

Echoes of Eco

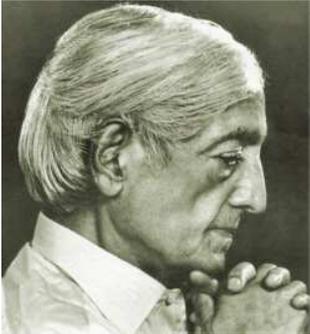


June, 2010

Vivekananda Kendra- **nardep** Newsletter

Vol:2 No:4

J.Krishnamurthi on Peace



In this issue:

- J.Krishnamurthi on Peace
- On Co-Creation at BOP-I
- The Happenings-I
- The Happenings - II
- Our Publication
- Visions of Wisdom

Thanking the trees



The whole life of these trees is to serve. With their leaves, flowers, fruits, branches, roots, shade, fragrance, sap, bark, wood, and finally even their ashes and coal, they exist for the purpose of others.
-Srimad Bhagavatam

There is in Sanskrit a long prayer to peace. It was written many, many centuries ago by someone to whom peace was an absolute necessity, and perhaps his daily life had its roots in that. It was written before the immorality of the power of money and the insistence on worldliness that industrialism has brought about. The prayer is to enduring peace: May there be peace among the gods, in heaven and among the stars; may there be peace on earth, among men and four-footed animals; may we not hurt each other; may we be generous to each other; may we have that intelligence which will guide our life and action; may there be peace in our prayer, on our lips and in our hearts.

There is no mention of individuality in this peace; that came much later. There is only ourselves, our peace, our intelligence, our knowledge, our enlightenment. The sound of Sanskrit chants seems to have a strange effect. In a temple, about fifty priests were chanting in Sanskrit and the very walls seemed to be vibrating.

There is a path that goes through the green, shining field, through a sunlit wood and beyond. Hardly anyone comes to these woods, full of light and shadows. It is very peaceful there, quiet and isolated. There are squirrels and an occasional deer, shyly watchful and dashing away; the squirrels watch you from a branch and sometimes scold you.

These woods have the perfume of summer and the smell of damp earth. There are enormous trees, old and moss-laden; they welcome you and you feel the warmth of their welcome. Each time you sit there and look up through the branches and leaves at the wonderful blue sky, that peace and welcome are waiting for you. ... The relationship between the trees and you was complete and immediate; they and you were friends and thus you were the friend of every tree, bush and flower on earth. You were not there to destroy and there was peace between them and you.

(J.Krishnamurthi: Krishnamurthi's Journal Rome 28th Entry 18th October 1973)



Where can we go to find God if we cannot see Him in our own hearts and in every living being.
- Swami Vivekananda



Apple I-pod and Ayurvedic physician in my village (Co-creation at the Bottom of the Pyramid)

Apple changed the way music industry functions when it provided i-Pod which essentially focuses on the individual experience and provides only a platform with dynamic connectivity. The result is that you can create a music playlist that is uniquely you. Your taste that changes dynamically with your moods and fluctuations and even outside weather can make that play list in your i-Pod change. The digital platform has become responsive to and hence an organic part of your experiential context. No longer are you a passive recipient but an active creator along with i-Pod.



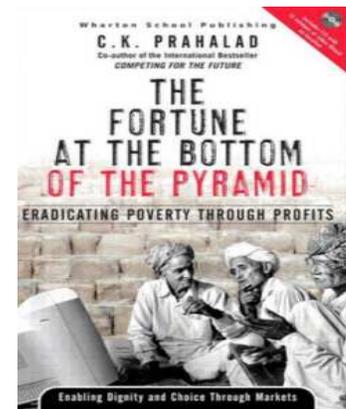
According to C.K.Prahalad and Venkat Ramaswamy who discovered co-creation, this shift of value to experiences of the individual has transformed the market into becoming a “forum for conversation and interactions between consumers, consumer communities, and firms. It is this dialogue, access, transparency, and understanding of risk-benefits that is central to the next practice in value creation.” This then is the future of production marketing and consumption. And what does that Ayurvedic physician in the remote village of South India have to do with co-creation?



