SVAYAMKRISHI PROJECT

Self-reliant and self-sustainable villages in India
For three days, Young Changemakers from all over India came together to learn how to build self-reliant communities.

Faced with an imaginary crisis situation, each team had to rebuild their village from scratch, considering methods of sustainable development to finally present a holistic model of how their village would function years into the future.
Meet our Young Changemakers from Rural India

Vaibhavi Kolhe
Age 13
Village in Maharashtra
Promotes education in Tribal Children

Surjeet Lodhi
Age 15
Vidisha, Madya Pradesh
Pushes for and leads the awareness campaign rally on anti-alcohol in his village.

Anju Verma
Age 17
Fatehbad, Haryana
Battles child labour and child marriage in rural Haryana.
Meet our Young Changemakers from Rural India

Aniket Bhise
Age 16
Village in Maharashtra
Builds machines for farmers that has multiple uses of transport, ploughing, harvesting, etc.

Lalita Duhariya
Age 14
Village in Alwar, Rajasthan
Addresses the issues of untouchability and discrimination

Chanda Kumari
Age 20
Bihar, Patna
Works on the issue of menstruation and on eradicating the taboo around it.
## Workshop Lessons to Takeaway

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<tr>
<th>Day</th>
<th>Speaker</th>
<th>Key Points</th>
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<tr>
<td>Day 1</td>
<td>Sachin Malhan, Co-Founder of Humlab, Former Executive Director of Ashoka Changemakers</td>
<td>Sachin joined us to speak about the idea of self-understanding and community awareness - key concepts in any journey towards revitalization and sustainability.</td>
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<tr>
<td>Day 1</td>
<td>Vipul Prakash, HUM Co-Founder</td>
<td>Vipul’s focus on building economically sustainable communities gave him an important insight which he shared with our Venturers: lasting change starts by forming a team from the ground up.</td>
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<td>Day 2</td>
<td>Rishabh Lalani, Fundraising Strategist</td>
<td>Rishabh’s talk focused on how to mobilize resources, encouraging our rural youth to think creatively to use the materials and connections available to them.</td>
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<td>Day 3</td>
<td>CV Madhukar, Ashoka Fellow and Investment Partner at Omidyar</td>
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<td>Ashoka Fellow CV Madhukar engaged with our Changemakers on Gandhi’s 6 Principles, encouraging them to understand the importance of self-reliant and supportive communities - a point very applicable to our rural changemakers.</td>
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<th>Day 3</th>
<th>Lakshmi Pratury, INKtalks Founder and CEO</th>
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<td>Lakshmi engaged with our youth to learn their stories of resilience, highlighting the importance of understanding the challenges of the past to build a lasting future.</td>
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Mr. Sampath JM, Swayamkrishi Project Advisory Panelist and Ashoka Fellow had a few hours conversation with one of the young changemakers identified to be part of this project.

They exchanged ideas about what a self-reliant and self-sustainable village would be like and how it can be achieved in Anju’s village and across India.
With the new knowledge and connections these rural young changemakers have gained from this experience, they are on their way to becoming equipped to face the challenges of strengthening their villages, making their livelihoods and communities more self-reliant and sustainable.

- As a next step they will be mobilising young people from their village to identify problems they can work on collectively, acting as a trigger community of changemakers.
- Ashoka will be working one on one with these identified young changemakers.
- For guiding and advising these changemakers we will be connecting them to the Advisory Panel members and other social entrepreneurs in our network.
Appendix 1
Introduction:

Globally, several young people are faced with limited life opportunities because of their educational experience and lack of relevant skills that are necessary given the rapidly changing world around them. In India specifically, the thinking has been that benefits of India’s high growth and expansion of industrial urban centers would automatically percolate down to the rural areas. This has contributed to unequal growth of rural areas and has resulted in a sense of deprivation and dissatisfaction amongst a large percentage of rural population in the country leading to glaring disparities in opportunities, skills and quality of life.

