



Directory of NVA Fellows

Profiles and core competencies

Volume - 4 November 2010



M S Swaminathan Research Foundation
Chennai





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Foreword

The Jamsetji Tata National Virtual Academy has become a symbol of the capacity of rural women and men to harness the power of modern information communication technology for enhancing agrarian prosperity and sustainable rural development. The Fellows of the Academy are grassroot level workers and are serving as transformational agents, taking rural India to the 21st century. The Academy has shown how ordinary women and men become extraordinary agents of technological change. Since its establishment in 2003, 1223 Fellows (728 Men & 495 Women) have been elected on the basis of a peer-review process. The Seventh Convocation of the Academy is being held at Mumbai on 26th November 2010. The present directory provides information on the contributions of the 226 fellows who will be formally inducted as Fellows of the Academy on that day. The Fellows are drawn from ten different states and one union territory and comprise of 64 women and 160 men. I hope this volume will help to understand the remarkable talent we have in our villages. They are like blossoms in the dust. The role of the Jamsetji Academy is to make such blossoms flower and bear fruit.

I wish to acknowledge the contributions of Mr Senthilkumaran, Director, Information Communication for overall leadership & guidance, Ms Gemmarie Venkataramani for editing the profile, Ms Nancy J Anabel, Mr J Srinath, Ms S Velvizhi, Mr R Rajkumar, Mr S Surendran, and Ms A Eddolin for coordinating the peer review and documenting this valuable publication.



M S Swaminathan

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Jamsetji Tata National Virtual Academy (NVA) and NVA Fellowship– An Overview

The M S Swaminathan Research Foundation (MSSRF) – a non-profit research organization, has been setting up and managing the Village Resource Centres (VRCs) and Village Knowledge Centres (VKCs) since 1992. These VRCs and VKCs mainly provide need-based locale-specific, demand-driven information content (both dynamic and static) based on the collection of several secondary data and a well-planned need assessment. The centres also periodically organise appropriate training and awareness programmes and establish linkages with several leading institutions/organisations for translating the content into field-based applications.

In 2003, the VRC and VKC programmes were further strengthened by the creation of the Jamsetji Tata National Virtual Academy (NVA) and the Indian Space Research Organisation (ISRO)-VRC programme. These programmes involve collaboration with several international and national partners for the development of content and capacity to embark on sustainable rural development.

At present, the VRCs and VKCs are using a number of communication tools such as notice boards, flash cards, CDs, GSM/Wired/Wireless based Public Address System, Community Radios, Mobiles – text based menu, icon based menu, audio and SMS, VSAT based video conferencing, Fixed Wireless Group Audio Conferencing, Mobile vans, etc.

MSSRF has expertise in setting up several other dissemination modes such as electronic notice boards with GSM, GSM/Wired/Wireless based Public Address System, mobiles, community newspaper, Fixed Wireless Group Audio Conferencing within selected rural communities.

At present, the programmes of the VRCs and VKCs are quite dynamic in the districts of Cuddalore, Nagapattinam, Thanjavur, Pudukkottai, Dindigul, Ramanathapuram and Nagercoil in Tamilnadu (since 2004), Puducherry and Karaikal in the Union Territory of Puducherry (since 1998), Wardha, Yavatmal, Amaravati and Washim in Maharashtra (since 2007).

From 2007, onwards mobile based information services have been provided for Fisher Folk, Farmers and Livestock Practitioners, in Tamilnadu and Puducherry through the VRC/VKC Network. Through Tata Teleservices CDMA network, MSSRF has been disseminating fisher folk related advisories such as sea wave height, weather, Potential Fishing Zones (PFZ), Tsunami and cyclone warnings, Government Schemes, details of different training programmes, important telephone numbers, etc. MSSRF is also disseminating agricultural information including animal husbandry advisories (5 audio advisories on a daily basis covering 150, 000 farmers) in Tamilnadu and Puducherry through IKSL-AirTel GREEN SIM Card programme. For the follow up, MSSRF is using help line, and is conducting programmes like quiz, phone-in-, video conferencing and hands-on training based on the telephone advisories.

In August 2007, the M S Swaminathan Research Foundation initiated the Mobile Soil and Water Testing Laboratory initiative under the title, “Knowledge on Wheels”. The above

mobile laboratory has facilities for testing all the physical and chemical characteristics of the soil and quality of the irrigation water. The test results are used for finding out the soil fertility in terms of nitrogen, phosphorous and potash, micro-nutrients, residual sodium chloride (RSC) and sodium adsorption ratio (SAR).

Apart from these services the VRCs/VKCs are providing into ICT-based curricula such as Microsoft Unlimited Potential Programme (MUPP), which consists of Computer Fundamentals, Digital Media Fundamentals, Internet and World Wide Fundamentals, Web Design Fundamentals, Word Processing Fundamentals, Presentation Fundamentals, Database Fundamentals and Spreadsheet Fundamentals. Computer Aided Learning Programme (CALP) and Intel Learn Programme (ILP) are the other two ICT-based curricula offered by the centres. The target audiences for these ICT-based curricula are SHG members, women and men from farming and fishing community, unemployed youth, school teachers, employers from different organisations and school children.

Based on MSSRF's ICT-enabled development activities, MSSRF initiated a network called "Mission 2007: Every Village a Knowledge Centre" in 2003. In 2007, the network referred to as "*Grameen Gyan Abhiyan* – Rural Knowledge Centre Movement" was established. This network recommends several policy recommendations to take the ICT-benefits to the entire rural India in a consortium mode.

Concept of NVA Fellows

Rural women and men are rich in grassroots wisdom based on experience of working with nature and natural resources. Their strength lies in the saying; "One ounce of practice is worth tons of theory". If rural transformation is to take place, the contributions of grassroots academician is essential since they know the problems of rural communities as well as their solutions. Whether semi-literate or literate, rural families are able to master new technologies, provided the pedagogic methodology is learning by doing. In 1972, Prof M S Swaminathan coined a word for this method of leapfrogging in acquisition of new skill, he called it "techniracy". What the rural families, particularly women, need is social prestige and recognition. They take to new technologies like fish to water provided they are helped to do so through appropriate training and capacity building opportunities.

It is important to identify and select suitable rural women and men who have shown leadership qualities, so that they become role models in their respective villages. Selection of Fellows is done in recognition of their own abilities and their proven social commitment. The most important criterion is the commitment of the individual to the progress of his/her village. Uniform standards are maintained and election to the Fellowship is not on the basis of patronage. Also, the principle of social inclusion is adopted in the selection process. The Fellows are so chosen that they become torch-bearers of the rural knowledge revolution and agents of change, bringing about a paradigm shift from low wage unskilled work to value-added skilled work.

This Fellowship does not contain any monetary benefits. This is only for social recognition.

Guidelines for Selection of Fellows

The Jamsetji Tata National Virtual Academy has developed a set of guidelines for the selection of rural women and men as Fellows of the Academy:

- Nomination for NVA Fellowship is open to residents of the villages (not semi-urban areas), in any part of the country.
- Nominees should be grassroots workers possessing leadership qualities with social consciousness and commitment to serve the community.
- Fellowship is awarded not only on the basis of previous achievements, but also with the expectation of continued involvement and participation in the NVA programme for a minimum of three years.
- Fellows must be willing to spend a few hours daily/monthly in training and information dissemination work and be available when required to travel for workshops, training courses, etc.
- Prior ICT competency is desirable but not essential.
- Fellows have to be proposed by a nominating organisation. Self – proposals are not acceptable.
- Proposer's assessment is essential and he/she should outline the nominee's special abilities and potential, and justify her/his candidature.
- Details of the work of her/his organisation, or of the proposing organisation are not essential.

The selection of NVA Fellows is done on the basis of a Peer Review Process and not on the basis of patronage. Also, the principle of social inclusion should be adopted in the selection process. It is in recognition of the **SOCIAL COMMITMENT OF THE INDIVIDUAL TO 'PUBLIC GOOD'**.

The process of identifying these valuable resource persons was through nominations from a large number of institutions and organisations. Partners of the NVA, Alliance of Mission 2007 partners, academic and scientific institutions, Government agencies, private sector companies as well as NGOs working in the field of sustainable development participate in a nationwide search for such grass-root academicians. A special effort is made to establish contact with people living and working in farmers' distress hotspots, drought or flood-prone areas and geographically remote regions.

Selection Process

As a first step, MSSRF rolls out the NVA Fellowship announcement to various institutions/ individuals including alliance partners of *Grameen Gyan Abhiyan*, Government Agencies, Private Sector Agencies, NGOs working in the field of rural development all over the country.

Secondly, MSSRF (Chennai) will receive the applications in the prescribed format from the nominating organisations/individuals. Self nomination is not accepted.

Third step is when the NVA constitute a regional level peer review committee to conduct the interview for selecting the suitable candidate for NVA Fellowship based on the set criteria and the local context and local culture. The selection is based mainly on their public commitment for a social cause. The peer review is done at two levels. The initial process of

short listing the candidates will be done at the central level by screening the profile based on the criteria including their commitment to serve the society and exorbitant competencies to address various issues pertaining to rural development.

Fourth, during the peer review process, the regional level peer review committee will have face-to-face meeting with the candidates, if it is a very remote location, the committee will have a telephonic interview with the candidate, or through internet / VSAT based video conferencing.

Directory of NVA Fellows

So far, NVA has brought out three volumes of the directory of NVA Fellows (Profiles and Core Competencies). The brief profiles of the NVA Fellows outlined in these publications reveal their wide ranging competencies and the expertise they represent. Yet, despite the wide diversity of their interests – agriculture, education, micro-finance, environment, health, tribal development, animal husbandry, fisheries or any other field, the common link among them is the special spirit of service that each Fellow possesses, and the quality of leadership to bring about rural transformation.

Apart from the three directories, one publication deals with case studies of NVA Fellows from different parts of Tamil Nadu. This publication dealt with various aspects of NVA Fellows, what motivated them to serve the community; whether it is the inherent nature, social circumstances, or being inspired by a mentor; whether through gaining clarity on the concept of service to the society or whether the spirit and commitment were reinforced only after becoming an NVA Fellow and by interacting with other Fellows from different states of India, etc.

Current Status

Under the NVA, MSSRF is identifying socially committed grassroots prime movers in different thematic areas such as agriculture, animal husbandry, fisheries, health, education, disaster management, etc. through various institutions and experts and awarding the Fellowship. This Fellowship does not contain any monetary benefits. This is only for social recognition.

Based on this concept, **1223 NVA Fellows** (M:730; F:493) have been selected so far from 21 States (Andhra Pradesh, Assam, Chhattisgarh, Delhi, Gujarat, Haryana, Himachal Pradesh, Jammu & Kashmir, Jharkhand, Karnataka, Kerala, Madhya Pradesh, Maharashtra, Orissa, Punjab, Rajasthan, Tamil Nadu, Uttar Pradesh, Uttarkand, Bihar and West Bengal) and one Union Territory (Puducherry). NVA has also selected **31 International Fellows** from Afghanistan, Bolivia, Chile, Colombia, Panama, Philippines, Nepal, Kenya, Nigeria and Sri Lanka.

The Fellows (national) are categorised in different thematic groups namely; Agriculture, Animal Husbandry, Health, Education, Micro-enterprises, ICT, Fisheries, Women Empowerment and Social Welfare.

The Fellows are also categorised in three broad categories namely, Knowledge Workers (*Gyanchoupal* Staff), Social Workers and Traditional Knowledge and Innovative Practitioners.

Knowledge Workers are those who have been connected directly with *Gyan Choupals* (Village Knowledge Centres, Village Resource Centres, ITC-*eChoupals*, CSCs, ICT based information kiosks, *Tarahat*, telecentres, etc.) for a minimum period of 2 years in disseminating necessary locale-specific demand-driven information/knowledge to the rural community on a daily basis, for addressing livelihood security and sustainable rural development.

Social Workers is the one who does social/developmental services to the community on her/his own by linking with other government departments/research institutions/financial institutions/grassroots organisations etc., for a minimum of 5 years

Indigenous Knowledge Holder is the one who practices/demonstrates the traditional knowledge and wisdom on different subjects such as agriculture, fisheries, animal husbandry, health, education and so forth, for the betterment of the livelihood of rural communities for more than 5 years.

A few recognitions

Addressing the First Convocation of the Jamsetji Tata National Virtual Academy (NVA) Fellowship at New Delhi on 11 July 2005, HE the then President of India, Dr AP J Abdul Kalam made the following observations about the NVA Fellows. "I have seen the composition of NVA Fellows 2005. It is indeed a **celebration of our rural core competence**. My greetings to the organisers, who have thought of such innovative schemes to recognise and train the people who are wedded to rural development and empowering them to promote rural transformation in certain areas. Particularly, the choice of fellows such as Mr. Anwarji of Balipara(Assam) with the core competence of education, suitable for local people in areas such as literacy, sanitation and use of ICT. Ms. Pushpa Ben of Village Sokhada(Gujarat) with the core competence on water conservation and vegetable vending; Ms. Vijyantha Raut of Nimgoan Bhogi(Maharashtra) with the core competence of social work particularly in micro credit movement, Mr. Narsingh Sodha from Charanwala Bajju village of Rajasthan with the core competence of Computer education in rural area; Mr. V. Deenadhayalan from Umbalchery village(Tamil Nadu) with the core competence of indigenous live stock keeping and also practicing animal healing using herbal plants. This clearly indicates the spectrum of experience of the fellows selected. It is true for all the 140 fellows of NVA."

On another occasion, Dr A P J Abdul Kalam addressed the Press Council of India, during the celebrations of National Press Day, in New Delhi on November 16, 2006 with these words, "The M.S. Swaminathan Research Foundation (MSSRF) is engaged in capacity building activity for rural development through rural youth. The Foundation had organised a meet of National Fellows some time back. The title of "Fellow" is normally for academicians, intellectuals, scientists, historians and economists. Here, the Fellows I am talking about were farmers, fishermen, and craftsmen drawn from various walks of life, who can make a difference to people living in a rural ambience. Their only potential is experience and enthusiasm to serve society. I met and interacted with more than 140 Fellows coming from different rural parts of the country. It is indeed a celebration of our rural core competence. The Foundation has really thought of an innovative scheme to recognise and train the people who are wedded to rural development and empowering them to promote rural transformation in certain areas. **I would recommend that journalists should interact**

with grass-roots social reformers and highlight their core competence, dedication and experience in serving rural communities, which can become a model for our youth to follow”.

A Fellow of the NVA was invited to address the World Summit on Information Society (WSIS) held in Geneva in 2003. Two more Fellows were invited to address the WSIS, Tunis, 16-19 November 2005. Fellows are often invited as resource persons for various training programmes conducted by research/NGOs/government departments and members for various committees to monitor and implement various social programmes. Many of them have expressed that this Fellowship has enhanced the quality of their social work. NVA documented a few success stories.

Participatory Knowledge Management Workshops and Follow-up

NVA has conducted five national participatory knowledge management workshops and six regional participatory knowledge management workshops for the Fellows.

These Participatory Knowledge Management Workshops (PKMW) play a vital role in enhancing their self-esteem and motivation since they highlight their existing competencies and indigenous knowledge. These workshops also facilitate to provide exogenous knowledge to the Fellows which they did not possess earlier, say for instance on subject matters like water, bio-diversity, genetic literacy (GMOs), *codex alimentarius* standards of food safety, disaster management, WTO issues, etc. These aim to bring out the felt needs of the community as a whole for creating content and functional literacy for knowledge connectivity. NVA also developed a video film on “Journey from VKCs to NVA and the objective of NVA Fellow” in three languages: Tamil, Telugu and Hindi.

During the workshops, the participants are divided into groups based on themes (agriculture, fisheries, micro-enterprises, biodiversity, social awareness, health, tribal development, etc.) and also based on the language they speak (Tamil, Telugu, Kanadam, Malayalam, Marathi, Hindi and Oriya). Each group is facilitated by one moderator and the discussion is documented by one rapporteur.

The purpose of the PKMW is to find out the list of specific areas for their expertise, gaps to be addressed, the limitations that they are facing to address those gaps, what kind of information and training programmes are needed to improve their livelihood security, what are the methods they prefer for receiving content and capacity building, stakeholder analysis based on the needs, etc.

Periodically, NVA also conducts follow-up workshops/interaction meetings for the NVA Fellows to find out how this Fellowship helps/motivates them to continue their social work, in which areas does the Fellows need more training, creating the platform for the Fellows to share their expertise with other villages/community members, linking Fellows with policy makers, media, NGOs and research institutions to act as resource persons/ambassadors for their activities, linking with open universities to test their rural development curricula and disseminate these.

Outcome of the Participatory Knowledge Management Workshops

NVA had conducted several PKMW for the fellows at national/regional level. Apart from these, NVA also regularly meetings for grassroots prime movers through various communication technologies such as ISRO-Video Conferencing, Closed User Group audio conferencing, face-to-face, etc.

Based on the above exercises, the following needs are expressed by the NVA Fellows in the area of content and capacity building.

Agriculture:

- Information related to pest and diseases control in various crops, fertiliser management, market rate for different markets and quality seed management / seed treatment techniques
- Soil health management (nutritional deficiencies in soil and soil sample collection and testing, soil and water conservation measures, various structures for soil and water conservations, soil nutrition management)
- Grain storage techniques
- How to set up seed bank and pulses villages
- Techniques on dry land crop cultivation (eg. Hybrid crop cultivation, etc.)
- Organic farming and organic manure production such as composting, coir pith production, vermicompost, *panchakavya*, composted manure production, green manure application, application of micro-organisms, etc.
- Training in bio-fertiliser production such as *Asospirillum*, *Phosphobacteria*, etc.
- Training in bio-control agents such as *Trigoderma*, *Pseudomonas*, etc.
- How to form farmers club with the support of National Bank for Agriculture and Rural Development (NABARD)
- Information on low cost irrigation techniques (drip and sprinkler), rain water harvesting and groundwater recharging techniques
- Effective implementation of Watershed management
- Linkages with Automatic Weather Station units to get the agro-advisories
- Training on apiculture, sericulture, seed germination techniques, etc.
- Conducting the farm field school programme for implementing effective farming techniques
- Information on banana cultivation, orchid cultivation, vegetable crop cultivation, home herbal garden / kitchen garden set up techniques, jasmine cultivation, etc.
- Training in System of Rice Intensification (SRI)
- Training on precision farming in vegetables

- Information on various farm machineries particularly gender perspective
- Information on organic certification procedure
- Information of crop insurance details
- Information of government schemes and entitlements related to agriculture
- Information on modern techniques / pest management in paddy, wheat, soya bean, maize and cotton cultivation
- Training in farming policies, agribusiness, various certificate based trainings in agriculture, etc.
- Training in pest and disease management of crops like coffee, pepper, aricanut and banana
- Training on storage techniques for farm produces and fertilisers
- Training in effective handling of various agriculture machineries
- Training on crop rotation practices

Animal Husbandry

- Training on clean milk production, fodder management, breed selection, artificial insemination, calving and calf caring
- Techniques of diseases management (including vaccination) for cow, poultry and goat
- Information on government schemes and entitlements related to agriculture
- Training in emu farming and marketing

Fisheries

- Training on fish value added byproducts
- Information on latest modern technologies such as tuna long liner, etc.
- Hygienic handling of fish particularly, Tuna fish
- Information about various traditional fishing methods
- Information on potential fishing zones
- Details of cold storage availability in the region, cost of hiring cold storage
- Information on co-operative marketing system in fisheries sector
- Information on early warning; weather forecast; Tsunami and Cyclone alerts
- Information on government schemes and entitlements (including research institutions training programmes and schemes)
- Training in aquaculture, crab fattening, fish culture in community ponds, cage fishing, lobster culture, etc.
- Training in handling of modern fish equipments such as GPS, eco-sounder, diesel engine mechanism, etc.