Anyone who has consulted the local Ayurvedic physician would know that he or she does not have a prescribed body of medicines for a specific disease. What (s)he offers you would be a package that includes a specific type diet and diet restriction along with specific combination of herbal formulation and for a specific time span. The whole process is transparent and simple and happens right in the front of your eyes in most cases. This package is not imposed upon the patient from the encapsulated knowledge-base of the physician but rather it evolves through the conversation and perhaps a long period of interaction spanning even decades that the physician has with the patient. The package as it evolves would even take into account the weather. In fact unconsciously the physician and the healer co-create that package. That is not what an allopathic doctor does. The medical knowledge as well the pharmaceutical companies which produce the medicines are hidden from the patient. He passively accepts the medicines. He can clarify doubts like a student but he cannot co-create. The doctor is a veritable sky-god in white coat. Thus embedded in the very nature of Indic traditional knowledge system is the feature called co-creation which today is poised to take over the corporate world of digital technologies as their future.



But like the unpredictable state of the legendary Schrödinger’s cat, today Ayurveda is threatening to go either way. Ayurvedic corporate houses have sprung up which provide Ayurvedic tablets in attractive foils and syrups in standardized bottles. In other words they are trying to straightjacket Ayurveda into the white coat of Allopathic system. This ‘corporatization’ of Ayurveda caters essentially to the whimsical needs of a minor section of urban population.



Here again C.K.Prahalad can help Indic healing systems like Ayurveda and Siddha redefine their future. His famous book “The fortune at the bottom of the pyramid” speaks of how at the bottom of the society there exists a huge untapped market which is in dire need of solutions from the grip of dehumanizing poverty. He points to viable models that have worked with this sector like the Jaipur foot movement for the amputees of developing world and Arvind Eye Hospital which has transformed itself into world class service organization. Possibilities for production of wealth coupled with social equity abound at the Bottom of the Pyramid (BOP). In a humorous vein Prahalad used to say how he would redefine the famous $E=mc^2$:
Equity = market x co-creation.

(to be continued)



This month... Agriculture



- Workshop on "Appropriate Technology Management in Agriculture" was conducted for farmers organized by Govt. Veterinary Hospital, Govt. of Kerala, Nooranad at Gramodaya Park, Kanyakumari on 4th and 5th of June with 9 participants. Resource Person was Dr.P.Kamalasanan Pillai
- Workshop on "Compost making technologies" was organized by Forest Department, Kanyakumari Dist. at Forest Dept. Campus, Aralvaimozhi on 17th. There were 18 participants. Resource person was Shri.S.Rajamony
- Seminar on "Organic farming and Economic Security" was organized by Information and Public Relation Dept., Govt. of Kerala and P.N.Paniker Foundation at Tagore Theatre, Thiruvananthapuram on 23rd June. There were 200 participants. Dr.P.Kamalasanan Pillai made a power point presentation.
- Workshop on "Azolla Cultivation" was held at Vivekananda Kendra – NARDEP TRC, Kalluvilai on 25th June. There were 7 participants. Resource Persons were Dr.P.Kamalasanan Pillai and Smt.S.Premalatha.



Compost workshop



Azolla workshop

This month... Holistic Health



Green Health Home at Vivekananda Kendra Vivekanandapuram functioned for 7 days and treated 196 patients