Ashoka envisions a world in which all children and youth are given equal opportunities and develop the skills they need to be successful in constantly changing world around them. We believe that this objective can be achieved through our vision to create an Everyone a Changemaker (EACH) world. This can be triggered by empowering youth to become agents of change by creating a framework that allows them to realize and understand their unique capabilities to create positive social change and encouraging them to develop the four critical changemaker skills: cognitive empathy, sophisticated teamwork, new leadership and changemaking. We believe that by incorporating the EACH framework into rural India the target rural youth will be more likely to unlock their full potential.

It is also key to understand the importance of the changemaker skills in the context of upcoming employment opportunities for the rural youth where employers seek skills & abilities that differ significantly from the past. Without such skills & mindset, rural youth struggle to thrive in identifying and creating meaningful opportunities for themselves and others.

Svayamkrishi Endowment and Ashoka Innovators for the public have come together to introduce the new framework for inspiring rural youth to be changemakers and in long run develop the culture of everyone embracing empathy based living for the good of all.
**Project Details:**

The above background acts as the basis for the proposed partnership between Svayamkrishi Endowment and Ashoka Innovators for the public. The partnership aims at driving long term systemic change in rural India and various pieces of the partnership would be rolled out in different phases.

**a). Project location, geography**

The proposed project would be focused on India especially rural and remote areas to build a framework for self-reliance, self-resilience and self-sustainability. The target audience of the programme will be youth under the age of 20 from rural areas. In the first year of partnership goal is to identify young changemakers from 12 different villages spread across India.

**b). Approach and programme interventions**

Through the partnership, Ashoka plans to work in different phases as outlined below:

**Phase 1: Identifying, curating and amplifying young changemaker stories**

In the first year of partnership, Ashoka Plans to organise 2 selection panels targeting to identify and select 12 young people from 12 different villages spread across India as Ashoka Young Changemakers from rural India.
a.) Identify young changemaker role models from rural India as Ashoka Young Changemakers. The process would involve 3 key steps:
   - Developing nomination & outreach pipeline for identifying the young changemakers
   - Shortlisting and 2 stage interview process of the candidates
   - Final Selection panel at Bangalore

b.) Develop Lead Young Stories of identified and selected Ashoka Young Changemakers
   - Documenting and developing stories of Ashoka Young Changemakers as LeadYoung Stories
   - Sharing the stories with organisations working in rural India to help them understand the criticality of young people growing as changemakers

c.) Co-create experiences to influence other stakeholders
   - Enable selected Ashoka Young Changemakers to run Your Kids sessions in their villages for adults
   - Engage with existing Ashoka Fellows working in rural areas to get ideas on empowering their villages
   - Organise sessions in village school or platforms to inspire more young people
   - Develop media partnerships to cover their stories in local media

Phase 2: Identifying big game partners and influencing their thinking and systems to empower youth as changemakers in their reach and network
After successful completion of first phase of activities, Ashoka aims to work with leading social entrepreneurs, school networks, skill institutes to enable them and their teams to institutionalise the process for our every young person in their network to grow up as changemakers.
**Project Implementation Timelines:**

**Duration of the program:**

The 1st Phase of the partnership would of 12 months duration starting from April 2019 to March 2020. The month wise broad activity plan is as below:

- **March** – Closing Outreach for inviting applications of Ashoka Young Changemakers
- **April** – Shortlist and 2 rounds of Interviews for the applicants. First interview would be with Ashoka Staff and second with Ashoka Young Changemakers from a different country
- **May** – Selection panel & workshop for the finalist candidates
- **June** – Developing Lead Young Stories of 1st batch of selected Ashoka Young Changemakers (6-8)
- **July** – Convening and Peer to Peer alliances for the selected Young Changemakers from Batch 1
- **August** – Shortlist and 2 rounds of Interviews for the applicants
- **September** - Selection panel & workshop for the finalist candidates
- **October** – Developing Lead Young Stories for the 2nd batch of Ashoka Young Changemakers (6-8)
- **November** - Convening and Peer to Peer alliances for the selected Young Changemakers from Batch 2
- **December & Jan** Engaging Selected Ashoka Young Changemakers with Ashoka Fellows to influence other stakeholders in their village towards strengthening self-reliance of the villages
- **Feb & March** – Sharing Ashoka Young Changemaker Stories with other Ashoka Fellows, Youth Networks focused on rural areas to make them understand the historic moment and criticality of young people as changemakers