- Sea safety measures
- Awareness on Sustainable fisheries and marine bio-diversity conservation
- Information on various educational courses / training details related to fisheries
- Training in various fish craft vessels
- Awareness on the impact of catching mother prawns and the adverse effect it has on prawn breeding and spawning
- Training on making ornamental artifacts from shells, preparation of dry fish using solar drier, sea weed cultivation, procedures for fish products exporting, ornamental fish and fresh water seaweed culture
- Awareness on marine biodiversity conservation
- Training for obtaining European Union fish catch certificate
- Training on how to use the Turtle Excluder device

Health

- Awareness on HIV/AIDS, women's reproductive health, filarial disease, family planning, hygiene and sanitation, maternal and child health, water borne diseases, anti- alcoholism, vaccination table for children, oral cancer, first aid during snake bite, etc.
- Conducting eye and health camps in rural villages
- Herbal treatment for diabetics
- Training and creating awareness on various communicable diseases
- Awareness on public health issues such as bird-flu, dengue, chikunguniya, etc.
- Awareness on sanitation
- Awareness on nutritional requirements and hygiene practices by adolescent girls

Livelihood (On/Off farm)

- Training on making candle, phenyl, soap oil, cleaning powder, etc.
- Training on making coir, agar preparation to produce edible jelly, fish processing preservation techniques, tailoring, sea shell ornamentals, jute products, mushroom, jewels making, make paper bags, etc.
- Information / Training on making *papad*, fruit processing, value added products in minor millets, handicrafts in bamboo, coconut based handicrafts and value added by products, toy making and nursery making (species and fruits)
- Information / Training on obtaining licensing for starting units, enterprises promotion, marketing skills, packaging and labeling products, micro-credit and proposal development for starting small micro-enterprises units
- Training on hand pump / motor repair

- Training on banana fiber extraction and its products and embroidery

Social Welfare

- Information on women's legal rights
- Training on disaster management and mitigation
- Information on Right To Information Act, Providing Urban Amenities in Rural Areas (PURA), National Rural Employment Guarantee Act and various National Missions
- Training on SGH accounting software and effective maintenance of SHG accounting
- Information on various government schemes and entitlements and the procedures for availing those schemes
- Contact details of various research / government organisations and their services
- Information of various bank schemes related to micro-enterprises

Soft Skills

- Training on communication skills and documentation
- Script writing workshop for conveying messages (social issues) to the rural community using different communication tools
- Training on spoken English
- Training on facilitating group meeting / leadership development
- Training on computer maintenance
- Training on accounts maintenance
- Training on photography and video documentation
- Training on resource mobilisation and networking
- Training on formation, management and administration of SHGs
- Training in personality development

Biodiversity

- Training / Awareness on biodiversity conservation
- Training on primary / middle school teachers in tree plantation
- Training on importance of various tree species
- Training on bio-resource management (eg. neem oil, neem cake, etc.)
- Training on forest protection

Education and ICT

- Training in computer, hardware, networking, web designing and data management
- Awareness on various livelihood courses and the details of the educational institutions offering these

- Career guidance
- Training in office, web applications, Photoshop and desk top publishing (DTP)

NVA Fellows Directory – IVth Volume

In 2010, MSSRF has selected nearly 224 Grassroots Social Workers from ten states and one Union Territory of Rural India to award the rural fellowship (Jamsetji Tata National Virtual Academy (NVA) Fellowship).

This year, 32 Regional Peer Review Committee was formed which consists of 68 members in eight states. The details of the committee members are annexed at the back of this Directory.

The Summary details of new set of Fellows from different states are as follows.

Sl. No.	State	Male	Female	Total
1	Andhra Pradesh	11	3	14
2	Jharkand	3	2	5
3	Karnataka	1	0	1
4	Kerala	6	1	7
5	Madya Pradesh	11	2	13
6	Maharastra	25	8	33
7	Orissa	9	5	14
8	Pudhucherry	7	3	10
9	Rajasthan	8	1	9
10	Tamilnadu	70	41	111
11	Uttar Pradesh	9	0	9
Total		160	66	226

Way Forward

NVA will continue to focus on content and capacity building using different ICT and non-ICT tools for rural knowledge revolution.

Production Team: NVA Fellows Selection-2010

Overall Executive Team

Mr. S. Senthilkumaran, Director
Ms. Nancy J Anabel, Principal Scientist
Mr. J. Srinath, Principal Scientist
Ms. Rojarani J, Scientist
Mr. P. Sivakumar, Senior Scientist

Editor

Ms. Gemmarie Venkataramani

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Ms. Nancy J Anabel, Principal Scientist
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Mr. R. Rajkumar, Senior Scientist
Mr. S. Surendran, Scientist
Ms. Arokya Mary Eddolin, Scientist

Supportive Team

Tamil Nadu

Chennai

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Mr. R. Rajamanikkam, Senior Scientist
Mr. S. Jegan Karuppiyah, Scientist
Ms. D. Suvitha, Scientist
Mr. M. Selvaraj, Technical Assistant
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Mr. R. Vijay, Scientist

Sempatty

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Mr. CAS Britto, Technical Assistant
Mr. J. Britto Vensouslus, Animator
Ms. P. Kalaivani, Animator
Mr. S. Ramesh, Animator

Thiruvaiyaru

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Mr. G. Murugan, Project Associate
Ms. A. Sathya, Animator
Ms. G. Santhanalakshmi, Animator

Chidambaram

Mr. R. Elangovan, Scientist

Pudukottai

Mr. S. Gurumoorthi, Scientist
Mr. S. Murugesan, Scientist
Ms. M. Kalaiarasi, Animator

Thangatchimadam

Ms. R. Sreekirupa, Scientist
Mr. J. Arockia Kevikumar, Technical Assistant
Mr. K. Abdul Salam, Technical Assistant
Mr. S. Antony Arun, Animator
Ms. J. Guna Dicta, Animator

Nagapattinam

Mr. P. Mugilnilavan, Scientist
Mr. R. Saravanan, Technical Assistant
Mr. T. Maikandan, Animator

Nagarcoil

Mr. A. Mohamed Bhilal, Scientist
Mr. M. Yesudhas, Technical Assistant
Mr. A. Mubarack Ali, Animator
Ms. K. Amudha, Animator

Puducherry

Dr. A. R. Thiagarajane, Advisor
Ms. D. S. Girija, Scientist
Mr. G. Jayakrishnan, Technical Assistant
Ms. K. Soundary, Animator

Kerala

Mr. T. Raveendran, Technical Assistant
Mr. M. K. Binesh, Technical Assistant

Andhra Pradesh

Dr. R. Ramasubramanian, Senior Scientist
Mr. N. Chity Babu, Technical Assistant
Mr. N. Veera bhathra rao, Technical Assistant

Maharashtra

Mr. Deepak S. Kekan, Scientist
Mr. Chandan Sengupta, Project Associate
Mr. Praful J. Bansod, Scientist
Mr. Prasanth Dhepe, Animator
Mr. Rahul Yebar, Animator

Odisha

Mr. Prashant Kumar Parida, Scientist
Mr. Jagannath Naik, Technical Assistant



Andhra Pradesh

Mr. Anjaneyalu

- An innovative farmer who takes the lead in equally sharing the irrigation water. A motivator and leader who manage the farmers group with using his expertise on both farming and balancing of funds.

Social Worker



Age : 41
Education : SSLC
Gender : Male

Address : M Anjaneyalu s/o Ballappa
At: -Singanpet Post:-Mullamalla
Atmakur (A):- Mandal
Mahabubnagar District, Andhra Pradesh.
Pin - 509131
Tel: +918504-222292
Mobile: +91-94913-75892

Anjaneyalu owns 5 acres of irrigated land where he cultivates paddy. With his family of two children, he lives separately from his two brothers who are also farmers in the village. In 2000, when the Amarchinta Lift Irrigation Project was implemented in his village, he was made the Secretary of the 31-member Farmers Association wherein he was made in charge of managing the shared irrigation without conflict. The Association meets once a month and discusses the issues that they try and solve internally. The members contribute Rs 100 every month and the association thus far saved Rs 90,000 which is lent internally as loan. His responsibility lies in the collection of water tax from each of the members, maintenance of three 400 HP pumps which runs continuously, payment of salary to the pump operators and supervising the water sharing for all the farmers. In order to avoid the conflict in water sharing, irrigation is on rotation basis so that both the head ward and tail end farmers get equal irrigation This system has been working successfully for the past 8 years.

Seven years ago, he was associated with the Andhra Pradesh Seeds Development Corporation at Nagavaram, to produce good quality paddy seeds. These seeds were then sold back to them by which he made good income. In seeing this, 4-5 farmers in the village have also started producing seeds to be sold to private companies.

He has been made the President of Farmers Society which was registered under MACS of the Government.

Nominating Organisation and Address

BASIX Krishi Samruddhi Limited
H.No. 7-5-51/A, Adarsha P G College Road
Venkateshwara Colony, Mahabubnagar – 509002
Mobile: 09390036621



Andhra Pradesh

Mr. Dhulipudi Venkata Ramana

- An upcoming leader who heads the demands of the community and thread to address such by building alliances with relevant partners

Social Worker



Age : 36
Education : ITI
Gender : Male

Address : P. Mallavaram, Tallarevu Mandal
East Godavari District, Andhra Pradesh
Tel: 0884-2303642
Mobile: 9848155054

Venkata Ramana is an upcoming leader who is instrumental in the execution of the work that address the need of the community. Though educated, he has a medical shop as a source of income for his livelihood. He is completely involved in social service through networking with different organisations to address the requirement of the community. He has organised awareness about the ill effects of deforestation and facilitated the process of mangrove plantation by rendering a supportive hand to MSSRF. This bio shield acts as a mitigation measure for the coastal community during disaster situation.

He has been instrumental in the formation of 250 SHGs at the block level. He serves the welfare of the needy community in line with education, flood relief and health. Due to his committed work, 15 school dropouts got back in school, free aids to the victims of flood were given by mobilising materials from the power groups, 55 units of blood donation and 10 community members underwent by-pass surgeries and leg operation after availing government health schemes.

As a result of his involvement and facilitation, about 25 families were given loan through SHGs to purchase buffaloes. The men are involved in milching business, which placed them in a better economic state by earning Rs. 5000 per month.

As he has been involved in Nehru Yuvakendra Youth Association and organisations like MSSRF, he gained exposure to identify and address the issues of community based on demand.

Nominating Organisation and Address

M.S. Swaminathan Research Foundation
7-4-19, Sesa Sai Street, Ramaraopeta, Kakinada 533 004
Ph: 91-884-2365604



Andhra Pradesh

Mr. Doodi Basava Raj

- He gave up a luxurious job to take up farming and was happy with his decision as he could provide service not only for his family but also for others by helping them in improving their farming yield by modern methodologies.

Social Worker



Age : 40
Education : 12th Std
Gender : Male

Address : Medipalli, Moinabad(mandal)
Rangareddy District, Andhra Pradesh
Pin - 501503
Mobile: 9989518725

Hailing from a big family of six, living with his parents, a son and a daughter, Basava Raj who has studied up to 12th class was forced to give up his job at a private medical company to work at their farm. It has been 15 years now and he has accustomed himself into farming in his father's 5 acres of land where he cultivates paddy and cotton during kharif and with pigeon pea as intercrop and flowers during the rabi season.

The Agriculture University (which agriculture university) had given him foundation seeds for demonstration and since then, he has been giving training and guidance to the farmers in crop cultivation and adoption of drip irrigation. He has been providing information to farmers regarding government schemes and has facilitated to get sprayers for them free of cost. He has adopted drip irrigation, and with his motivation a few farmers have installed the same in their farms. He has acquired bulk of his knowledge in agriculture by attending training programmes conducted by the Agriculture University. He has been practicing the System of Rice Intensification (SRI) method of paddy cultivation and has advised 10-15 farmers to adopt the same. He knows the seed treatment process and shares the same with other farmers in his village.

In the year 2002, he formed the Farmers Association in the village and from a local bank; he got Rs 3 lakhs as loan for the members. He made arrangements on how and when the loan has to be paid by the farmers. The repayment scheme of the said loan has been regular ever since. He has been doing social service in the village by organizing eye and dental camps with support from the Agricultural University which arranges these schemes through Government or Private Hospitals.

Nominating Organisation and Address

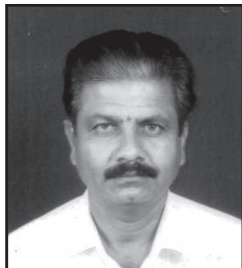
District Agricultural advisory and transfer of Technology centre (DAATTC)
Acharya N.G.Ranaga Agricultural University Vegetable Market Complex
Gudimalkapur Mehdiapatnam, Hyderabad, Andhra Pradesh
Mobile: 9989623281



Mr. Guda Rameswar Rao

- Sharing the wealth of knowledge is his forte. He has helped several farmers improved their system of cultivation as well as the quality of their lives.

Social Worker



Age : 48
Education : MA
Gender : Male

Address : H.No-1-57, Jookal, Nanajnagar Post
Via Shamshabad, Rangareddy
Andhra Pradesh - 501218
Tel: 040-24533488
Mobile: 9160425111
Email: card.foundation@gmail.com

Rameswar Rao has a vast knowledge in agriculture. He started his work in agriculture in 1976, after finishing his intermediate class.

He has 8 acres agriculture land in which he cultivates flowers like Jasmine and Marigold which he sells at the Hyderabad market. He has been practicing System of Rice Intensification (SRI) method of paddy cultivation for the past three years, in one acre of land. With his example, 8-10 farmers from his village have adopted the organic farming techniques. He has been running Farmers Field School for five villages in the last 6 years, teaching at least 10 farmers in each village. He also rear three cows, one buffalo and 2 bullocks.

He did his Masters Degree through correspondence course and has worked for three non-governmental organizations from 1986 to 2002, in 5 Districts in Andhra Pradesh. During this period, he learnt several techniques and technologies in agriculture like Non Pesticidal Management (NPM), Vermi-cmposting, use of Neem cake and oil for the preparation of bio-pesticides.

He is known for his knowledge in agriculture like inter-crop cultivation, vegetable cultivation and organic farming practices, and for being a community mobiliser for group formation and health awareness. In 2002, he has been identified by the Andhra Pradesh Rural Poverty Reduction Project (APRPRP) project of the Government as a resource person and has been invited for training several training programmes in different parts of the country. He has helped 42 families in a tribal village by educating them on dairy farming and by linking them to the Government Scheme through which 25 families have benefited. He has also guides them in fodder cultivation.

Nominating Organisation and Address

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Mobile: 9989623281



Mr. Jakka Veeresam

- A person who believes in total transparency demonstrates selfless service to bring change among the farming community

Andhra Pradesh

Social Worker



Age : 40
Education : Intermediate
Gender : Male

Address : Kummera Village & Post
Chevella, Rangareddy
Andhra Pradesh - 501503
Mobile: 09959423655

Veeresham lives with parents and his family of 2 children. A thousand people composed their village set in around 350 households. The total land of 1450 acres utilized for agriculture shows the predominance of this as main occupation. Majority of the villagers fall under marginal and small holding and the main crops are cotton and rice.

With his vast knowledge and skills on the System of Rice Intensification and Integrated Pest Management, the Government of Andhra Pradesh recognized him as Adharsha Rythu – Model farmer.

His good contacts with different organizations and government departments keep him updated on the latest techniques in farming and government schemes. This allows him to share his learning and knowledge to the farmers of his Village. Due to this, notable changes are found in his village and one such indicates that 15 farmers got converted to vermicomposting. He has been rendering his services not only to farming community, but also to 18 SHGs in his village.

He possesses a commendable communication skill along with leadership, networking and mobilisation qualities. His neutral nature and striving attitude to bring development to his community makes him a popular person both in the government departments as well as in the community.

Nominating Organisation and Address

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Mobile: 9989623281



Mr. Karri Subba Rao

- A resourceful farmer for agriculture and livestock who has motivated the fellow farmers voluntarily with his knowledge and link with the departments

Social Worker



Age : 38
Education : 10th Std
Gender : Male
Address : S/o. Raja Rao
Gorinta, Peddapuram Mandal
East Godavari District
Andhra Pradesh - 533433
Mobile: 9618179979

Subba Rao, a progressive farmer owns one acre of land through which he gets paddy for his house consumption. His village, which was neglected in all aspects, was lacking in proper method of agricultural practices.

He was selected for Raithu Mithralu (Farmers' Friend) by the Agricultural department which trained him not only in agricultural practices, but also as a link person to take the government schemes to the farmers. He has been practicing and promoting organic farming practices and encourages farmers to produce vermi-compost manure. Every evening, from 6-8, he sit under a tree in the village where people approach him for agro advisories for paddy and sugarcane crops. He has so far helped 100 farmers to get a loan from a bank.

He has also been trained in livestock care and management. Ten years ago, he was the only one to own a cow in the village but thanks to his awareness campaign, motivation and services, there are now more than 100 cows in the village. He has sensitised the farming community on the use of mineral mixture and bran to increase the fat content in the milk. He has been organising 2 to 3 veterinary campaigns every year. In one village, he facilitated to form eight milk societies, which altogether has 800 members. These 8 societies make a turn over of Rs. 10 to 15 lakhs per year with a profit of Rs. 26,000/- per cow in one calf period.

He has a confidence in guiding the farmers in good agricultural practices and care and management of livestock. He has good communication abilities and leadership qualities to motivate and mobilise the community for livelihood enhancement. His networking skill attracted government departments to use him as a link person for their village.

