)



Organic Farming – A Success Story on how guidance by the VUPCL (FPO) on organic farming, helped revive her land and gain maximum profit with low investment

“We own three acres of agriculture land on which we started to cultivate Banana, Onion and Turmeric. Initially, we used in-organic inputs for cultivation for which our investment was high. Due to low yields, we were running in losses. Additionally we realized our land became hard and infertile. We even took individual and bank loans to sustain it, but finally when we couldn’t pay it back, and had to sell our land.



It was around this time that I shared this difficult situation I was in with my cousin. He suggested that we become a member of the Velliangiri Farmer Producer Organization (VUPCL). We joined the FPO and got very valuable advice in regards to our land. They also suggested that we move to organic farming.

*In the beginning as a trial, we started organic cultivation on only one acre of land where we prepared Jeevamirtham and applied it to the land. **Our investment for this project was Rs 7000 but to our surprise we got Rs.70,000 profit on that trial land!** This boosted our confidence and we have decided to completely convert to organic farming now.”*

- Mrs.Nalini Muthusamy. Pooluvapatti village.

Success story – How the FPO supported a farmer to establish Earthen bunding (Govt. scheme) on his farmland, hence utilizing rain water for irrigation



“On a meeting held by VUPCL on 25th May 2017, for small and marginal farmers, we were briefed about the agricultural schemes that have recently been launched by the State and Central government. They spoke about the possibility of establishing Earth bunds, Stone bunds, Farm ponds, Orchard farms and even Vermi- compost units on our farmlands, with 100% government subsidy for the schemes. The Government would send labourers for this work and pay their wages. The farmers hence would not need to spend any money from their own pockets.

It was after this meeting that I realized that during the rainy season, water was unnecessarily getting wasted in my land. I hence decided to utilize this Government scheme and establish an earth bund in my farm.

*I submitted the proper documentation to VUPCL, and they took immediate action to coordinate the earth bund work in my farm. **Within a couple of weeks, the earth bund work had been completed (900 ft) in my farm.** VUPCL staff made frequent follow up visits from the beginning to end and helped complete this work successfully.*



These days the rain water is not wasted on my farm and is completely absorbed by the earth. The ground water level in my farm has increased and I am able to give sufficient water to my crops without any difficulty.

I would like to express my gratitude to the Government for launching such schemes and to VUPCL for making us aware of them and coordinating the

work seamlessly.”

- Murugesh (Semmedu village, Thondamuthur block, member of Velliangiri Uzhavan Producer Company Ltd. (VUPCL) since 2003)

Entity name: VUPCL	
Reporting period: 01.04.2017 to 31.03.2018	
GENERAL INFORMATION	
Total No. of farmers	1,063
No. of small & marginal farmers	776
No. of Large farmers	287

S.No.	Particulars	Quantity	Value (in Rs.)
1	Coconuts harvest & de-husking	45,97,020 (Nos)	6,14,76,622
2	Coconut - Sorting & Grading	1,68,916 (Nos)	37,53,835
3	Coconut Mattai (Husk) sales	47,04,664 (Nos)	23,89,242
4	Vegetable sales	143 Tonnes	29,88,044
5	Farmer interactions (Agri consultancy)	255	
6	Coconut oil sales	4507 (litres)	9,17,516
7	Input shop - Total turn over	-	63,82,721
8	Outlet shop - Total turnover (Most of the products here are supplied by women farmers - SHG)		10,05,712
9	Transport		1,41,305
10	Govt. scheme facilitation to 58 farmers (Establishment of Farm pond, Earthen bund, Vermi compost, etc.)	Beneficiaries -20 Farmers	17,54,000
11	No. of Govt. Agri officers who visited VUPCL (Representatives from each district in Tamil Nadu visited and came to know of techniques for a successful FPO)	31	
12	Kitchen garden initiated	80 Farmers	
13	FPO digitalization is in process in agri- field (Planning to complete FPO)	25 Farmers	
14	Trainings organized	10	216 Farmers
	OVERALL TURN OVER - Rs.7,90,54,997		

Rural Rejuvenation

Solid Waste Management (in collaboration with Cholamandalam)

*'Isha's pilot project in the Thondamuthur block' –
950 households in five villages being covered*

Waste management is all about how solid waste can be changed and used as a valuable resource. Uncollected solid waste is often the leading contributor to local flooding, and air and water pollution, and can have an enormous impact on health, local and global environment, as well as on the economy.



As per a technical note by UNICEF, it is estimated that **rural people in India are generating solid waste of the order of 0.3 to 0.4 metric tons per day**. Absence of proper disposal of waste leads to vector borne diseases such as Diarrhea, Malaria, Dengue, Cholera, etc. Close to 88 % of the total diseases are due to lack of clean water, sanitation and improper solid waste management.



In India, especially in rural areas, waste is a severe threat to the public health and cleanliness. The unmanaged waste is becoming a major problem to the overall sustainability of the ecological balance.