This month... Water



Tested water from 14 wells in Kanyakumari Dist. Programme of CGWB, Chennai



Green Technology Exposure Visit – Tribals from Western Ghats, Coimbatore





This month... Renewable Energy



- Awareness programme on Shakti Surabhi Biogas plant (NABARD-RIF) was held. Organized by Dept. of Horticulture Melur, Madurai Dist. at Gramodaya Park, Kanyakumari on 9th. 250 persons attended. Resource Persons: were Shri.V.Ramakrishnan and Shri.Periyaswami
- Follow-up workshop for “Shakti Surabhi plant Users” under the NABARD – RIF scheme, was held at TRC, Kalluvilai on 23rd with 24 Shakti Surabhi users. The Resource Person was Shri.V.Ramakrishnan
- Training programme on Shakti Surabhi Bio-methanation plant under NABARD –RIF scheme was held at TRC, Kalluvilai on 25th with 20 participants and the Resource Person was Shri.V.Ramakrishnan.
- 10 Shakti Surabhi Bio-Methanation plants were commissioned under NABARD-RIF in Kanyakumari district.



Shakti Surabhi Awareness Camp



Shakti Surabhi: Users workshop

This month... Networking



- Workshop on “Build Capacity for Scouting, Documentation, Dissemination and Incubation of Grassroot Innovations” was held at Indian Institute of Management, Ahmedabad, organized by CAPART, New Delhi on 7th and 8th of June. Shri.G.Vasudeo attended this national workshop.
- Western Ghats Landscape Office, Coimbatore organized an exposure visit to Gramodaya Park on 30th. 20 Farmers visited our Gramodaya Park to study the Rural Technologies.

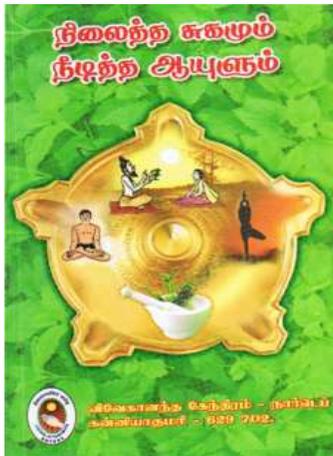


Shakti Surabhi: Training camp





From Our Publications



Sustained health and a long life is a wonderful collection of articles on the science of long and healthy life.

The conversation brings in beautiful insights and a variety of new, refreshing perspectives. Dr. V. Ganapathi the well-known Siddha doctor has given in these pages of the book easy, do-it-yourself and time-tested solutions to common ailments as well as effective use of locally available resources –mostly household plants – to provide a healthy life.

The book provides solutions from within a paradigm that is common to all Indic healing systems: Food itself can be medicine and medicine can be had from daily food.

The book deals with the health problems faced by both the genders and also at every stage of life. Whether it is common cold or rheumatism, the book provides a home-based solution.

Each problem is illustrated with an interesting cartoon and the recipe for the solution is given in a detailed manner with the components needed as well as the step-by-step procedure.

Apart from home-based remedies the book provides an elaborate insight into the way the food habits can be changed to make them healthier for all the members of the family.

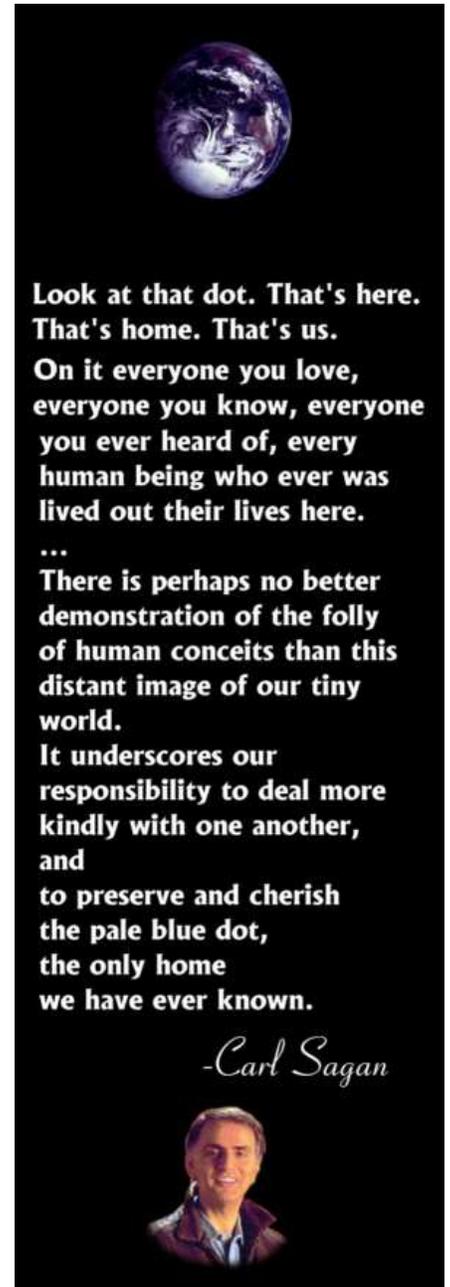
There is a collection of health related proverbs that are in vogue in Tamil Nadu and the author has given a succinct explanation for each of these proverbs thus providing a treasure of oral knowledge base. The book also provides a comprehensive vision of the body and its various levels of existence through which it is dealt in the traditional healing system.