Nominating Organisation and Address

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Tel: 91-884-2365604



Andhra Pradesh

Mr. A. Mallikarjuna

- *An Agro entrepreneur who clings and acts on the principle that selection of quality seeds make half of the work completed.*

Social Worker



Age : 42
Education : Auto Mobile Engineering
Gender : Male

Address : S/o Chandraiah
2-167, Behind post office
Devanakonda Post & Mandal
Kurnool (District) - 518465
Tel: 08520 276348 / 9441180737

Mallikarjuna hails from a family engaged in agriculture, living in a village with a population of 1500 and 3500 acres of land, of which 1500 is dry land. His and all the families in the entire village depend on agriculture for their livelihood.

In his dry land, he cultivates self pollinated crops of pulses such as bengal gram, red gram and oil seeds such as ground nut and castor. Since what he owns is mostly dry land, he works hard on the ground for six months and invests the remaining six months in advising farmers and sharing his experiences and the good practices in crop cultivation.

He has been associated with the Aakruthi Agriculture Associate of India, which helps him to identify the source of quality seeds. He is also associated with Seed Business Incubation-International Crops Research Institute for the Semi Arid Tropics SBI-ICRISAT as rural entrepreneur to increase seed production and marketing of the crop seeds to serve the farming community. He recollects Dr. Nigam's words often that "Fifty percent of the work is done, if the quality seed is identified" and keeps working and advocating that to fellow farmers. He also says 50% of the farmers rely on him to get right source of information and advisories. He is a professional farmer, who has been also recognized as Adharsha Rythu and exhibits pro active features and successfully implementing entrepreneurship model in seed production and seed selection.

Nominating Organisation and Address

Aakruthi Agricultural Associates of India
#6-3-903/A/3, IInd Floor, Suryanagar Colony
Rajbhavan Road, Somjiguda, Hyderabad – 5000 82
Tel: 040 – 66737672



Mr. P. Jangaiah

- With his soft personality, he has been silently striving to set his people free from untouchability, and demonstrate working for the welfare of women and children irrespective of caste issue

Social Worker



Age : 38
Education : UG
Gender : Male

Address : Konded, Midjil Mandal
Mahabubnagar District
Andhra Pradesh

Jangaiah lives in a village of 700 people where the high caste residents practice untouchability to the extent of not allowing the Dalit into the temple, not sharing their drinking water and extending partial treatment in hotels and tea shops. Hailing from a Dalit family, he had to face the severity of such social problems. He brought this to the notice of Thasildar in order for the issue to be addressed and a solution found. Jangaiah then decided to continue his fight against such social issues by forming the Ambedkar Yojana Sangam (AYS) which gained patronage and has since been striving silently to fight the said issues.

When his own community suffered due to lack of drinking water, he worked hard, representing the AYS and, got two mini water tank sanctioned by the local MP. His desire is to bring development to the community to which he belongs so he mobilized the women to start Self Help Group geared at improving their economic status. At the same time, he continues to fight silently for the equal status on par with high caste people.

He has been tirelessly giving his efforts towards Reproductive Child Health Programme as a community worker under the National Rural Health Mission for the past 10 years in 60 villages of two Mandals, through which he brought benefit to 3000 women and children. Though the scheme was stopped in 2008, he continues to work for the benefit of women and children. He has also played a key role in forming Mini Anganwadi in the villages.

Nominating Organisation and Address

Navodaya Seva Sangam
H.No. 10-107, Netaji Road, Jadcherla-509 301
Mahabubnagar District, Andhra Pradesh



Ms. Palle Rama Devi

- A woman farmer reflects her passion for agriculture by transferring her domain expertise to known and unknown farming community within and outside her village.

Social Worker



Age : 60
Education : BA
Gender : Female

Address : Ethbarpally, kethireddipally Post
Via Kanakamamidi, Mainabad Mandal
Renagreddy, Andhra Pradesh - 501504
Mobile: 9000902289

A retired teacher, Palle Rama Devi has a passion for developing agriculture in her village. After taking voluntary retirement in 2002, she decided to go back home to her village. She lives in a joint family system and has two children.

With a thorough understanding of agriculture related issues and clarity to develop the community, she tries her best to utilize the available opportunity within and outside the village. Her strong expertise on System of Rice Intensification (SRI), Polambadi (experimental plot) in rice, seed production in rice, zero tillage in rice, DHM 117 maize variety mixed crop with paddy, and drip irrigation made her popular among government officials and the community.

She uses different technologies to increase the agriculture productivity. She ensures that whatever knowledge she gains from different sources are shared to her fellow farmers. She has been constantly training a batch of 30 members using her experimental plot every year. The Universities and Agriculture department make use of her knowledge and skill to train farming community. This way she reaches out to many more farmers in the state.

Nominating Organisation and Address

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Gudimalkapur Mehdipatnam, Hyderabad, Andhra Pradesh
Mobile: 9989623281



Mr. Pemmadi Venkateswarlu

- *A man who struggled to educate himself has taken it as mission to provide quality education to children who have limited or no access to it.*

Social Worker



Age : 39
Education : MA
Gender : Male

Address : C/o Margadarsi School
Tallarevu, Tallarevu Mandal
East Godavari District
Andhra Pradesh - 533463
Tel: 0884 - 2303768
Mobile: 9963191182

Venkateswarlu is a well educated man who has the conviction to serve the society that does not have access to education facilities. He made a vow to himself to make education accessible to all while he walked miles together from his village to educate himself. He strongly believes that education is the base for releasing people from ignorance and brings development to the village.

With this vision in mind, he has taken efforts to start a school in 1993 to provide education at a nominal cost to those who did not have access to education like his own village people. Currently, he provides quality education to 1200 children. The school secured 98% result in the high school exam this year. Twenty children were selected to study in Navodaya School for Higher Secondary School, a place where it is difficult to get a seat.

He has been adopting a school every year to provide free books, uniforms and other aids. Similar to this, he has become instrumental in a scheme to educate two poor children every year, free of cost.

He donated Rs. 18000, which was mobilised through various sources, to serve five differently-abled person through investment for their livelihood. He is also involved in flood relief and has donated blood regularly.

He is a committed person endowed with a clear focus in life. He possesses an inner vigour and drive to ensure that he treads the path towards accomplishing his vision.

Nominating Organisation and Address

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Tel: 91-884-2365604



Ms. Pikki Subhadra

A woman leader spearheading economic empowerment of fisher women by lending a helping hand in linking SHGs with resource agencies.

Social Worker



Age : 25
Education : 4th Std
Gender : Female

Address : W/o. Jeevanandham
Ramisettipeta, Uppada Post
U. Kothapalli Mandal
East Godavari District
Mobile: 8106022346

Fisherwoman Subhadra has five children and managed to study only up to 4th standard. But that did not deter her from using her leadership skills to help other members of the community by forming Self Help groups in and around her village.

Understanding the poor economic status of fisher women in her village, she capitalised on her strength on the formation of SHGs to provide economic development of women whose family was trapped under debt and exploitation by money lenders. Over a period of 5 years, she could motivate women to form 40 SHGs in Ramsettipetta and Kotthapatnam villages. She has been instrumental in linking 28 members with a bank for a loan worth of Rs. 30 lakhs to start micro enterprises such as electrical shop, petti shop, wholesale fish vending and dry fish making.

In cases where the husbands do not allow women to participate in SHG meetings, Subhadra developed a strategy of conducting the weekly meetings in those houses which eventually made the husband to realize the importance of women involvement in group savings for credit and thrift. This made a good impact in the families resulting in enrollment of more women in SHGs and gained support of the men.

Nominating Organisation and Address

M.S. Swaminathan Research Foundation
7-4-19, Sesa Sai Street
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Tel: 91-884-2365604



Ms. Rakathi Chittemma

- An able leader in the fisher community with indomitable power to help society, especially women to progress towards economic development and render societal services.

Social Worker



Age : 30
Education : 4th Std
Gender : Female

Address : W/o. Jagannadham
Rangoonpatnam, Uppada Post
U. Kothapalli Mandal
East Godavari District
Andhra Pradesh
Mobile: 09550519710

Hailing in a fishing village, Rakathi Chittemma exhibited strong leadership qualities aimed at social service to the village community, especially women fisher folk. Trained by Shravanthi – an NGO in SHG Formation and Management, she formed 34 SHGs and mobilised Rs.22 lakhs in Rangoon Patnam and Subbam Peta. 408 families benefited from this.

The quick grasp and ever-ready-to-learn attitude of her facilitated the consolidation of her pragmatic experience on SHG management and moulded her as a resource person. She has been invited to different organizations to be a resource person in and outside of her district to strengthen SHGs.

Her social consciousness to help the vulnerable and needy makes her an outstanding personality in the village. She could address the issue of economically helpless and aged families by mobilising a handful of rice from each household of the entire community to provide them food.

Though she reached only 4th class, she understood the value of education and thrived to educate eight girl students who could not continue education due to poverty. She negotiated with District Rural Development Agency (DRDA) to organise for them a study loan in the amount of Rs. 6000 to 7000/- at 50 paise interest per month for Rs. 100. These girls are now studying a degree course.

She possesses leadership, mobilization and motivation skills in her endeavour to empower women and serve the society.

Nominating Organisation and Address

M.S. Swaminathan Research Foundation
7-4-19, Sesa Sai Street
Ramaraopeta, Kakinada - 533 004
Tel: 91-884-2365604



Mr. Undru Govindu

- A soft spoken but confident, he has vast knowledge in mangroves restoration and treating livestock proved to be a man of action.

Andhra Pradesh

Social Worker



Age : 27
Education : 10th Std
Gender : Male

Address : S/o. Subba Rao
Guttinadeevi
I. Polavaram Mandal
East Godavari District
Andhra Pradesh - 533464
Mobile: 9949730812

Govindu is known for his social services in his village at this young age of 27. His Inspiration stems from his grandfathers' magnanimity to donate to the less fortunate despite his poor economic status. Hailing from a remote island village, with a meager population of 350, poor road connectivity and no electricity, Govindu started his social service to the community way back in 1996. Right from the beginning he has been helping his own community especially during emergency by riding the boat to cross the river to call the ambulance.

He volunteered to MSSRF and Forest Department for the mobilization of community for the formation of Vana Samrakshana Samithi (Forest Protection Committee). He motivated the people to do the channel work in a mangrove area.

He is a trained veterinary practitioner nominated as Gopal Mithra by the Animal Husbandry department of the state government which provided him the training for six months. He treats different diseases such as foot and mouth, gall bladder and services like de-worming, delivery and linkage services for artificial insemination for the livestock.

He stopped brewing illicit liquor in his village with great difficulty. He also motivated community to stop cutting trees.

Govindu is a dependable mobiliser for community action and addressing anti social issues with social service is his motto and conviction.

Nominating Organisation and Address

M.S. Swaminathan Research Foundation (MSSRF)
7-4-19, Sessa Sai Street
Ramaraopeta, Kakinada - 533 004
Tel: 91-884-2365604



Mr. Vajrala Nagireddy

- *Age does not matter for this 68-year old social worker who is more than willing to go the extra mile to help rural people improve their lives and their livelihoods*

Social Worker



Age : 68
Education : 7th Std
Gender : Male

Address : H.no.2-76, Bandlaguda Jagir
Don Bosco Nagar Post, Rajendranagar
Rangareddy , Andhra Pradesh - 500086
Mobile: 9391331032

Nagi Reddy has been a social worker with a wide range of experiences in different farming practices. A native of the Mangalagiri village in Guntur District, he shifted to Bodan village in Nizamabad District in 1965. His father purchased 200 acres of agriculture land and settled there. After the death of his father, Nagi Reddy decided to shift to Hyderabad in 1979 where he purchased three acres of land. There, he cultivates vegetables and with the bore well water he takes one paddy crop each year.

He formed Federation of Farmers Association in 2002 and continues to be the President of the Rangareddy District Farmers Society, a registered Farmers Society. He collects donations from his friends in Hyderabad to help poor farmers by supplying sprayers and agricultural implements. After distributing the implements, he provides a detailed account to the Donors without fail. He has helped 50-60 farmers to get compensations when the crop failed by taking them to the District Collector and writing the applications. When he reads issues of the farmers in the newspaper, he personally visits the village concerned to see how he can help and in many occasions, he has written to the Commissioner of Agriculture to help the affected farmers. He has brought the Commissioner with him to the village on several instances.

He has been visiting 150 villages in Rangareddy district for the past 20 years and has since formed 22 Farmers' Society to help facilitate an easy access to government schemes.

With mind for social service and reformation, age is no barrier for this enthusiastic farmer who guides other farmers in crop cultivation.

Nominating Organisation and Address

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Mobile: 9989623281



Mr. Junul Hemrom

- Hard work coupled with learning spirit and commitment earned him the expertise to serve his community and lead them towards economic development.

Social Worker



Age : 35
Education : Intermediate
Gender : Male

Address : Vill:- Manmani, Post:- Raisimla
Panchayat:- Barkuli, Block:- Torpa
District:- Khunti
Jharkahand - 835227

Junul Hemrom is a tribal youth who lives in manmani village, which falls in under-developed category and even struggled for his own livelihood once. This situation ignited him to bring out a change in his own life and for the entire community. Once, while listening to All India Radio, an announcement on the establishment of poultry farm under Swarnajayanthi Gram Swarjgar yojana (SGSY) scheme caught his attention. He got motivated by that and came across PRADAN – NGOs effort towards this in 2002. He underwent a systematic training of Broiler Poultry Rearing for Para veterinary services and started training women on poultry farming and management. So far, he has organized 27 training programmes in which 12 were towards para veterinary services and 15 were on broiler poultry rearing techniques. Around 300 women and forty men were trained by him on poultry farming.

He started his own farm as well. He has 800 birds in his poultry farm and he trained his wife to manage it and at the same time help other women to start a farm like theirs. These farms are clustered under a poultry cooperative. People have recognized his expertise and commitment and made him as a Chief Executive Officer at the state level cooperative. The Cooperative has an annual turnover of Rs 40 million.

Nominating Organisation and Address

World Food Programme
2 Poorvi Marg, Vasant Vihar, New Delhi 110057
Tel: Direct: 91-11-46554046, 46554000 Ext 2460
Fax: 01-11-46554055



Mr. Kalyan Munda

- A man with a passion to bring out change among his people on developmental aspects, keeping his focus on what is needed.

Social Worker



Age : 54 years
Education : Matric, ITI, One year Apprentice course on mechanical fitter.
Gender : Male
Address : Village: Senegutu.
Post, Bhandra, District: Khunti - 835210
Jharkhand

Mr. Kalyan hails from a place where the munda tribes are predominant. He holds the position of a munda which means traditional village head.

He has the urge to develop the villagers and involve them in Self Help Groups under the guidance of PRADAN. He has formed 37 Self Help Groups in two villages and connected them to an income generation activities such as collecting and selling of tamarind and establishment of kitchen garden. Having acquired training from Myrada in 2008, he trains and orients the men and women from the rural area on SHG Management and vegetable cultivation. So far he has trained more than 100 office bearers on SHG management.

Seeing the vast land left free from cultivation, he motivated the farmers to choose vegetable cultivation as the tribal group did not have the habit of taking vegetables regularly thereby the cases of malnourishment became predominant. His motivation brought a paradigm shift among the farming community and more than 200 farmers started vegetable cultivation.

The other facet of his social service lies in sensitising the tribal community on the value of educating children. This has led to many parents sending their children to school. He also educated them on the importance of treating health disorders properly without relying much on superstitious belief.

His vision is for his village to step up in the ladder of development.

Nominating Organisation and Address

World Food Programme
2 Poorvi Marg, Vasant Vihar, New Delhi 110057
Tel: Direct: 91-11-46554046, 46554000 Ext. 2460
Fax: 01-11-46554055



Ms. Salen Hemrom

- *A simple woman endowed with leadership skills, she chairs the poultry cooperative federation that fetches economic benefit to many rural poor.*

Social Worker



Age : 40
Education : Matric
Gender : Female
Address : Vill:- Jhatnitoli, Post:- Kasmar
Panchayat:- Barkuli, Block:- Torpa
District:- Khunti,
Jharkahand - 835227

Salen Hemrom is a tribal woman nurtured by PRADAN. Commitment coupled with initiative and quick grasp guided her progress in life. She initiated her venture in SHG and later on in poultry farming with the working capital of Rs. 20,000, of which the government gave subsidy of Rs. 9,000/- under SGYA. She took a loan from the SHG to finance the remaining Rs. 11,000. Adding to the training that she got on poultry management, she acquired pragmatic experience in poultry rearing and its management including feeds, vaccination and disease management. This made her instrumental for persuading others to start poultry business within and outside her village. With that, 14 poultry farm came up in her village and 382 at the block level.

The poultry farmers fetch approximately Rs. 2500 to 3500 per month. In a year, they have seven harvests of birds each weighing 1 k 200 g. In a batch, they rear 300 to 500 birds. Salen has been serving as a resource person for training members who are willing to start poultry farming and management, a 7 day course organized jointly by the government and PRADAN.

Seeing the enormous work she did in poultry management, she has been elected as chairperson for both block and state level Poultry Cooperation Federation, with 382 and 3000 members, respectively.

Other than this, Salen facilitates proper medication for women and children in the village. She encourages pregnant women to go for a safe delivery in hospitals rather than in their homes. She also trained to provide basic awareness on malarial and filarial disease.

Nominating Organisation and Address

World Food Programme
2 Poorvi Marg, Vasant Vihar, New Delhi 110057
Tel:- Direct: 91-11-46554046, 46554000 Ext 2460
Fax: 01-11-46554055



Mr. Subhashish Kumar Sinha

- A person with selfless conviction and committed to help his community. The confidence that the people give him powers him to do much more for them.

Social Worker



Age : 26 years

Education : Intermediate

Gender : Male

Address : Village Lakhoria, Panchayat: Lakhoria
Block: Sarwan, Deoghar District
Jharkhand

From a very young age, Shubhashish Sinha has always been motivated to do service for the village community. Even though he has studied only up to intermediate level, his grasp for the developmental needs of the community is something phenomenal. He underwent training on community needs assessment and agriculture related services for the farmers provided by NEEDS in Deogarh. He was given the responsibility to provide support services to the farmers by appointing him as a community worker to look after four villages including his.

Subhashish uses his spare time to take care of the community's health needs by organising awareness campaign on sanitation and hygiene practices, vaccination for small children and pregnant women and organising vaccination and TT injection with the help of ANM. He became part of the health committee in the village and motivated the community to get-together in putting up drainage system in the village to avoid stagnation of water. He also mobilized Government entitlement of post-natal care of women and child.

He has helped four physically challenged persons in his village to get monthly pension. He also motivates girls in the village to take iron tablets regularly. In the same way, he advises parents on information like the distribution of free books for children.