*Ashoka Team will facilitate monthly huddles and conversations between Ashoka Young Changemakers and leading social entrepreneurs to help them learn key insights to co-lead everyone a changemaker movement. Few Ashoka Young Changemakers will be connected to platforms such as Tedx, Josh Talks or other national level events to drive framework change around young people becoming changemakers as early as possible.*
Appendix 2
In the mid-nineties when Marty learned about Ashoka he said, “This is my kind of an organization.” Until his death in 2012, he was a fervent fan and contributor. He was delighted to have dinner with Bill Drayton and discuss their shared ideal of helping others in the most effective way.

The greed and excesses of the financial industry are a shame on it and our society. Hopefully, the Ashoka Fellows supported in Marty's name will help start the reversal of this culture. Established in 2012.

**Svayam Krishi Endowment**

“The soul of India lives in its villages.”

-Mahatma Gandhi

India has 640,000 villages, which saw three revolutions since the 1970s: rice and wheat, milk and poultry. As a result, India is number one in milk production and among the top five in poultry. Smart village revolution can be next in providing holistic and integrated development.

Svayam Krishi Endowment was created to support social entrepreneurs and changemakers to build models for sustainable villages and self-reliance among villagers and to spread the models across villages in India. Sustainability means that villagers are able to meet their human potential and flourish within the village on a long-term basis rather than needing to migrate to cities for sustenance. Self-reliance means that families and individuals within the village are able to meet their needs without external assistance. The Endowment meets these objectives: (1) through the election and support of Ashoka Fellows whose work strongly supports these objectives and who will bring significant pattern change across India, and/or (2) through enabling young people in the villages to play important roles contributing to these same objectives, first (a) by helping them to dream their dream, build their team, and change the world for the better, and second (b) by enabling them to be role models and to provide active and broad-impact self-reliance leadership.

Dr. Ratnam Chitturi has taken this initiative with the hope that many others will join and contribute to this Endowment to bring a sustained benefit to rural India.

**The W. Arthur Lewis Ashoka Fellowship**

Given to honor Professor Lewis’s remarkably broad contributions to our understanding of development and of key areas of the world. Established in 1986. Unrestricted.

**The Mack Lipkin Sr. Memorial Endowment**

In memory of Dr. Mack Lipkin, a much loved friend and doctor who was also a leader of the medical profession and a founding friend to Ashoka. Dedicated to innovations in the effectiveness and humane quality of health care. Established in 1991.

**The Jan Schmidt Marmor Endowment**

Jan Marmor was a wise counselor to her family, friends, and patients. She was a fine poet and artist. She was a close friend to Ashoka from its launch. With commitment and love she built a family that believed that “no good idea should go unexpressed—or unheard.” Established 2003.

**The Francisco “Chico” Mendes Endowment**

In memory of Chico Mendes, a friend and early Ashoka Fellow. Chico created an approach to grassroots organizing in the Amazon basin that Gandhi would have recognized but that was adapted to his own, very different, environment. Chico, like Gandhi, was killed pursuing peaceful change. The preferred uses of the funds are grassroots work and environmental issues, though the endowment carries no restrictions. Established in 1988.

**The Helen Meresman Fellowship**

In memory of Helen Meresman, the personification of breaking boundaries with determination, grace, and charm. The Helen Meresman Fellowship was established by Roger Barnett in 1997. Unrestricted.