There is also a questionnaire at the end which helps the reader to evaluate the nature and state of his or her own body. The book is in Tamil which will increase its readership to those who need this book for their daily healthy living.

Sustained Health and a Long Life? (Tamil: pages:91)
Vivekananda Kendra –
NARDEP - Price: Rs 70/-



Earth Vision





Real Freedom

Some seem to think my life dedicated to simplicity and service is austere and joyless, but these do not know the freedom of simplicity.... I enjoy food, but I eat to live. I do not live to eat, and I know when to stop eating. I am not enslaved by food. I am not enslaved by fashion. I am not a slave to comfort and convenience - for instance, I sleep equally well in a soft bed or on the grass beside the road. I am not burdened by unnecessary possessions or meaningless activities. My life is full and good, but not overcrowded, and I do my work easily and joyously. I feel beauty all around me and I see beauty in everyone I meet - for I see God in everything. I recognize the laws which govern this universe, and I find harmony through gladly and joyously obeying them. I recognize my part in the Life Pattern, and I find harmony through gladly and joyously living it. I recognize my oneness with all mankind and my oneness with God. My happiness overflows in loving and giving toward everyone and everything.

- *Peace Pilgrim*

A woman who walked for peace



Real Spirituality

The Sanskrit word for family is parivara, and for environment is paryavarana. If we think of the environment as our home and all of its members as our family it is clear that the key to conserving nature is devotion, love—giving and serving. Nature, prakriti, as the feminine can give and serve. But the role of humanity, purusha, is then to protect. Nowadays purusha, humanity, is interested not in protecting but in exploiting, so prakriti, nature, has to defend herself. That is why we see nature in her furious manifestation—in drought, floods, or hurricanes. If we rape the mother's womb she has convulsions, and we blame her for devastating earthquakes. If we denude her of her lush hair and beautiful skin, she punishes us by withholding food and water.

As it is through ignorance that we destroy our relationships in the family and within the environment. That ignorance becomes the root cause of our suffering. The best way to get rid of this ignorance is to unlearn what is wrong. This unlearning is shaped not only in the school but in the family and community, and it has to begin with the very young.

- *Sri Vasta Goswami*

Vaishnavite scholar



Real Art

Once, when visiting an Aboriginal community in Australia, I asked, "What is your work in this place?" They answered without hesitation, "We are all artists." These were voices of wisdom and sanity.

"When we wish to bring joy in life," said an artist in that community, "we paint, sing and dance, we bring art into our communities, into the way we till the land and the way we make our clothes. For what is life, if it is not integrated with art? Not only does art reinvigorate our communities but it also helps to heal the wounds inflicted by an uncaring society on the very nature of our soul."

...Only through reconnecting with Nature, culture, spirituality, beauty, art and craft can we stride towards freedom from the tyranny of money, materialism and mass production, which have separated us from our communities and alienated us from the Earth.

- *Sathish Kumar*

Deep Ecologist