Nominating Organisation and Address

NEEDS, Circular Road, Deoghar – 814112 (Jharkhand)



Ms. Sushma Murmu

- *A woman with a passion for helping other women in the village by educating them on caring for themselves and their children.*

Social Worker



Age : 26 years

Education : Intermediate

Gender : Female

Address : Village Salonatarn
Panchayat: Ratanpur
Block: Deoghar, District Deoghar
Jharkhand

After passing intermediate education, Sushma focused her interest in helping the women of her village in health and education. She was trained by NEEDS organization in community assessment and mobilization and has so far provided 20 days training on Reproductive health care of women. She delivers HIV/AIDS awareness in the village as well as reproductive health care, anti-natal and post-natal care to women.

She takes care of two Mobile Centres of NEEDS, one in her village and the other in the neighbouring Jatani village. She gives formal education to the poor children in both the centres everyday. She has trained one SHG in her village to start Agarbathi Incense Sticks making.

Sushma Murmu is a good communicator and is confident on enhancing the capacities of the women in her village. She manages her household work and the two centres to help women and children in improving their health and education respectively.

Nominating Organisation and Address

NEEDS, Circular Road, Deoghar – 814112 (Jharkhand)

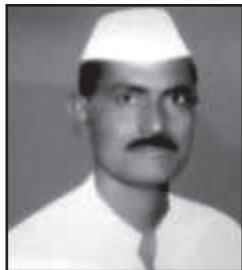


Karnataka

Mr. Shivananda Revanasiddappa

- A successful farmer who has demonstrated, to the other farmers, that there is a big increase in income from agriculture by adopting a different crop altogether.

Knowledge Worker



Age : 49
Education : 3rd Std
Gender : Male

Address : Gudur Taluk
Afzalpur District
Gulbarga, Karnataka
Tel: 08470-266082

A father of three sons and a daughter, Sihavananda live with his mother in the village. Studied up to 3rd class, he took to farming at the very early age along with his father who had 6 acres of land with irrigation facility. After inheriting this land he purchased another 6.5 acres and drilled three bore wells. He also takes 80 acres on lease basis for crop cultivation. He has been cultivating watermelon, papaya and musk melon in the last three years and has become very successful in converting agriculture into a profitable venture.

A progressive farmer in the region with interest to adopt the scientific method of farming under the training and guidance from the *Krishi Vigyan Kendra (KVK)*, he took up farm pond construction in the upper catchment area in the year 2004. This improved the soil moisture and recharged the groundwater. His three bore wells and the neighbouring 34 bore wells started yielding continuously with the improved water levels. By seeing this 15-20 farmers also constructed the ponds in the area totaling to 112 acres.

He was the first in the village to take up vermi-composting tanks and now has 48 such tanks. He applies only this vermi-compost manure for cultivating hybrid variety watermelon and papaya. From January to March, he transports 3-4 lorry loads of watermelon to Mumbai every day and earns about Rs 1.5 lakhs every year. In this period about 50 farmers visit his field every day and in that three months he will have about 1000 farmers visiting to see his success in watermelon and papaya cultivation. By seeing his success about 20-25 farmers have taken watermelon and papaya cultivation in the village. He has good knowledge of vegetable and fruits cultivation like chili, brinjal, watermelon and papaya.

He has formed five Farmers Associations by name Annadata Grameena Savayava Abhivridhi Sangha in five villages. Each Association has 1000 – 1400 farmers as members.

He has helped 50-80 farmers in getting bank loan and linked them to scientists/agriculture experts for advisories. He is now a resource person invited by the KVK for training programme.

Nominating Organisation and Address

BASIX Krishi Samruddhi Limited
H.No. 7-5-51/A, Adarsha P G College Road, Venkateshwara Colony, Mahabubnagar - 509002
Mobile: 09390036621



Mr. Baby Joseph

- A self driven person who grounded his 'service tentacles' upon multiple perspectives of development among community within and outside his village.

Social Worker



Age : 46
Education : B.Com
Gender : Male

Address : Poovathinkal House
Bhoothanam Colony
Pulpally - 673579, Wayanad
Mobile: 9947239537
Email: babyjoseph@gmail.com

Baby Joseph is a well educated person exposed in many developmental aspects of rural development. Living in a small family with his wife and two daughters, he is quite contented with his own resources, but committed self to serve for the community within and outside his village. He has been focusing on five villages, that have more than 32000 populations each, constantly for its development. His long term association with Sreyas, an NGO, gave him the wealth of knowledge and skills on micro enterprise and other aspects of development, which he transfers to the betterment of community members adding his own experience.

He has trained 1738 farmers on organic farming and vermicomposting. He promotes vegetable cultivation and kitchen garden in each household. He has also formed 123 farm schools and 250 Self Help Groups. Due to his facilitation, more than 2000 women belong to many Self Help Groups started several micro enterprises consisting of 19 Umbrella units, 12 soap units, grass craft making and mushroom cultivation. This enabled the women folk to earn an average income of Rs. 2000 to 3000 per month.

He has an exceptional experience in adult literacy movement, in which he facilitated 5300 school drop outs to enroll into Equivalency Certificate Programme, out of which 600 got their certificate and 578 are preparing for the exams.

Baby Joseph has a versatile personality whose skill sets are immensely benefited the villagers.

Nominating Organisation and Address

Community Agrobiodiversity Centre
MS Swaminathan Research Foundation
Puthoorvayal. Post, Wayanad - 673121
Tel: 20 7019



Mr. A. Muraleetharan

- *A person who gets greater contentment when he works for the browbeaten and acts for witnessing development in their lives and livelihoods*

Social Worker



Age : 41
Education : 10th Std
Gender : Male

Address : Chirakkal House, Porunnar
Karingali. Post
Tharuvana-670732
Tel: 04935 231451
Mobile: 9605289485

Muraleetharan has been into the social service for the past 2 decades. He has had the opportunity to witness the difficulties and struggles of the tribal community, especially the paniya right from his childhood. It is then that he developed a thirst to work for their development. He is in a village where Paniyas tribes are predominant and Kurichiyans fall subsequent. He has facilitated them to avail housing facilities from government schemes and conducted awareness campaign on health and education and general guidance to tribal children.

He is proficient in organic farming and organises awareness programme on bio-manure preparation. As a result of this, around 380 farmers now practice organic farming. He has also created awareness among 4000 farmers on conservation of soil health and water.

As a farmer, he wanted to safeguard the traditional rice varieties and Navara, Veliyan, Thondi. In order to do this, he formed a farmers' forum and due to this, 25 farmers became cultivars of traditional rice variety. His strong expertise did not stop with this, it expanded to creating awareness on Right to information Act (RTI) and formation of self help group and linking them to income generation activity. Around 1300 participated in the RTI and 3000 men and women formed into SHG groups.

Nominating Organisation and Address

Community Agrobiodiversity Centre
MS Swaminathan Research Foundation
Puthoorvayal. Post, Wayanad - 673121
Tel: 20 7019



Ms. Pauli Varghese

- A conduit and transformer of knowledge and skill that, Pauli does services for improving the life and livelihood of the vulnerable sector of the community

Social Worker



Age : 42
Education : BA
Gender : Female

Address : Puthukattle House
Kottanad Post
Meepady - 673121, Kerala
Mobile: 09947039527

A graduate in Economics and a dedicated social worker in the field of literacy programme, Pauli Varghese has vast knowledge and experience in the areas of Health, Education and Women Empowerment as she had ample opportunities to equip her capacity through the State Literacy Mission, Kerala.

The eleven years experience of Pauli in social work enabled her to count her triumphs towards improving the life and livelihood of the rural community, especially the tribal populace. She has formed 11 Self Help Groups in her village and mobilised financial assistance worth of Rs. 1.5 lakhs in order to initiate various micro enterprise activities. She has been instrumental in the tribal community's initiative to start bamboo crafting as an enterprise and progressed it to be profitable unit as Wayanad is a tourist destination. She also made arrangements for them to display and sell the products through exhibitions in Wayanad and Calicut. She trained about 86 widows on tailoring and facilitated forward and backward linkages for marketing their garments. The members earn Rs. 2500 per month out of such initiatives. She also trains women on detergent making.

She has also trained farmers on Azolla cultivation in order to promote organic farming. Due to her efforts five farmers are now practicing azolla cultivation for their own use.

She creates awareness on the ill effects of alcoholism among the tribal community. She has facilitated 2500 people to become literate and her panchayat got selected as the best panchayat in the District by the Literacy Mission. She communicates very well and the experience speaks while she narrates her efforts.

Nominating Organisation and Address

Community Agrobiodiversity Centre
MS Swaminathan Research Foundation
Puthoorvayal. Post, Wayanad - 673121
Tel: 20 7019



Mr. K.M. Prakash

- *Prakash, with his limited means, instilled confidence among the elderly in the community through his literacy movement.*

Social Worker



Age : 25
Education : 12th Std
Gender : Male
Address : Kuzhimoola House
Muthanga Post, Sulthan Bathery
Kerala - 673592
Mobile: 09947395516

Prakash belongs to a primitive vulnerable community of Wayanad whose livelihood is mostly linked with the forest. He works for the upliftment of his community. His work involves promoting adult literacy, nutrition security through kitchen gardens, disseminating information related to various development schemes, and creating awareness of various provisions under forest right act for tribal community.

Kattunayakas' are very backward in basic literacy. Through his adult literacy programme, he imparts basic reading and writing skills among his community members. This initiative has resulted in 30% increase in literacy rate among the elderly in his colony of 60 households. This initiative has instilled confidence in the community, to handle basic paper work like filling out application forms and shed their inhibition in mingling with the mainstream community.

His initiative to promote kitchen garden in his colony has resulted in increased consumption of vegetables and fruits, which helps address micro nutrient deficiencies.

Nominating Organisation and Address

Community Agrobiodiversity Centre
MS Swaminathan Research Foundation
Puthoorvayal. Post, Wayanad - 673121
Tel: 20 7019



Mr. M.R. Sasidharan

- A natural social worker who strives to overcome the developmental hurdles in his panchayat through well thought out practical actions

Social Worker



Age : 40
Education : 8th Std
Gender : Male

Address : Mundokandathil House, Purakady
Mylampady Post
Appadu, Kerala
Mobile: 09745766774

Sasidharan, has been active in social work since the year 1998. One of his significant contribution to the community has been ensuring student enrolment and retention in tribal schools in his locality. He raised sponsorships from various agencies and distributed food, clothes, school bags and umbrellas to the tribal students. This has helped many tribal students to continue basic education and saved many tribal schools from imminent closures due to poor attendance.

He initiated Gramasree (Rice Farmers Association) with the objective of retaining farmers in paddy cultivation and bringing back land diverted away from paddy, back to paddy. The major constraint regarding paddy cultivation in Waynad is labour scarcity, high cost of cultivation involved in paddy, and the advent of chemical usage in the traditional cultivation practices in paddy lands of Waynad. Gramasree has built up a corpus fund and purchased some essential basic agricultural implements like a small paddy harvester and seed drill. This has helped address labour problems- the major constraint cited for paddy cultivation - during peak harvesting season.

He has also introduced the system of rice intensification (SRI method) of rice cultivation to the village. This particular initiative has helped reduce the input requirement in paddy cultivation and has almost doubled paddy yield in these fields. The above two initiatives resulted in an almost 10 percent increase in acreage under paddy in the panchayat. His work with the community has earned him the respect and love of his community and he became a gram panchayat member on popular demand. In his capacity as a panchayat member, he facilitated and ensured the reach of household entitlements in his panchayat like houses under government schemes and access to health care.

Nominating Organisation and Address

Community Agrobiodiversity Centre
MS Swaminathan Research Foundation
Puthoorvayal. Post, Wayanad - 673121, Tel: 20 7019



Mr. P. Sasidharan

- A youth with good leadership, open to new ideas and learning had demonstrated that transforming these into actions could benefit the larger society

Social Worker



Age : 41
Education : 12th Std
Gender : Male

Address : Pulikkal House, Kottathara Village
Karimkutty Post
Kalpetta - 673121
Tel: 04936 285037
Mobile: 9847496755

Sasidharan has been working with the community since 1986. The local youth club named Yuva Sabdam (Voice of the Youth) was established, thanks to his initiative. Through this forum, he conducts several awareness programmes on various development and livelihood related issues. Awareness is also created on biodiversity conservation, health issues and the significance of medicinal plants. Yuva Sabdam also conducts special coaching camps for school children belonging to the deprived community. The youth forum Yuva Sabdam was adjudged the best youth club in Wayanad district in 2008 by Nehru Yuva Kendra.

He was instrumental in mobilising the resources (15 cents land, Rs. 5 to 6 lakhs) from the community in establishing a community library in his panchayat. The library as of today has 4000 books under different categories, including books on different agricultural practices. On an average 25 visitors representing different age groups use the library daily.

He has been associated with MSSRF right from its inception years in Wayanad. The knowledge and exposure gained from here has helped him promote many new varieties like Navara in rice and Nellani in cardamom, which were not traditionally grown in his panchayat.

Nominating Organisation and Address

Community Agrobiodiversity Centre
MS Swaminathan Research Foundation
Puthoorvayal. Post, Wayanad - 673121
Tel: 20 7019



Mr. P.V. Suresh

- A tribal youth, Suresh demonstrates treasuring and passing the traditional wisdom and knowledge from generation to generation.

Social Worker



Age : 33
Education : 10th Std
Gender : Male

Address : Puthoorvayal Colony
Puthoorvayal. P.O
Kalpetta - 673121
Momile: 09544413649

Hailing from a tribal village, Suresh at this young age is determined to conserve the traditional varieties of both cash and food crops followed by his ancestors' years together. He has conserved five traditional varieties of rice, six varieties of plantains and four varieties of yams and taros thus far. He has also been the farmer resource to Community Agro Biodiversity Centre (CAbc), Wayanad.

Due to the reduced profit, the farmers in his village started shifting their crop from paddy to plantain during the recent past. He played a vital role in bringing a shift in this by motivating the farmers to cultivate rice again, which has now turned up resulting to 20% of increase in rice harvest. Suresh is currently the secretary of Seed Care, an association of traditional rice cultivators in Wayanad district, which has been facilitated by CAbc to promote and ensure the conservation of native rice cultivation.

Suresh is also into motivating the young children of his village to develop their knowledge and skills through Every Child a Scientist programme of MSSRF. He has an interest to develop his own community men and women, and tries to facilitate the dissemination of information to them using the SHG as a platform. His initiative earned him the position in his village as an enthusiastic tribal youth leader.

Nominating Organisation and Address


Community Agrobiodiversity Centre
MS Swaminathan Research Foundation
Puthoorvayal. Post, Wayanad - 673121
Tel: 20 7019



Mr. Ashok Golkar

- A youth with a commitment to work for the empowerment of the tribal community.

Social Worker



Age : 27
Education : BA
Gender : Male

Address : Pabai Khurd
Diwal Post
Pandhana Block
Khandwa, Madhya Pradesh
Mobile: 9669941201

Ashok strives for the empowerment of tribal communities of Bhil, Barela and Bhilala in tribal dominated Pandhana Block in Khandwa District. He has been working with them in the last two years. His work extends in 15 villages for the empowerment of women in the tribal community and has chosen to work through the formation of SHGs. He created awareness on the importance and benefits of SHGs and formed seven self help groups in his own village and provided them training on the entire management of SHGs, accounts and register maintenance.

He has also focused on environmental sanitation by undertaking initiatives to clean the village and the disposal of liquid waste in the village. He has been disseminating information related to health and hygiene and motivated 30 women to get iron supplement through government Auxiliary Nurse & midwife (ANM). He also serves as a conduit between the government and the tribal community for facilitating the reach of government schemes to the tribals. Around 10 villagers have been benefited by this.

He is a self motivated person and helped around 55 women to join SHG, these women were trained with income generation training programs which are the source of their livelihood.


Nominating Organisation and Address

Aga Khan Rural Support Programme
Near Ram Mandir, Khaknar Road, Village Dedtalai
Khaknar Block, Burhanpur District, Madhya Pradesh
Tel: 07329-290441, Mobile: 9425928291



Mr. Devram Yadav

- *A young man who understood the divide between rich and poor and tries to bridge the gap through his diligent services.*

Social Worker		Age : 27 Education : B.Com Gender : Male
		Address : Punarwas Sthal Khatwa Block Madhya Pradesh Mobile: 7828152111

Devram is basically from an agricultural family, but developed an interest to work for the welfare of tribal community. He has been in touch with nine villages and has formed 35 SHG's in these villages.

He has helped nine landless farmers from the trap of money lenders by facilitating them to avail of a loan amounting to Rs. 20,000 each and sowing seeds from SHGs for income generation. Witnessing the landowners benefitting through the government entitlements/schemes while the poor farmers were completely unaware of the policies and schemes, he strives to work on enabling the poor farmers to access the same information.

He provides season based information to the farming community, especially the small and marginal farmers on aspects related to pest and disease management of crops, cultivation methods of crops. He works closely with the Anganwadi workers and ensures that the children get safe drinking water. He has expertise in community mobilisation processes, formation, training and capacity building of SHG's.

His background of agriculture helps him a lot for the work and at the same time, his thirst for bringing development to the tribal community grows day by day.

Nominating Organisation and Address

Aga Khan Rural Support Programme
Near Ram Mandir, Khaknar Road, Village Dedtalai
Khaknar Block, Burhanpur District, Madhya Pradesh
Tel: 07329-290441, Mobile: 9425928291



Madhya Pradesh

Mr. Dharmendra Piplode

- *A motivator and able communicator with a motto to help his village community.*

Social Worker



Age : 30
Education : 8th Std
Gender : Male

Address : Buliyakhedi, Diwal Post
Pandhana Block, Khandwa
Madhya Pradesh
Mobile: 9926097394

Belonging to Bhalai Tribe community, Dharmendra studied up to 8th class. He lives with his parents, two brothers and a sister. Being the first son, he had to discontinue his studies to take up farming in his father's land. He cultivates soybean and sorghum crops. With the support of the State Government under the Kapila scheme, he secured a loan of Rs One lakh for the construction of a well. Later, AKRSP gave an interest-free loan of Rs. 19,000 for the purchase of a pump.

He was selected by AKRSP in the year 2005 as Vistaar Vikas Karyakartha for one year and became NVE in 2006. By seeing his progress at work, he has been made Supervisor in the year 2007. He is supervising the watershed work in 12 villages and supervises 12 Gram Rozgar Sevaks. He helped his mother, who was the Panchayat President in 2008, to implement complete sanitation and hygiene condition in the village thereby getting them the Nirmal Gram Puraskar award from the Government.

Dharmendra is trained in watershed programme by AKRSP. This helped him in forming the Village Development Committee to implement the watershed programme.