Isha has addressed this scenario by launching the Solid Waste Management program, in collaboration with Cholamandalam to keep rural villages clean, hygienic and create a litter-free environment.

We produce 1.3 billion tons of trash a year. That's more trash per minute than the weight of 7 loaded Boeing 747s! It's time to Recycle Reduce Reuse!

- **In the five villages where Isha is conducting its pilot SWM project**
 - **184.6 tonnes** of solid wastes collected annually.
 - Out of that segregated – **8.7 tonnes are *recyclable waste***
 - ***Remaining amount is decomposed and used as manure***
- **950 houses covered** in Noyyal nagar, Rajiv colony, Muttathuvayal, Semmedu and Gandhi colony villages.
 - **Village committees** were formed in Noyyal Nagar and Rajiv colony villages.
 - **Awareness programs on the topic of solid waste** were conducted in Semmedu, Muttathuvayal and Gandhi colony where over 615 villagers participated
 - **New Dust bins** were distributed to 950 households. Two different coloured **dust bins** (Green and Red) provided to each household for **decomposable and Recyclable wastes**.



A Sharing

“For the first time in my life I can now say that our village is clean. Neelakanda Iyer (77 years, Semmedu village)



It has been 77 years since I came into this village. “Since as far back as I can remember our village road sides and nearby households are used as dump yards. Our people have had no awareness about waste handling and our local governing body struggles to collect and clean the road side waste. Due to this poor handling and stagnation of waste even on the drainage path, many vector borne diseases would spread among the community. Recently, in the last 2 to 3 years, Isha – Chola have jointly ventured to implement the Solid Waste Management program in our village”.

These people have taken up sanitary work in Semmedu and are doing it in a very systematic and committed manner. Our village road sides and the nearby households have become hygienic and safe. There is no stagnation in the drainage anymore, due to which there has been a significant reduction in the vector borne diseases. For the first time in my life I can now say that our village is clean.

I would like to express my deepest gratitude to Isha – Chola for this sanitation program.”



Bala Krishna Tyres 'Toilet Construction Project'

'Plan to build 568 toilets in the Thondamuthur block of Tamil Nadu'



Our honourable Prime Minister Narendra Modi envisions an Open-Defecation Free India by 2nd October 2019 (150th birth anniversary of Mahatma Gandhi) by **constructing 12 crore toilets** in rural India.

Isha Foundation is intent on taking this vision forward to positively impact the rural people in Thondamuthur Block, Tamil Nadu. This block comprises of 10 village Panchayats with a population of over 1,86,620 (an almost equal percentage of male and female members as per 2011 Census.)

Even though the literacy level (68%) in this area is higher than the national average level, **open defecation is rampant.**

***271 toilets constructed until now in the Thondamuthur block,
786 villagers benefitted***

*"I am living in the Thondamuthur block for the past 10 years. I am married and have 2 children. My husband and I are doing agricultural coolie work. **With an insufficient income, we were unable to build our own toilet.** My children would go to the toilet in the open area near my house, while my husband would be able to go to the toilet outside during the day time also. **Being a woman however, my problem was I couldn't go to the toilet during the day time. I would have to wait till the night and ask other woman to accompany me to be safe. Due to this, I suffered a lot physically and mentally.***

*It was at this time that Isha foundation helped us build an individual toilet. Now, we are using this toilet properly and regularly. **I feel such a sense of relief and comfort now. Thank you Isha.**"*



- N.Muthulakshmi (Gandhicolony village, Thondamuthur block)



Other activities:



Bharatnatyam Arangetram

2 village children (from Alandurai) performed at Suryakund on 23rd July 2017 with an audience of ~500

49 girls from the community are enrolled in **Bharatnatyam** at the Isha Yoga Centre

30 boys enrolled in **Drum classes** at the ashram



70 students were given scholarships by Isha
(47 tribal, 23 non-tribal)

16 of these students passed out, 7 of them have gotten placement in companies



Pongal

Isha supported 21 villages by providing prize materials, stage, cultural, etc for the festival.



Tree Planting

1030 trees planted in Ukkulam
837 trees planted in Narasipuram

Isha Foundation, founded by Sadhguru, is a volunteer-run, international non-profit organization dedicated to cultivating human potential. The Foundation is a human service organization that recognizes the possibility of each person to empower another - restoring global community through inspiration and individual transformation.

Isha Foundation is operated by over 2 Million volunteers from more than 150 city-based centers spread worldwide. The Foundation is headquartered at Isha Yoga Center, set at the base of the Velliangiri Mountains in southern India, and at the Isha Institute of Inner Sciences on the spectacular Cumberland Plateau in middle Tennessee, USA.

Together with its active and dedicated volunteer base, the Foundation's activities serve as a thriving model for human empowerment and community revitalization throughout the world.