He continuously counsels the men in the village to stop from drinking alcohol and beating their wives. He advised them to spend time with the family instead of drinking.

He is conversant with the technical details of various soil and water conservation structures and equally knowledgeable in the formation of community based organization to implement the programme.

Nominating Organisation and Address

Aga Khan Rural Support Programme (AKRSP)
Near Ram Mandir, Khaknar Road, Village Dedtalai
Khaknar Block, Burhanpur District, Madhya Pradesh
Tel: 07329-290441, Mobile: 9425928291



Mr. Kedar Shukla

- *He is known for his magnanimity in helping suffering patients to get better treatment from good doctors in a good hospital.*

Knowledge Worker



Age : 45
Education : 11th Std
Gender : Male

Address : Village & Post-Lakhanwas
Tehsil-Biaora Ditric, Rajgarh
Madhya Pradesh
Mobile: 9981188123

Kedar turned himself to social work after the death of his father from cancer in 1984, he is determined to help people who are suffering from Cancer. In the last five years, he has helped five cancer patients by accompanying them to the hospital and guides them as they are illiterate and do not know the doctors. He has given his own blood seven times for the patient's treatment. He took two people to Ahmedabad for eye operations. Another patient was taken to Mumbai for the treatment of cancer in a famous hospital. Two persons who were operated for Cancer in the village have recovered and doing well. This is where he gets satisfaction by helping them on time. He is knowledgeable on several good hospitals and doctors in Bhopal, Indore, Rajgarh and Mumbai.

He is the founder President of Shiksha Vikas Samithi in the village which guides on importance of schools education to children. He has been providing guidance to the students in choosing the appropriate course and helps them to get seat in the colleges in Bhopal and Indore. He also visits schools to give awareness to students on health, environment and tree plantation.

He is running the e-choupal of ITC Ltd to help people to get better price for the Wheat and Soybean crops.

He had supported poor families for the marriage of their daughters by mobilising fund in the village. He has conducted 9 marriages in 2009 and 18 in 2010.

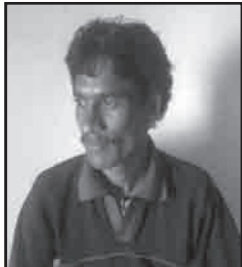
Nominating Organisation and Address

ITC eChoupal
31, SD Road, Secunderabad 500 003
Tel: 040-27806917 Ext. 505
Mobile: 9949994140



Mr. Khumsingh Chouhan

- A member of the tribal group, he was transformed into a knowledgeable person to guide and implement watershed programme in the village.

Social Worker		Age : 29
		Education : 10th Std
		Gender : Male
		Address : Gumadiya Khurd Niwali Post, Badwani Madhya Pradesh Mobile: 9754216476

Khum Singh has been farming his father's 2.5 acres legally settled and 2.5 acres occupied land in the village in which he cultivates soybean and maize in Kharif and wheat in Rabi season. In addition he takes 3 acres on lease on 50:50 sharing.

AKRSP was selected as Gram Rozgar Sevak in 2006 to mobilise the village community to implement the watershed programme in the village. He, with the support of the community, formed the Village Development Committee (VDC). He was trained in watershed programme and was taken to visit a Watershed village in Gujarat where AKRSP has implemented a successful programme.

He took lead role in the construction of field bunds, check dams, gabion dams and earthen bunds in the watershed area in the village. He shares the various activities of the Watershed programme in the Gram Sabha meetings. As per his observation, the watershed activities in the area raised the water table in the village and it has also improved the soil moisture which made it possible for them to grow more crops and improved their income.

Khum Singh motivated the farmers to form groups of 5 to 10 member in order to avail of a bank loan for income generation activities like rearing buffaloes.

Nominating Organisation and Address

Aga Khan Rural Support Programme (AKRSP)
Near Ram Mandir, Khaknar Road, Village Dedtalai
Khaknar Block, Burhanpur District, Madhya Pradesh
Tel: 07329-290441, Mobile: 9425928291



Madhya Pradesh

Mr. Laxman Singh Parihar

- A good thinker and motivator who has taught the importance of school education to the children in the rural area.

Knowledge Worker



Age : 48
Education : High school
Gender : Male

Address : Village & Post- Shobliyapura
Punjabura, Tehsil- Bagli
District Dewas
Madhya Pradesh

Access to education by the rural children is his primary motto with which he started Swami Vivekananda High School 10 years ago. He lives in a composite family of 15 members. He and his brothers own 40 acres of land in the village which he inherited from his father. He cultivates soybean, cotton, maize, wheat, vegetables like chili, tomato, and okra with the irrigation support of two dug-cum-bore wells.

Every year, the school Committee supports four boys and four girls from poor scheduled caste families for free education. The School has 800 students from class 1 to 10 with 25 teachers. The weak students get special coaching in the evening hours free of cost. The fee is as low as Rs 30 for class 1 and maximum of Rs 120 for class 10.

His wife was Panchayat President (Sarpanch) in the last term and sister is Mandi President at the Tehsil level. He has helped in keeping the village clean and in good hygienic condition which made the Sarpanch get the Nirmal Gram Puraskar from the President of India in 2009. He motivated 46 families in the village to adopt Bio-gas plant in their houses and helped them to get material for the construction. He has also helped 25 families to get Kapiladhara Scheme for the construction of dug wells in their agriculture fields. He was also instrumental in the formation of 18 women SHGs in the village as per the guidance of Rural Development Officer. He has helped one SHG to get a bank loan of 2.5 lakh for brick making.

Lakshman Singh is a good counselor for family disputes. He has helped 150 couples to be reunited in the last 10 years. He has a practice of taking children of his village on excursion to Delhi and Haridwar every year. He mobilises fund for it through Manav Uthan Samithi formed in his village to conduct religious and philosophical discourses and conduct tours to religious places by collection. He has good deeds of helping the village community when in need say by taking them to Hospital during emergency.

He became Sanchalak of e-choupal promoted by ITC Company in the year 2002. Through the choupal, he provides market prices for soybean to the farmers and helps them to get good prices. He has mobilised 25 farmers to get their soil tested.

Nominating Organisation and Address

ITC eChoupal
31, SD Road, Secunderabad 500 003
Tel: 040-27806917 Ext. 505
Mobile: 9949994140



Mr. Mukesh Louhare

- A person with zeal to benefit the community he belongs to and freed the entire village from the long term adverse effect of losing the fertile nature of their land.

Social Worker



Age : 25
Education : MA
Gender : Male

Address : Purushkeda, Niwali
Barwani, Madhya Pradesh
Mobile: 9755514915

Mukesh is from Purushukeda village which has scheduled tribes called Bhil. Mukesh himself represents the tribal community. After he lost his father during childhood, his mother who worked as a cook in the government hostel sent him and his brother to hostel for education. After 15 years, Mukesh with a degree in Sociology visited his village and found that his own people are exploited by the power group in sand mining for brick production. The total populace of his village is 800 and 95% of the households depend on agriculture, farming soy beans and maize as the major crops. The land holding of the households reveals that most of them belong to small farmer category and around 10% of the farmers own at least five acres of land.

Though the villagers got a fertile land, they started selling the soil from their land for fast economic gain received from the owners of brick production unit. This resulted in turning their fertile land barren. An incident occurred in his village to signal the alarming situation of his village. A farmer who lost fertility of his land due to the act of selling the soil committed suicide. Mukesh, in his advocacy, quoted this alarming incident to motivate the farmers to give up the habit of selling the soil of their fertile land. He also received power pressure and threatening from the brick manufacturers. But the conviction that he has for the welfare of the community made him rests his stand strongly against this practice and after continuous effort of three years on the long term adverse effects of this practice, he was able to realize 100% result of farmers going back to farming.

Due to his counseling, 30% of those addicted to alcoholism free themselves from the evil of drinking liquor. He is an enthusiastic person with strong communication skills to work for the benefit of his community.

Nominating Organisation and Address

Aga Khan Rural Support Programme
Near Ram Mandir, Khaknar Road, Village Deditalai
Khaknar Block, Burhanpur District, Madhya Pradesh
Tel: 07329-290441, Mobile: 9425928291



Mr. Nitin Sankhla

- His innovations improved the productivity and safeguarded the renewable resources of his village

Knowledge Worker



Age : 34
Education : 12th Std
Gender : Male

Address : Village & Post- Nagda
Tehsil- Badnawar
District- Dhar - 454001
Tel: 9425045689

A progressive farmer in the village, Nitin has made innovations to improve the productivity and save the renewable resources in the village. He lives in a conglomerate family with grand-father, parents, a brother and two sisters. Being the first son in the family, he studied only up to matric and then took up farming and taking care of his father's 20 acres land. He cultivates soybean and maize in Kharif season and wheat, bengalgram and vegetables like onion, chili and tomato in the Rabi season. With the subsidy from the government, he installed drip irrigation in the field. He also adopted plastic mulching in the vegetable crops for water conservation and control of weeds. He has learned that by adopting drip irrigation, he could save electricity and water substantially. He also does fertigation and application of soluble fertilizers through drip irrigation. Several farmers from other districts visit his field to learn from his irrigation practices. He has been motivating fellow farmers to adopt good practices in agriculture and five farmers have already followed his lead.

ITC Pvt. Ltd. selected him as e-choupal sanchalak in the year 2005. Through the choupal, he provides market price of soybean and helps them to market it to ITC company for better prices. The farmers come forward to sell soybean through the choupal as the weighing is correct and they get cash immediately. In the year 2008, he helped the village community to take life Insurance promoted by ITC. He encourages the farmers to adopt low fertilizer inputs to the crops and take up organic farming.

He was proud to share that his grand-father was Panchayat president for 17 years, his father for 14 years and now his elder brother for the past two years. He has no interest to neither become Panchayat president nor join politics as he says that this would hinder him from doing services to the community.

He has donated blood for 15 times and being a Lions Club member, has been motivating the community members to donate blood in the camps. He was instrumental in helping two

poor families in the village to conduct marriage of their daughters. He had motivated his community in the village to contribute Rs 110 every month for religious and developmental works in the village. For one poor family in the village, he has helped to do the last rites for the father who died suddenly and later helped in the marriage of the daughter by organizing food and clothes.

Nominating Organisation and Address

ITC eChoupal
31, SD Road, Secunderabad - 500 003
Tel: 040-27806917 Ext. 505
Mobile: 9949994140



Madhya Pradesh

Mr. Omprakash Yadav

- A rare combination of expertise in farming, ICT, sports and service

Knowledge Worker



Age : 33
Education : BA
Gender : Male

Address : Village & Post-Jalodiya
Tehsil-Badnagar, District – Ujjain
Madhya Pradesh
Mobile: 9009514303

Om Prakash has been working with ITC e-choupal as Sanchalak since 2003. He has been disseminating weather forecast, market information and agro advisories relating to soy bean crop regularly to the entire community he belongs to. So far, more than 1000 farmers benefitted due to the timely information service.

His village did not have drinking water facilities and he provides water to the people who cannot afford to pay for water free of cost. As he has been involved in farming right from his childhood, he takes due care that farmers are benefitted as and when the government announces schemes. He conducts meeting, by inviting experts to his village, on crop protection and facilitated a live demonstration on control of bollworm in gram by giving his field for trial test.

He has been conducting marriages for the past 14 years through an informal committee in order to lower the dowry system. So far he had done 400 marriages, of which 23 are done free of cost by mobilizing resources from different peoples. He has the passion to serve the society he belongs to and has served as master for computer education for students in the government school for two years.

He has also groomed the youth towards sports to inculcate the habit of a healthy lifestyle. He also started a sports club in his village. Being a sport man for Kabadi and volleyball, he excelled in many tournament forums while he comes as a representative in the district, state and regional levels. A well equipped trainer and a player; he influenced the government by demonstrating his skills and in the process acquired five acres of land for his sports club.

Nominating Organisation and Address

ITC eChoupal
31, SD Road, Secunderabad 500 003
Tel: 040-27806917 Ext. 505
Mobile: 9949994140



Madhya Pradesh

Mr. Shankar Marko

- In his own little way, he provides safe drinking water for the community.

Social Worker



Age : 27
Education : 8th Std
Gender : Male

Address : Dabhiya, Padliya Post
Khalwa Block, Khandwa
Madhya Pradesh
Mobile-9009737164

Shankar's expertise in the repair of hand pump in the villages helped the community a great deal to be able to supply its members with safe and clean drinking water. The only son to his father, he has studied up to 8th class and later took up farming in his father's five acres of land in Saidabad village about 20 kilometres from his village. His uncle who lives in Saidabad village takes care of his land and shares the production of soybean. Prior to his appointment in AKRSP, he was going for agriculture labour work for 15 days during the soybean harvesting time where he was getting Rs. 100 per day.

After joining AKRSP in 2008 as Vistaar Vikas Karyakartha at Rs 90 per day honorarium, he was given the responsibility to organise village meetings to identify the farmer's problems and to form farmers associations to take up soil and water conservation activities in the watershed area of the village. He motivated the farmers to take up canal cleaning and deepening work which benefited the tail end farmers to get irrigation in time. This helped the farmers to increase their production. He has knowledge in the watershed works such as strengthening and check dam construction.

Shankar is an innovator wherein he could mobilize Rs. 5000 as loan from AKRSP to purchase tools for hand pump repair with which he has carried out repairs in the village and the neighbouring villages. During his earlier association with Seva Bharathi Organisation, he was teaching the children in the evening as part of Rajiv Gandhi Literacy Mission. He has motivated parents in the village to send their wards to school.

Nominating Organisation and Address


Aga Khan Rural Support Programme (AKRSP)
Near Ram Mandir, Khaknar Road, Village Deditalai
Khaknar Block, Burhanpur District, Madhya Pradesh
Tel: 07329-290441, Mobile: 9425928291



Ms. Sharda Gorelal

- A social worker helping women to enhance their abilities and skills to progress towards social and economic betterment

Social worker



Age : 26
Education : 8th Std
Gender : Female

Address : Sajani Village & Post
Khaknar, Burhanpur
Madhya Pradesh
Mobile: 9425457692

She started her social work in the village about seven years ago by teaching poor children, in the evening hours, mostly school drop-outs with the support of the Seva Bharathi Organisation. She used to teach the school curriculum to 16 children in the age of 8-12 in the evening hrs. When AKRSP organisation started working in her village six years ago, she was nominated by the village community as Secretary of Gram Vikas Samithi, consisting of 16 members - 8 women and 8 men. She has been trained by AKRSP in the Samithi management. She used to conduct monthly meetings and plan for the developmental works proposed by the organisation like bunding, soil and water conservation measures.

In the past five months, when her role was shifted to strengthening women groups, she has added three women SHGs to the already existing 14 formed by the organisation. She facilitates the groups in the monthly meeting and book keeping of accounts. She has helped 2 SHG members to secure goat loan from the bank.

She learned tailoring from her father and continued after her marriage. She earns around Rs 2000 per month by stitching clothes. She has learned stitching blouse, chudidars, dress material and school uniforms.

Her Husband is a farmer with two acres of rainfed land. They cultivate cotton and soybean with pigeon pea in between. The family of two and the parents manage with the production from the land. Husband supports her work and encourages her to go out for meetings. Her aim is to help poor families and work for village development.

Nominating Organisation and Address


Aga Khan Rural Support Programme
Near Ram Mandir, Khaknar Road, Village Dedtalai
Khaknar Block, Burhanpur District, Madhya Pradesh
Tel: 07329-290441, Mobile: 9425928291



Ms. Suman Bhurelal

- A committed Social worker trying to strengthen the women groups in progressing towards economic development.

Social Worker



Age : 29
Education : 5th Std
Gender : Female

Address : Chaukhandiya
Dedtalai Post, Khaknar Block
Bhurhanpur, Madhya Pradesh

Suman studied up to 10th class and came to this village after her marriage in 2003. She has a son and a daughter studying in the village school. She was nominated by the village community to work as President of the Gram Vikas Samithi (Village Development Committee) formed by AKRSP immediately after selecting the village for developmental activities. She was the president for three years and in that period she motivated and mobilised the community to implement watershed project in the village like construction of bunds, check dams, earthen dams and tree plantations. She used to conduct monthly meeting of the Samithi where the members took decision on project implementation, wage payment and own contributions.

She was made Women Self Help Groups Federation Leader to strengthen 15 groups right from regularising monthly meeting to accounts maintenance and linkage with banks for availing group loan. She also helped the groups in bank account opening as some of the group members were illiterate. She was trained by AKRSP in the SHG formation and strengthening the groups.

She used to visit the Anganwadi to check the food and education given to the children.

Her husband has no agriculture land but works as wage labourer earning about Rs 70 per day. He has five acres of occupied land in which he cultivates cotton, pigeon pea, soybean and sorghum.

Nominating Organisation and Address


Aga Khan Rural Support Programme (AKRSP)
Near Ram Mandir, Khaknar Road, Village Dedtalai
Khaknar Block, Burhanpur District, Madhya Pradesh
Tel: 07329-290441, Mobile: 9425928291



Mr. Vishav Pratap Singh

- *Determination and interest in collecting books and manuscripts quench the knowledge thirst of many who are in need.*

Knowledge Worker



Age : 45
Education : BA
Gender : Male

Address : Chuodakhedi Village & Post
Ruthai, Guna District
Madhya Pradesh
Tel: 9926916535

Vishav is a farmer by profession, leading a contented life with what he has. He works with commitment to serve the people, especially farmers by disseminating the good practices and market prices through ITC e-choupal as Sanchalak.

Inspired by his grandfather, he started collecting books, manuscripts encompassing historic, religious and education related collections in Hindi and Sanskrit. He has around 6000 books in his library. He has allocated a space in his house for people, from his village and the neighbouring villages, to visit and benefit from this. As his village is low in literacy, he aims to cater to the needs of the younger generation and the student community. On an average, 25 to 30 people visit his library per day. Students who are doing doctorate and masters degree use the library extensively for their research work. Media people also visit his library in search of history. He never charges students any fee for referring the books or using his library.

Delhi Doordharshan featured his library in their programme called "Aaj Tak". As he has been maintaining the invaluable knowledge resources and make it available to the demanding community, he secured many of their appreciation. He has the focus and determination to serve the student and anybody in the community who are in search of knowledge that his library has.

Nominating Organisation and Address

ITC eChoupal
31, SD Road, Secunderabad 500 003
Tel: 040-27806917 Ext. 505
Mobile: 9949994140



Maharashtra

Mr. Anand Dinkarrao Govindwar

- A highly motivated farmer who adopted several agriculture and animal husbandry practices acquired from the training he got through KVK. He has been helping farmers in the adoption of modern technologies in agriculture thereby improving their livelihoods.

Social Worker



Age : 38

Education : BA

Gender : Male

Address : Umarkhed Post.
Taluka-Umarkhed
District Yavatmal
Maharashtra - 445206
Mobile: 9423653995

Anand who owns 65 acres of irrigated land with the support of two dug wells has been in constant touch with the scientists at Krishi Vigyan Kendra (KVK), Karda in the Washim district. In the past ten years, he has attended several training programmes in agriculture, horticulture, and animal husbandry organised by the KVK and learnt the techniques and technologies for lime breeder seeds and dairy farming. He has been honoured as the Best Seed Grower by the Government of Maharashtra, Best Farmer in the year 2006, Krishi Bhushan Award from State Government in 2008 and ASPEE award in 2009.

He has divided his field for various crops like soybean mixed with pigeon pea, banana, sugarcane, horticulture such as sapota and mango. He has adopted sprinkler irrigation for soybean cultivation, a new technique learnt from KVK. He underwent training for 21 days in WALMI in water conservation and management at Aurangabad. He has made two water ponds in his land which has enhanced the ground water with which he could take all the multi-crops. According to him, he was getting 10 quintals of cotton in one acre which has now risen to 25 quintals with good practices and irrigation. He has also taken up floriculture in the last 12 years.

Anand, while acquiring knowledge in all these technologies helps other farmers in the neighbouring 10 villages in the adoption of these cropping patterns and techniques. His field has become a learning centre for many farmers and scientists who visit KVK. He has been distributing breeder seeds to the farmers, free of cost, to encourage them to take up new variety of wheat and pigeon pea crops. He also took up plastic mulching in groundnut cultivation which has given good results.

He took interest to visit the Potato Research Station in Himachal Pradesh and brought new variety seeds. He also visited the Kerala Agricultural University and brought new variety of turmeric seeds.

He has good collection of cows and buffaloes and is a progressive farmer in animal husbandry. He has learnt the care and management of livestock which he shares with the farmers and helps them to get maximum benefit.

A very good knowledge worker in the region for agriculture and animal husbandry who believes in sharing his learning to the fellow farmers to improve their income from farming.

Nominating Organisation and Address

Village Resource Centre
M S Swaminathan Research Foundation
C/o Shri. Avinash Shirke, Principal, Savitri Jotirao Samajkarya Mahavidyalaya
Near Sandip Mangalam, Ganesh Nagar, Yavatmal, Maharashtra - 442 001
Tel: 07232 250250



Maharashtra

Mr. Anant Santhosh Rao Bhojer

- A different kind of farmer who practices organic farming and helping other farmers to follow the same. He has written books on community development and farmer's awareness and contributed news paper articles on the issues of the farmers

Knowledge Worker



Age : 42
Education : Diploma in Electrical Engg.
Gender : Male
Address : Kachari Sawanga
Taluka-Katol, District-Nagpur
Maharashtra - 441103
Tel: 07112-681173
Mobile: 9049641474 / 9404950969
Email: 27000066@echoupal.com
anant-bhojer@webclunia.com

He started organic farming about seven years back and learnt the many good aspects of it. He shares his experiences with fellow farmers. He was awarded the Krishi Bhushan by the Government Maharashtra through the recommendation of the Agriculture Department. He has formed Grammonathi Krishi Vigyan Vikas Mandal in his village which has been registered. The main objective of this is to draw the attention of the Agriculture Department and mobilise funds for collective action in the village. He is also the member of the Akila Bharatiya Natural Farming Association.

He was trained in making vermi-compost and he has constructed 40 vermi-composting tanks in the village. He has formed 36 Organic Farmers groups in 25 villages. He also runs Farmers Field School with the support of the Agriculture Department. He has taken up sericulture in his field and has been recognised as the best trainer in organic Sericulture by the Nagpur District Sericulture Department.

He has made handicrafts using plant roots, dried fruits and wood and sold in the exhibitions and trained five people to do the same. He is also knowledgeable in the preparation of Herbal tea using a flower, lemon grass and herbs which according to him helps in cooling the body.

Anant Bhojer is a Sanchalak of the ITC e-choupal which he has been running for the past seven years. This choupal serves the neighbouring five villages where he has contacts with the farmers. The computer provided by ITC is used for free learning of computer by the children of his village. So far 25 children have learnt computer operation in the choupal.

Nominating Organisation and Address

ITC eChoupal
31, SD Road, Secunderabad - 500 003
Tel: 040-27806917 Ext. 505
Mobile: 9949994140

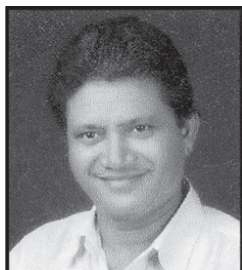


Maharashtra

Mr. Arvind Uddhavrao Bende

- A knowledgeable person with lots of field experiences and confidence in his new initiatives, Arvind has been helping the village community in many ways but particularly in agriculture, livestock management and sanitation and hygiene maintenance in the village. He is a good communicator and motivator who can influence others to adopt good practices.

Social Worker



Age : 41
Education : 9th Std
Gender : Male

Address : Ratchandana Post
Murzadi (Chinch)
Taluk & District - Yavatmal
Maharashtra
Tel: 07232-273701
Mobile: 9422869906

He was motivated by the guidance of his father to help people who are in need at any time. He is a farmer cultivating 4 acres of inherited land and later purchased 29 acres on his own. He was Vice-President of the Panchayat for 3 times and later became President twice. He did not lean to politics even though he was in the power for long time.

In 2004, he formed men SHG in the village with 13 members. The monthly meeting was regular and each member used to contribute Rs 100 towards savings. When the Prime Minister's package was announced, the group applied for it to get hybrid milching cow at very high subsidy. Ten members got the sanction and adding additional amount of Rs 5000 to 7000 from their savings they bought very good yielding cows. Arvind visited the Collector's office at least 12 times to get the loan. Within six months, they got subsidy for the second cow they purchased. When there was good collection of milk, the group went to the city to sell them directly in the hotels and shops where they got good price. Over a period of time the milk collection increased to 800 to 900 litres per day. Other farmers were also motivated to go for Dairy after seeing the success of this group, they formed a Milk society run by the women who sold and managed the operations. The District Development Officer visited the village to see the success of this group and provided all support. In a short time this success attracted many in the Government Departments and the other Institutions to visit the village regularly and learn from them. By seeing the success of this village, the District Dairy Federation donated a mini-chilling unit, a computer and a weighing machine.

During his stint as Vice-President of the Panchayat, he worked for his village's cleanliness and hygiene. His success on this got him the Nirmal Gram Puraskar award in 2008. In a short period of time, he could motivate and mobilise the village community to construct 160 household toilets. He is proud to say that today no one in his village go out to defecate. The

Chief Executive Officer of the Zilla Parishad had asked him to visit 58 villages to motivate people to maintain cleanliness in the village, which has been followed by many villages. This enabled 11 villages to get Nirmal Gram Puraskar from the Government of India.

Nominating Organisation and Address

Krishi Vigyan Kendra
Waghapur Road, Yavatmal - 445001, Maharashtra
Tel: 07232-248235, 241008, 240033
Fax: 07232- 248235, Mobile: 09371459061



Mr. Babarao Uttamrao Jadhav

- *A man of creativity, his innovations have helped the farmers a great deal. His voice on the radio has reached and influenced hundreds of farmers in and around the State.*

Indigenous Knowledge holder



Age : 57
Education : 10th Std
Gender : Male

Address : Dahagaon Post
Marsul , Taluk-Umarkhed
Yavatmal District
Maharashtra
Mobile: 9326962087 / 9028369006

Babarao Jadhav received publicity through organic farming in his own field for the cultivation of banana, sugarcane and sweet orange. He has designed an agricultural equipment, “seed drill”, by adding value to the existing one. The current “seed drill” has three rows for seedling and he value added the same with 6 rows which saves time and human power. Some of the people in his village are also adopting the design of Babarao’s seed drill.

He has organized 25 farmer’s field school programme and so far benefited 500 farmers. Around 300 farmers and scientists from different places within the state have visited his place since 1998. He uses All India Radio as a medium to disseminate information relating to organic farming. He has so far been on air for more than a hundred times. He was also used as a resource person on the E-TV programme “Ana Datha” – Food Provider”. This programme gives out daily information on agriculture and organises training on organic farming.

He has also been involved in seed production for thur dhal and soya bean crops. He uses the seed for his own cultivation and provides the same to other farmers who are in need.

Nominating Organisation and Address

Rural Education And Development Education (READ) India
707, HEWO Towers, Plot No 42, Sector, 56, Gurgaon - 122001
Tel: 0124-4365428



Mr. Chandrakant Murlidhar Dhawale

- *Continuing the dying art of making wooden toys which conveys message on the traditional Indian agricultural tools and methods*

Indigenous Knowledge Holder



Age : 28
Education : 10th Std
Gender : Male

Address : Talegaon Dashasar.
Taluk - Dhamangaon Railway
District - Amravati, Maharashtra
Tel: 07222- 232344
Mobile: 09011402117

Chandrakant was born in a family which dependent on the traditional profession of making wooden crafts and toys mostly using the Indian agricultural tools and methods. He learnt the art from his father who also makes the crafts and sells in exhibitions in Delhi, Mumbai and Nagpur. In the Delhi exhibition, he was honoured by Mr. Balram Jhakar, the Agriculture Minister at that time. He also got the best traditional arts award from the District Collector of Akola.

Determined to succeed in this field, Chandrakant continues his father's legacy which has made their family known in the region. He has made men SHG in the village which has been linked to State Bank of India loan purposes.

Nominating Organisation and Address

Village Resource Centre
M S Swaminathan Research Foundation
C/o Shri. Avinash Shirke, Principal, Savitri Jotirao Samajkarya Mahavidyalaya
Near Sandip Mangalam, Ganesh Nagar, Yavatmal, Maharashtra - 442 001
Tel: 07232 250250



Mr. Chintaman Gulabrao Kakpure

- *This man's dream is to take the benefits of government scheme effectively and efficiently to the farmers and ensuring its best result.*

Social Worker



Age : 44
Education : 12th Std
Gender : Male

Address : At. Nandura Khurd Post.
Veni Kasba, Taluk- Babhulgaon
Yavatmal District, Maharashtra
Mobile: 09767026599

Chinaman Gulabrao Kakpure was born and brought up at Nandura Khurd. Educated up to `12th standard, he is determined to be beneficial to the larger farming community and started implementing any service he could do to whoever he knew needed them. In 2002, he has been chosen as a volunteer to take one of the programmes of Central Institute of Cotton Research (CICR) on Insecticide Resistant Management and he found it as a good opportunity to accomplish his dream of helping more people.

He acquired systematic training in three phases, all on Insecticide Reduction Management (IRM). He has reached out to 60 villages by training 1500 farmers on IRM for cotton crops. He is able to measure the result by the fact that earlier, farmers used to go for 7 to 8 spray to reduce insects. Now they use only 1 or 2 sprays after a good management practice.

He creates awareness among farmers and school children on the beneficial and harmful insects. He also trains farmers by inculcating the knowledge of identifying the economic threshold level attack of pest and disease and its management. He has a good communication and networking skill along with street play, which makes him popularise the concept among the community.

Nominating Organisation and Address

Village Resource Centre
M S Swaminathan Research Foundation
C/o Shri. Avinash Shirke, Principal, Savitri Jotirao Samajkarya Mahavidyalaya
Near Sandip Mangalam, Ganesh Nagar, Yavatmal, Maharashtra - 442 001
Tel: 07232 250250



Mr. Damodar Bhauraoji Ughade

- *A versatile personality, he visualises a larger picture in the realm of agriculture development and acts accordingly for the benefit of the larger community.*

Social Worker



Age : 47
Education : 10th Std
Gender : Male

Address : Sirajgaon (Dhandhya)
District- Wardha
Maharashtra

Damodar has been working for the development of agriculture for his and villages in the Taluk where he belongs. He is a versatile personality who made very good progress in sericulture, floriculture, horticulture and dairy farming.

He inspired 12 members of his village and 50 from some other villages to follow sericulture due the 20% extra profit it brings the farmer. He enabled 1000 farmers to follow organic farming in Vidarbha region by emphasizing the need and significance of it. Understanding the core issue of farmers on how the rate of commodities they sold in the market are dictated by someone else and puts the farmers as the losing end, he took it upon himself to establish a market outlet for organic produces called "Sendhriya Utpatha Gurt" with which the farmers now get 10% more profit than before.

Before venturing into any developmental activity relating to farming, he tries to understand the scenario and ground reality through available statistics. This situational analysis indicated the alarming reality of drastic reduction in cattle rearing in his and the neighbouring villages. As an answer to this, he facilitated farmers to rear cows and start 16 cooperative societies to produce and sell milk.

He is a seasoned trainer with pragmatic experiences useful in transferring his knowledge and skill on water management, fertilizer application, cropping pattern, pest and disease management to the poor farmers, free of cost and to elite farmers by charging Rs. 1,000 per day. He has also promoted Ever Green Nursery to raise ayurvedic and herbal plants for the benefit of the farmers.

Nominating Organisation and Address

Shetkari Sangathan
Wardha Vijay Jawandhiya Ramnagar
Near Bhagat Singh Crossing, Wardha - 442001.
Mobile: 9923928110



Maharashtra

Mr. Dattabhau Konduji Lonsune

- He treads in tough and challenging paths with courage to demonstrate that horticulture farming can be a beneficial one.

Social Worker



Age : 52

Education : 9th Std

Gender : Male

Address : In front of Doordarshan Tower
New IUDP Colony
Washim Taluk & District
Maharashtra - 444505
Mobile: 9850371687

Once active in politics, Dattabhau later became an agriculturist due apprehensions of farmers in Maharashtra. When he started his agriculture practice the farmers challenged him by telling that he can only be successful in it if he does irrigated agriculture. He took the comment positively, bravely bought barren lands. He chose to cultivate horticulture, planting mostly mango and amla.

It was an utter challenge for him to turn the barren land into cultivable land, he used the technology that he learnt from western Maharashtra, i.e. digging pits in the hard and rocky soil and filling the pits with soil. The adoption of best practices like drip irrigation, location specific application, converting and value addition to the existing technique suiting to the needs of his land made him withstand the struggles. He later reaped high profit which promoted him as a model farmer among those who challenged him. He added value to the land by establishing a water shed.

More than 1000 farmers a year from within and outside Maharashtra visit his farm for training and exposure. Dattabhau shares his experiences on modern technologies and best practices that he adopted. Several farmers are practicing this model now. In addition, he identifies villages where mangoes are grown and provides voluntary services by sharing his expertise.

Nominating Organisation and Address

Village Resource Centre
M S Swaminathan Research Foundation
C/O Krishi Vigyan Kendra, Karda, Post
MOTHEGAON, Risod Taluk, Washim District - 444 506
Tel: 07152 285043, 242779



Maharashtra

Mr. Dhananjay Nagarao Deshmukh

- *Determined youth with a focus to organise the unemployed youth of rural sector into entrepreneurs to build business that revolves around agriculture.*

Social Worker



Age : 29
Education : BA
Gender : Male

Address : Deshmukh Galli
Risod Taluk, Washim District
Maharashtra - 444506
Tel: 07251-222587
Mobile: 9423651541

Born from a well educated family with all his siblings working outside the village, Dhananjay decided to be an agriculturist with an intention to benefit the farming community in his village by adding entrepreneurial qualities to increase the productivity. He got introduced to an entrepreneurial idea when he took part in a training program conducted by the Maharashtra Centre for Entrepreneurship Development.

He chose to work with the youth group, organising the unemployed youth in the village. He facilitated 15 such organisations and had it registered, out of which 10 are functioning well by taking up entrepreneurial activity like diary and animal production. He also helps farmers to work on horticulture and floriculture.

He tries to build youth groups to start business around agriculture products and services. He has very good mobilisation and entrepreneurial skills to lead the unemployed youth group towards bearing the pride of being an agriculturist.

Nominating Organisation and Address

Village Resource Centre
M S Swaminathan Research Foundation
C/O Krishi Vigyan Kendra, Karda, Post
MOTHEGAON, Risod Taluk, Washim District - 444 506
Tel: 07152- 285043, 242779



Mr. Digambar Baliram Gawande

- His advocacy is on the villager's practice of judicious water management

Social Worker



Age : 55
Education : BA
Gender : Male

Address : Bahiruhed, Dahigam
Akola, Maharashtra - 444102
Mobile: 9922401979

Govande has been involved in social work since 1984, choosing his field of interest as water and land management. He has streamlined the water management in his village by mentoring the farmers towards optimum utilisation of water. Earlier, the water was available to the extent of irrigating thousands of acres of land, but it was under utilised and mismanaged.

Realizing the necessity, he facilitated awareness programs on water literacy. He formed 24 water user groups and registered them. He can now claim that not only his village, but 32 other villages have such facilities. With the acquired training from Water and Land Management Institute (WALMI), he extensively shares the knowledge on judicious water management, water user group management and its maintenance to the farming community.

Other than this, he encouraged 150 farmers in 30 villages to practice organic farming. He conducts regular cattle and human health care and blood donation camps every year.

Nominating Organisation and Address

Shaswat Sheti Kruthi Parishat
B14, Mahasul Colony, Akola, Maharashtra
Mobile: 9689634008



Ms. Harshatai Rmesh Ganeshpure

- Tough time is never lost; but tough people can do – Harsha demonstrated it by embracing a triumph in floriculture.

Social Worker



Age : 31
Education : 7th Std
Gender : Female

Address : Anbhora
Tal:-Murthizapur\Dist:-Akola
Maharashtra
Mobile: 09881024033

Harsha's family has always been engaged in conventional farming and was also into daily wage work. She got exposed to floriculture farming in 2002. As her village is situated on the national highways, she realized the marketing potential of the flowers and the availability of alternate local market in Amravati to sell the excess flowers. She made up her mind to go for floriculture and embraced failure and tough times in the initial stage. The training given by the Agriculture department and KVK added value to her professional strength and then she started gaining momentum in floriculture. As cut flowers have shorter shelf-life, she chooses to cultivate flowers with longer vase-life like rose, lily and gladiolus. She also trains SHGs on value addition to flowers by making different types of garlands.

She has been regularly providing her expertise on floriculture to the farmers in and around her village. Together, 60 farmers started cultivating floriculture and she grouped and federated them for direct marketing. She has become the key person to bar the middle person exploitation of flower marketing. The farmers gain 1 lakh per acre per year as profit. She has also good linkages with agriculture experts to periodically guide her and the federation.

The experiences have molded her to become an expert in training others on plant protection, Integrated Nutrient Crop Management, seasons of cultivation and water management for floriculture. She has a good command over communication skills and leadership coupled with learning attitude and mobilisation.

Nominating Organisation and Address

Krishi Vigyan Kendra
At-Karda, Post-Mothegaon, Tal-Risod, Dist-Washim
Maharashtra - 444506.
Tel: 07251-285002/226513



Ms. Jyoti Ramdas Nimbale

- Committed to work for improving health and sanitation in the village, a good social worker and community mobiliser who is an good asset for the overall development of the village

Social Worker



Age : 35
Education : 10th Std
Gender : Female

Address : Varu, Taluk - Maval
District- Pune
Maharashtra
Mobile: 9923965892

A simple lady from a family where the husband had to stay out of the village to take up a job and be able to meet the domestic needs of the family, Jyothi apart from taking care of the children and aged relatives takes the responsibility of running the Anganwadi for 11 years, teaching and feeding the children. The Janaki Devi Bajaj Foundation in Pune identified her capabilities seven years ago and made her the Village Volunteer and Health Worker. She was first involved in the watershed implementation work. Later, she was assigned the task of conducting awareness on health to the women. She mobilised eye camps in her village and followed it up with the availability of medicines to the patients. She has, in this span conducted eight health camps on sanitation and hygiene practices in the village with the support of the Government Hospital. She was instrumental in the construction of 25 toilets in the village which are being used by the families. She also conducted awareness on sanitation and hygiene for the children in the village. With this work, she managed to save five children from severe malnutrition.

She has also facilitated 10 SHGs to get gas connections under the Government programme.

Nominating Organisation and Address

Jankidevi Bajaj Gram Vikas Sanstha
S.No.4272, Behind Akurdi Post Office, Akurdi, Pune - 411 035

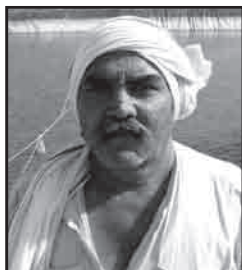


Maharashtra

Mr. Kailasrao Vinayakrao Deshmukh

- *Pragmatic know-how elevated Deshmukh to innovate result-oriented techniques for fish farming.*

Indigenous Knowledge Holder



Age : 52
Education : 8th Std
Gender : Male

Address : Waghlud Shelgaon Bondade Post
Malegaon Taluk, Washim District
Maharashtra - 444505
Mobile: 09657369601

He has expertise in fresh water fish farming in lined-farm pond using integrated fish cum duck farming concept. He has a 24x4x5m farm pond that produces 306kg of Magur fish within a period of 10 months fetching him an additional income of Rs. 15,300. He has acquired this systematic training from the National Fisheries Development Board (NFDB), Hyderabad.

The experience elevated Deshmukh to invent new techniques such as feeding mechanism of fish and oxygenation of the pond water. Normally, the fishes search for their food in different locations right from the bottom of the pond, middle area and top layer of the water. When the feeds are sprinkled/poured into water, there may be chances for the feed to get polluted and wasted. This experience made him contemplate an innovative feed mechanism through which he established pulleys in such a way that it drops a bagful of feed inside the pond and keep it till the feed is finished by the fishes. When the feed is over, the bag comes out and another bag will be dropped in with feed.

In order to give good oxidization process in the pond, he erected a pump set to pump the water in such a way that it recirculates. He says this process makes the fishes feel fresh. He has been sharing these techniques to the farmers who would like to practice pond fish farming. Heeding the real time experience of the farmer, the villagers from Gowardhan, Kawatha and Mothegaon has started their pond fish farm. He taught the people of the untapped potential of water reservoirs by introducing Magur fish farming.

He has good communication skills and his innovation and determination to use the available resources enabled him to harvest good results.

Nominating Organisation and Address

Krishi Vigyan Kendra
Risod Taluk, Washim District, Maharashtra - 444 506
Tel: 07251-285002, Fax.: 07251-226513



Mr. Kisan Rambhau Gorde

- A strong advocate of soil and water management, he tries to converge with relevant government organization to ensure that the downtrodden receive the benefit due to them.

Social Worker



Age : 60
Education : 4th Std
Gender : Male

Address : Gosasi, Post Khanersar
Khed Taluk, Pune
Maharashtra - 411035
Mobile: 9270086877

Gorde is a well known personality in his village as he has served the people as Sirpanch for a term delivering untiring services. The major occupation of the villagers is agriculture. He tries to address the housing issues of his village by converging with government officials which gave the entire community a home. He facilitated to get Rs. 15,000/- per family as loan for 15 families. He even offered his own land for the nomadic tribes to dwell in his village.

He is a farmer by profession and is very efficient in water and soil conservation and had done a good work through facilitating Voluntary labour of the villagers, thereby improving the water availability and agricultural productivity. He shares his good experience in organic farming, especially pesticide and vermin-composting to the farming community. He is the recipient of the model farmer award and has influence others.

He has been working on enhancing the economic status of the farming community by motivating them towards livestock rearing leading to establishing diary. He has facilitated 38 farmers to get cross breed cows with the support of a Rotary cow donation programme.

He is known as Tanta Mukthi, which means the village itself resolves conflicts judiciously without going to police. He is a socially committed person, who has been working for the welfare of the farming community.

Nominating Organisation and Address

Jankidevi Bajaj Gram Vikas Sanstha
S.No.4272 Behind Akurdi Post Office, Akurdi, Pune - 411 035



Mr. Kishore Champatrao Wanjari

- A person who thrives to build knowledge society and bring development through entrepreneurship

Social Worker



Age : 30
Education : BA
Gender : Male

Address : Shegaon Kund
Taluk Hinganghat, Wardha District
Maharashtra - 4400321
Mobile: 9923940930 / 8888101501
Email: kishor.wanjari@echoupal.com

Wanjari has been involved in social work for the past five yrs. He serves the community through ITC e-Chopal by facilitating farmers to avail loans at the State Bank of India. This effort of his enabled 62 famers to obtain loan to the extent of Rs. 32 lakhs. He has been providing need-based information to the farmers with the help of agricultural experts in the last six years.

As part of his social commitment, he formed 21 groups in which four were solely for those who wanted to start entrepreneurship such as dairy and goat rearing, to increase their economic capacity. Through this effort he benefited 252 members. His interest also extended to conducting farmers meeting on government schemes, composting and agro advisories.

He envisages a knowledge driven society and tries to build the base for motivating the younger generation to cultivate the habit of reading and updating their knowledge. To accomplish this, he has established a library in the village wherein the number of books increases every year through his effort of mobilising donations.

He is young, enthusiastic and self driven, fuelled with the hope for a well-rounded development of his village.

Nominating Organisation and Address

ITC eChoupal
31, SD Road, Secunderabad - 500 003
Tel: 040-27806917 Ext. 505
Mobile: 9949994140



Maharashtra

Ms. Mangala Chandak Hagawane

- In an effort to strengthen women in their participation in the developmental process, she has taken efforts to unite them through groups and linking them with banks for getting loan.

Social Worker



Age : 35

Education : BA

Gender : Female

Address : Parsodi Pruthawiraj Nagar
Dhamngaon Road , Amravati District
Maharashtra
Mobile: 09421737669

Mangala Chandak was inspired by the work that she carried out with the Yeshaswini Abhiyan Programme of the Government of Maharashtra in the formation of Self Help Groups in the peri-urban and rural areas. In a period of 5 years she has formed 150 SHGs in 21 villages. She was regular in monthly meetings and accounts maintenance. She could link 100 SHGs with the bank for availing loan for internal lending after assessing and grading.

She worked as Asha Sevika in the village and provided awareness on health aspects to the women. She has personally helped 11 women in the delivery by accompanying them to the hospital. In her village, she motivated 400 families to construct toilets and use it for good health.

Nominating Organisation and Address

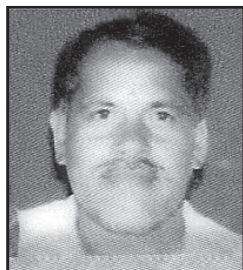
Adarsh Mahila Vikas Bahuddeshiya
Sanstha Jalka Patache Taluk, Dhamangaon Railway
Amravati District, Maharashtra



Mr. Narendra Kashiraoji Shingane

- He gave up politics and has taken it as his mission to revive agriculture in his village.

Social Worker



Age : 55
Education : BSc
Gender : Male

Address : Chincholi Shingane
Anjangaon Taluk, Surji District
Amravati - 444803, Maharashtra
Mobile: 9764752780

Narendra Kashirao lives in Chincholi sh village, where its 1200 populace spreads over 350 households. Rolling back the years, Narendra recollected the 15 yrs of his service as sirpanch in the village. Those years made him realised the fact that agriculture is a lot more important than politics. This made him give up his political career and entered into the field of agriculture.

He as a farmer possesses strong potentials towards farming practices, soil and water conservation, farm pond creation and development and, horticulture. He believes and promotes good practices in agriculture such as mixed/alternate cropping and organic farming. He gains good profit of 8 quintal per acre in BT Cotton due to his organic practices, when many could not get sufficient yield to pay-up the cost of planting. The transfer of his knowledge and skill on this enabled 40 farmers to practice the same and get up to Rs 7,000 as profit.

He gives due care to choose the crop for alternate farming (like soy bean, thubar and onion) which in a way gives a profit of 60% to 70% under any climatic condition. He helps other farmers by helping them produce their own Nuclear Polyhedrosis Virus (NPV), a bio-pesticide control measure in his village.

He measures the impact of his service and counting his success on the fact that he has converted 40 landless labourers into land owners of 2 to 4 acres by demonstrating the optimum utilisation of labour force and government schemes. He played a key role in bringing 100 farm ponds to benefit the farming community.

Nominating Organisation and Address

Village Knowledge Centre
M S Swaminathan Research Foundation
Shri. Narayanrao Vasudeorao Band, Jasapur Post, Chandur Bazar Taluk, Amravati District
Tel: 07227 243865



Ms. Neelam Mohan Shinde

- Determined to bring changes in the social and economic status of the poor women in the village through group formation and working on sanitation and health aspects

Social Worker



Age : 29
Education : 9th Std
Gender : Female

Address : Papalwadi, Kade Taluk
Post Chas Kaman
Pune, Maharashtra - 411035
Mobile: 9623312030

Neelam comes from a very poor family. Her husband works as a van driver. She was identified by the Janakidevi Bajaj Foundation and made her their link worker. In this span she formed 40 SHGs in 4 villages which she regularly visits. She has strengthened these SHGs to the extent that 15 members from 3 BPL SHGs were trained in rakee and candle making. The SHGs were also linked to the bank for availing loan for income generating activities like dairy farming.

She has been working on Health aspects in the village wherein she has conducted awareness on sanitation and hygiene practice to the women in particular. She was instrumental in the construction of nine toilets. She proudly says that out of the 160 families in the village, 100 houses have toilets. She has so far helped 150 women in health related services. She accompanies pregnant women to the hospital for delivery. She mobilised the village community in cleaning programmes.

She walks 3-5 kilometers to reach the neighbouring villages to help the women SHGs. Her strength lies in supporting the women SHGs and enhancing their skills and moving towards economic improvement.

Nominating Organisation and Address

Jankidevi Bajaj Gram Vikas Sanstha
S.No.4272, Behind Akurdi Post Office, Akurdi, Pune - 411 035



Mr. PavanKumar Ramakishan Mishra

Maharashtra

Social Worker



Age : 41

Education : MSW

Gender : Male

Address : Vikalp Sanstha
Ladegaon, Talulk Karanja Lad
Washim District - 444110
Maharashtra
Mobile: 9423851431
Email: mishrapawan309@gmail.com

Pavan takes care of 18 acres of inherited land where he grows cotton and pigeon pea during Kharif and soybean along with green gram, black gram and sesame in the Rabi season. He has orange and papaya orchard in the field. He has been helping the farmers and women in 40 villages. He established an organisation called VIKALP which mobilises Government Schemes to be implemented in these villages. He has formed 40 SHGs in these villages and strengthened them by regular trainings and meetings. These SHGs have been linked to the Bank for availing loan.

He was part of the VISTAR programme of the Agriculture Department in the last two years where he gives training to the farmers in 10 villages. He has been promoting organic farming in all aspects, from seed treatment to the use of neem applications, cow urine and plant leaves. He has helped 400 farmers in acquiring organic certification from a certified company.

He solved several conflicts within families and has created awareness on how the family should live harmoniously and not end up in police station for settling their differences. His village was declared as Conflict Free village (Tanta Mukti Gram) by the government.

Nominating Organisation and Address

Village Resource Center
M S Swaminathan Research Foundation
C/O Krishi Vigyan Kendra, Karda, Post, MOTHEGAON, Risod Taluk
Washim District - 444 506
Tel: 07152 285043, 242779



Mr. Prashant Pundlikrao Dhepe

- His dream is the development of his village within this decade.

Knowledge Worker



Age : 23

Education : BSW

Gender : Male

Address : Mendhala
Madani Post, Kalamb Taluk
Yavatmal District, Maharashtra
Mobile: 09403828956

The only son to his parents, Prashant joined the Village Resource Centre (VRC) of Vardha in 2007 as office assistant with the academic background of 12th grade. His spark to learn new things mushroomed into his computer literacy while he developed an understanding towards village development. He is basically, a person with an attitude to serve the society.

He has progressed to be the master in conducting Computer course to more than 150 students. He has taught students in varied age group and educational background ranging from school dropouts to principal of a college, youngsters to elderly. He simultaneously started equipping his academic skills by joining Bachelor of Social Work (BSW). He is currently into his 3rd yr BSW. After college hours, he works for VRC as an instructor.

He mobilises the students to visit slums and organises awareness campaign on health and sanitation. He shared an experience that he came across recently. A 13-year old girl from a poor family was suffering due to "recto vaginal fistula" right from birth. He took the efforts to make the family understands the ill effects of this and her suffering. He then took her to the hospital and arranged for her operation by bringing it to the notice of Praveen Dhemuk, Member of JP and District Chairman who helped in the hospital expenditure.

He is inspired by Prof. M. S. Swaminathan and Thiru Anna Hazare to lead a life that benefits many around him.

Nominating Organisation and Address

Savitri Jotirao Social Work Collage
Near Sandip Mangalam, Ganesh Nagar, Yavatmal - 445001
Mobile: 09850343520



Mr. Pravin Ramdas Mohod

- The voice for the voiceless and the first to stand on when issues of concerns are raised.

Social Worker



Age : 32

Education : MA

Gender : Male

Address : Asra Kawasa
Bhatkuli Taluk, Amravati District
Maharashtra
Mobile: 09326878503
Tel: 0721-2711252

A very young Praveen stands immediately for issues that are to be addressed and fought for. He is a role model in social activism. He fights for issues like child abuse, quarry mining and anything farming related. He attributes this continued advocacy for getting what is right and just for his community members to the case he once fought and got justice from, when a person who abused a 3 year old child was imprisoned. Similarly he claims that he shed light on the case of a quarry mining's 4 crores theft by the contractor and ensured that he is penalised and paid Rs. 1 crore and 50 lakhs. To raise issues like this and fight against it, he started a body and named it "Azard", (Freedom).

He has been actively involved in tree plantation. There are around 1500 plantations in his village due to his facilitation. He has also facilitated the transport of sick people to the hospital through a van free of cost. He has ensured that the government schemes meant for his village reach in time for proper realisation of its benefit.

Though his active nature to fight for social cause brought him threats from various sources, he is very firm in continuing his fight for justice.

Nominating Organisation and Address

Adarsh Mahila Vikas Bahuddeshiya
Sanstha Jalka Patache Taluk, Dhamangaon Railway
Amravati District, Maharashtra



Maharashtra

Mr. Ramesh Maroti Lasne

- *An e-choupal Sanchalak of ITC Ltd. who has been helping the farmers in marketing soybean and providing employment information to the youth through the Rozgar Programme of the Company*

Knowledge Worker



Age : 40
Education : 9th Std
Gender : Male

Address : Chichmandal
Tahasil- Maregaon
Yavatmal District - 445303
Mobile: 9881012528
Email: 27000369@echoupal.com

Ramesh received four acres of land from his father. Later, he purchased 12 acres for cultivating cotton, soybean intermixed with pigeon pea under rain fed condition. From a family of 5 members, with a son and two daughters, Ramesh established e-choupal in his village in 2007. He has been providing market price for soybean and link to ITC market for better price. He has helped 100 farmers to get good quality BT cotton seeds from ITC. He motivated 200 youth to register for employment news from ITC.

He is presently the Vice-President of the Panchayat. He has mobilised MPLAD fund worth Rs 7 lakhs for the construction of road in the village. He has motivated 50 families in the construction of toilets in their houses.

Nominating Organisation and Address

ITC eChoupal
31, SD Road, Secunderabad - 500 003
Tel: 040-27806917 Ext. 505
Mobile: 9949994140



Ms. Ratna Laxmanrao Borkar

- *Selfless service crowned this woman with the title of sirpanch of her village*

Social Worker



Age : 44

Education : 10th Std

Gender : Female

Address : Kurzadi
Jamtha Taluk, Wardha District
Maharashtra

Retna Laxmanrao is known in her village for her tireless social service, specifically relating to women's reproductive health. Understanding the need for improving child and women health, she equipped herself on health and child development through a systematic training to create awareness among the community from a well known organization Chethna Vikash.

The interest to work on women and children's health sprouted in her when she was at the age of 16. She uses a very influential media "Kirtan" (folk song with a rhythmic clap) to create awareness on health, sanitation, herbal medicine.

She trains people on herbal medicine and advocate "Amjya Arokia Sati" (we, for our health). By seeing her selfless service to the community, the people in her village have elected her as Sirpanch

Nominating Organisation and Address

Village Resource Centre
M S Swaminathan Research Foundation
C/o Shri Vijay Jawandia, Waifad, Wardha District, Maharashtra - 442 001
Tel: 07152 285043, 242779



Mr. Ravindra Ramkrushna Muley

- Self- learning propelled him to great heights in agriculture.

Social Worker



Age : 45
Education : 12th Std
Gender : Male

Address : Khansamangar
Post- Haram, Achalpur Taluk
Amravati District
Maharashtra - 444806
Mobile: 9765469685

Ravindra is a progressive farmer and well experienced in planting orange, mango, banana, papaya, onion and chilly. He has been into farming in the last 25 years. Ten years ago, he started using integrated fertilizer application and realised its initial benefits of good yield in crops like javar. But later on he understood that his soil fertility deteriorated and that is when he switched over to vermicompost and composting. He also practice soil and water conservation. His good agricultural produce due to his eco-friendly practices earned him popularity among the farmers in and around his district.

He started getting frequent calls from farmers who wants his advisory and guidance on farming practices. Approximately 700 farmers benefited from his advice over phone. Hearing his fame, a police sub-inspector interested in agriculture development invited him to give a lecture among the farming community on the good practices that he has been using.

Nominating Organisation and Address

Village Resource Centre Research
M S Swaminathan Research Foundation
Shri. Narayanrao Vasudeorao Band, Jasapur Post
Chandur Bazar Taluk, Amravati District
Tel: 07227 243865



Mr. Santosh Ajabrao Jadhao

- A young person whose goal is to bring back the youth back to farming.

Social Worker



Age : 37

Education : M.Com

Gender : Male

Address : Mothegaon.
Risod Taluk, Washim District - 444 506
Maharashtra
Mobile: 09657370907 / 7875649756

Inspired by the literature of Anna Hazare, a veteran Social Worker and Cram Gita, a book known for Rural Development, Santhose is determined to do something solid for the society he belongs to. Realising the need for promoting agriculture, he decided to stay in this field and work for its development. He regularly updates the knowledge and skills from KVK on watershed management and agricultural practices, and ensures that the acquired knowledge and skills are transferred to the community members.

He formed Guru Sewa Mandal (GSM) with 30 members in 1999, with the motive to develop the younger generation in the development stream, with special emphasis on agriculture. As a result, he had mobilised youth group into a farmer club in order to inculcate to the minds of the younger generation the need to be involved in agriculture. The basic idea of this group is to transfer technology to the farming community. This effort facilitated the farmers and youth to be in close contact with learning and thereby sharing those learning. He was instrumental for his team's implementation of a holistic watershed development supported by NABARD.

Through GSM, the village now has four engineers and one doctor. The efforts continued to establish 10 Self Help Group members for men in 2003. This was replicated by three neighbouring villages forming 12 SHGs.

Santosh is a young and dynamic person who also acts as a chief volunteer of Mathegaon farmers club.

Nominating Organisation and Address

Krishi Vigyan Kendra
Risod Taluk Washim - 444 506, Maharashtra
Tel: 07251-285002, Fax.: 07251-226513



Mr. Shambhaji Shivaji Tetar

- His goal is to be an example of the change everyone aspires for, through his deeds. He practices whatever he preaches.

Knowledge Worker



Age : 56
Education : 10th Std
Gender : Male

Address : Village-Warud
Post Moha Ejara, Pusad Taluk
Yavatmal District
Maharashtra - 445204
Mobile: 9922265758
Email: 27000491@echoupal.com

A 10th grade educated Shivaji is serving the farmers through ITC e-chopal by disseminating information relating to market prices, weather forecast and agro advisories using the internet.

He is a man of principle who sees to it that he practice whatever he preaches. He insists that the family should spend their hard-earned money on farming and education and not on marriages. He demonstrated this to his own villagers by conducting marriages with less expense. Seeing his practice, seven families followed his example using the same approach in conduct a simple marriage and spending the money on farming and in their livelihood.

He demands policy changes in government loan systems by advocating that banks should issue loan facilities as per kisan credit card by following the norm of issuing loan as and when required.

He is always on the lookout for information from other sources that would be useful to his community. He has good knowledge on water conservation and he facilitates villagers in conserving water using catchment, conveyance and storage methods.

He is soft spoken yet very firm in his action to achieve what he aimed for.

Nominating Organisation and Address

ITC eChoupal
31, SD Road, Secunderabad - 500 003
Tel: 040-27806917 Ext. 505
Mobile: 9949994140



Maharashtra

Mr. Shankar Govindrao Amickanthwar

- A highly motivated social worker who has been helping the Government Department to implement Minor Irrigation Project and the village community to enhance their income from organic farming and savings.

Social Worker



Age : 42
Education : BA
Gender : Male

Address : Wadgaon Road
Plot No 2, Nrohi Nagar
Yavatmal District
Maharashtra - 445001
Tel: 07232-251950
Mobile: 9423664122

He worked in ASSEFA Organisation for seven years till 1997, working in 15 villages close to Yavatmal. He was responsible for community mobilisation and community contribution for various developmental work. He learnt the art of working with the rural community and implemented watershed programme in the villages. He was also responsible for the construction of a minor irrigation project of the State Government in which he formed water users association to make three kilometres of canal.

After the ASSEFA job, he was called by the Minor Irrigation Department to implement similar projects in seven districts. Now, he visits various Minor Irrigation projects in seven districts to provide training in community management and contribution.

He is a social worker who has helped drinking water issues and helped women SHGs in the marketing of their products. In one village where Yavatmal Municipality was dumping drinking water in a well, he spoke to a well owner in the village for drinking water supply and made the villagers contribute for laying the pipe and putting up of the pump. With this he could solve the drinking water problem by reducing the drudgery of the villagers.

He has been promoting organic farming and teaches the preparation of composted manures and neem based products. About 100 farmers have been motivated in 30 villages to adopt organic farming.

He advised one SHG to use their savings to lend as loan for toilet construction instead of waiting for government schemes. The SHG members constructed the toilets from the loan amount. Another SHG was advised to use the savings of Rs 10,000 to buy minor millet and sesame, process and pack them and market in the city shops which they followed and made profit instead of getting meager interest in the bank account. One Scheduled Caste SHG which has Rs 20,000 savings was advised to buy cotton from the market during

Deepavali time when the market price was low at Rs 2000 per quintal and sold when the price raised to Rs 3,150 per quintal in January. In this three months the SHG made a substantial profit from this small initiative. The profit was shared among the members. Similarly, he encouraged the Tribal community to collect honey and market them together for better prices.

Nominating Organisation and Address

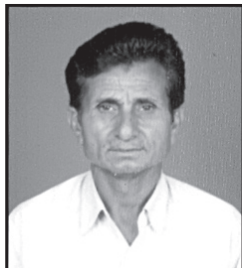
Saviteri Jotirao Social work collage
Near Sandip Mangalm Ganesh Nagar, Yavatmal, Maharashtra
Mobile: 09850343520



Mr. Shivaji Kundlikrao Khadse

- *An innovative farmer in the village who demonstrated good profitability from agriculture by adopting different crop at a particular time.*

Social Worker



Age : 45

Education : 10th Std

Gender : Male

Address : Pachamba, Shelukhadse Post
Risod Taluk, Washim District
Maharashtra - 444506
Mobile: 9763604729

A small farmer who owns only three-fourth of an acre with irrigation facility from two bore wells has been cultivating papaya (in half of the area) through the encouragement of the Krishi Vigyan Kendra (KVK), Karda in Washim District. In the other half, he cultivates maize. Last year, he got a total of Rs 1.2 lakh from his crops. He also has two country cows used for domestic purpose. After seeing his success 40 farmers in his village followed him in the papaya cultivation. He sells papaya directly in the Risod market where he makes good money.

He has formed a 10-member Farmers Club in the village which gets regular training and constant guidance in agriculture which is shared with the fellow farming community. He follows organic cultivation of papaya and in seeing this, four farmers followed suit. He applies composted manure which he collects from his livestock. He intercrops onion with papaya to gain more from his land. He has been trained by KVK in floriculture, poultry, goat rearing, horticulture, pulses cultivation and animal husbandry. He has become a resource person for all these crops in his village and the neighbouring villages.

Shivaji has shown that alternate cropping pattern helps a lot in boosting the income from a small piece of land with proper guidance from the agricultural scientists.

Nominating Organisation and Address

Village Knowledge Centre
M S Swaminathan Research Foundation
C/O Krishi Vigyan Kendra, Karda, Post, MOTHEGAON, Risod Taluk
Washim District - 444 506
Tel: 07152 285043, 242779



Ms. Sindubai Karansingh Kakas

- *She learnt mixed farming by cultivating various crops in her small piece of 3-acres land. A good motivator and mobiliser who has made empowerment of women as her goal.*

Social Worker



Age : 46
Education : 9th Std
Gender : Female

Address : Kelapur, Dahegaon Post
Gawande taluk
Wardha District.
Mobile: 09637522797

She worked as Balwadi and Anganwadi worker in her village for 28 years getting a very nominal monthly honorarium. She has 3 acres of agriculture land in which she takes multi-crops like soybean, sorghum, pigeon pea, green gram, black gram, mot, minor millet, vegetables and herbal and medicinal plants. She is a member of the MSSRF-promoted Mahila Kissan Sashakthikaran Programme along with 15 women from the village. In seeing her mixed farming method, 17 other farmers have adopted the same. She is also knowledgeable in the preparation of medicinal herbs for various sicknesses. Sindubai practices organic farming since 2002 using seed treatment and application of farmyard manure and neem-based solutions.

She is instrumental in creating awareness on women's sanitation and hygiene practices in the village. She has conducted health camp for women and blood test camps. For the past 14 years, she has been guiding the pregnant women and adolescent girls on nutrition and sanitation. She has been trained by Chetana Vikas Organisation (Wardha) in many of these practices. She motivated families and constructed 180 toilets in the village.

She has been attending to family conflicts and has been giving counseling to the members of the family to resolve their differences.

Sindubai is a committed lady from a rural village who is armed with confidence in her conviction to change the status of women to progress towards social and economic empowerment.

Nominating Organisation and Address

Village Resource Centre
M S Swaminathan Research Foundation
C/o Shri Vijay Jawandia, Waifad, Wardha District, Maharashtra 442 001
Tel: 07152 285043, 242779



Maharashtra

Ms. Sunanda Jaykrishnarao Dive

- *Sunanda strongly believes that women have inherent will power and honest. They can be an effective change-agent to bring about women empowerment.*

Social Worker



Age : 56

Education :

Gender : Female

Address : Talegaon Thakur
Tiwsa Taluk., Amravati - 444903
Maharashtra
Mobile: 9767715758
Tel: 0712-245300

Sunanda lives in a joint family of 47 members who all supported her when she embarked on a project for the development of women. She believes that people should be freed from the bondage at any type of services and developed a passion for involving herself and the community in agriculture. With her share of 1.9 acre land, she does experiments on different agriculture related initiatives such as vermi compost production, floriculture, fruits and vegetable cultivation, seed production. The main intention of her is to demonstrate to fellow farmers the use of good agricultural practices and still make profit out of it.

She understood the field reality that the raw produces will not get fare market prices and so she motivated women to go for value added products. This made her start a community based organization “Godawari Mahila Swayam Sahayata Bacha Gat” in order to process the produces into pickles, sweets and juices which benefited the women in the community.

She started one SHG, in 1993, to further uplift the economic status of the women in the village. Her effort has mushroomed to 43 SHGs in which 700 women are benefiting through collective action on vegetable production, marketing and distribution. This type of services brought a shift in their family health and education as many started to understand their value thus giving their children quality education and food.

She proudly says that earlier, women were not aware of bank transactions and one cannot find a single woman out in the bank. Now, there is a tremendous change and women outnumbered men towards bank transaction. She has also encouraged the women to get exposure in other states by participating in the exhibition in Delhi, Jaipur, Mumbai, and Lucknow.

With a strong passion and determination to agriculture, Sunanda has trained more than 200 farmers through 70 training programmes and she will continue to do the services to benefit more and more farmers and women.

Nominating Organisation and Address

Village Resource Centre
M S Swaminathan Research Foundation
Jasapur Post, Chandur Bazar Taluk, Amravati District



Mr. Sunil Sudhakar Narkhede

- A socially conscious person who believes that a well-informed people can bring change in our society.

Social Worker



Age : 40

Education : B.Sc

Gender : Male

Address : House NO.100, VHB Colony
Malkapur, Akola - 444004
Maharashtra
Mobile: 9325671806
Email: sknar2@rediff.com

With an expertise in the field of “Right to Information Act – 2005”, Sunil is associated with the Gurudev Seva Mandal. Through this organisation, he brings in services to the rural people based on their need. He has mobilised youth groups and facilitates them to choose issues of the rural area wherein they can find solutions and bring in development. He extensively worked to make the people understand the importance of voting and advocated about the voters id, exploitation of voting if the voter did not vote and the provision of negative voting in the act. Using the Right to Information Act, he has made 150 farmers avail loans for education and agricultural purpose. He has also motivated the community to claim their fundamental rights such as drinking water, connectivity in terms of road, bus facility, etc.

He has also created public awareness on the Right to Information Act among school and college students.

Nominating Organisation and Address

Mr. Madhukar Rajaram Sarap
At.Post Kanheri Sarap, Barshitakli Taluk
Akola - 444001, Maharashtra
Mobile: 09923584366



Maharashtra

Ms. Suvidhya Narendra Shingane

- The multifarious personality of this lady transformed the lives of 25 women SHG who took up income generation programmes. She has been promoting organic farming by training the women SHG in the manufacture of organic products

Social Worker



Age : 47
Education : 12th Std
Gender : Female

Address : Chincholi Shingane
Anjangaon Taluk, Surji District
Amravati - 444803
Mobile: 9970516538 / 9975054820

Age is not barrier for this lady to help women in her village to progress towards economic improvement. She has promoted 60 SHGs in her village and in the neighbouring villages. In the beginning she formed six SHGs in her village in which one was exclusively for the physically challenged ones. She has been helping these SHGs in conducting monthly meetings and accounts maintenance. She trained herself and in turn trained 25 SHGs to take up income generation activities like herbal soap making, pickle making, condiments making, and tooth powder making. She also

helps these SHGs in marketing their products in exhibitions and melas. She has linked these SHGs to the MIDCON of the Maharashtra Government for training and availing of subsidies.

With a training in organic farming, she has been practicing this for the past 3 years. She has constructed three beds of vermi-compost and trained women in its preparation. She has also trained 15 women SHGs in the preparation of neem based applications for the crops. According to her estimate, about 90% of the input cost can be reduced by organic farming. She undertook plantation of neem trees in the village for which her SHG prepared the nursery.

She motivated women to construct farm ponds in the fields and 25 such ponds have been constructed so far.

Her husband is a farmer and has been elected as Sarpanch for three times in the last 15 years. His cooperation and encouragement allows her to do her work and lead women in

Nominating Organisation and Address

M S Swaminathan Research Foundation
Jasapur Post, Chandur Bazar Taluk
Amravati District



Mr. Vijay Bajirao Deshmukh

- An e-choupal Sanchalak and a social worker who has helped the farmers in crop advisories and market linkages to get better prices.

Knowledge Worker



Age : 45
Education : BA
Gender : Male

Address : Chaigaon
Mehkar Taluk, Buldhana District
Maharashtra - 443301
Mobile: 9860447170
Email: 27000358@echoupal.com
vijaydeshmukh@chaygaon

Along with his family members and two others, Vijay started a Nursery School in the village with the main objective as provision of education to the small children. He runs the schools kindergarten, first and second standard classes. They have 40 students from whom they collect a meager amount of Rs 700 per year which somehow meets the salary of two teachers. Vijay owns 35 acres of irrigated land inherited from his father which he shares with his brother. He has 3 wells for irrigation with which he takes 3 seasonal crops like soybean and pigeon pea in kharif and wheat intercropped with black gram.

He was approached by ITC company to establish e-choupal in his village for which he agreed as he sees the benefit to the farmers in getting good prices for correct measurements. According to him about 400-500 farmers have benefited from his e-choupal by selling soybean to the company directly. He provides crop advisories to the farmers by getting information from the agri-experts at ITC. He has CDs on Agricultural practices which he shows the farmers in the e-choupal.

He attends training programmes organised by the Agriculture Department. He has vermi-composting pits which he uses in teaching other farmers about the benefit of keeping the same in their backyard..

He took initiatives to repair the village road with the help of the village community. He has learnt Yoga and trained 50 people in his village.

Nominating Organisation and Address

ITC eChoupal
31, SD Road, Secunderabad - 500 003
Tel: 040-27806917 Ext. 505
Mobile: 9949994140



Ms. Basanti Naik

- A dynamic lady who found the way out to utilise the local resources for the economic development of women.

Social Worker



Age : 38
Education : 9th Std
Gender : Female

Address : C/o.Sanatan Naik
Badabarabeda Chandaposi Post
Keonjhar District
Odisha - 758019
Mobile: 9938384128

Basanti is known for her active contributions to the establishment of Self Help groups and value added services. She has established eight Self Help Groups in seven villages consisting of 400 households. She has promoted value addition to Non-Timber Forest Produces (NTFP) and Mahva flower (*Madhuca indica*) to enable SHG women to get better market price. On an average, the SHG members receive an income of Rs.18,000 per season, and they reap similar benefit for four seasons in a year.

She has also promoted grain bank in her village where she facilitated people to store five quintal of rice and six quintal of paddy to be used during emergency. Her selfless services to the people earned her leadership positions in various community based organisations for intensifying the work that she has been doing thus far. She is the president of Gaon Kalya Samiti (GKS).

Her dauntless services does not have limits as it goes beyond SHGs, income generation and grain bank to bio diversity conservation, addressing women health issues through referral services and promoting children's education. She has motivated 22 children from poor families to enroll for primary education.

Nominating Organisation and Address

Womens' Organisation for Socio-Cultural Awareness (WOSCA)
Mandua, Mandua Post, Keonjhar District. - 758074 Odisha
Tel: 91-6766-253490



Ms. Chandra Mishia

- A natural leader with a vision to empower the tribal community.

Social Worker



Age : 43
Education : 3rd Std
Gender : Female

Address : Nuaguda, Lima Post
Panhchayat Lima, Kundura Block
Koraput District, Odisha
Tel: 06854-202173
Mobile: 09438345347

Mishia is a multi talented personality with strong communication skills. Her expertise lies in Self Help Group formation linking with micro enterprise activities such as mushroom cultivation, vermi-composting, kitchen garden promotion, herbal garden, vegetable cultivation etc. Knowing her expertise, people from other districts visit her for training.

The 15 years of experience in the field of women development related initiatives and services have molded her to communicate things clearly and concisely. Her unique way of communication with clarity on the subject made her a trainer on SHG management and micro enterprises. She has trained more than 2000 members on her expertise and she was able to recollect around 25 families that replicated the model in her village.

She acted as a president of Mahila Swayam Sahayak Dal, Nuaguda in 1994. Being an ethno-medical practitioner, she treats people as well as creates awareness on health and nutrition.

She has facilitated the members to save Rs. 4 lakhs. She has contributed a lot to establish seed bank in her village in association with MSSRF and facilitated the members to save 120 quintals of rice in the seed bank.

She proudly says that people depended on money lenders and stayed on ignorance before her intervention in the village and the initiatives taken place in her village fetched them a dawn in their life and livelihood. Her approach and the utilisation of right opportunity enabled her villagers to acquire this improved status. She is bestowed with an outstanding communication skill as a weapon for bringing development to the village.

Nominating Organisation and Address

M S Swaminathan Research Foundation
Biju Patnaik Medicinal Plants Garden & Research Centre
Makaput, Koraput District, Jeypore 764 002
Tel: 06854 231773



Mr. Dasarathi Miniyaka

- A man who realised triumph after a decade by educating the entire tribal populace in Odiya by bringing government entitlements and other facilities closer to their doorstep.

Social Worker



Age : 38

Education : 8th Std

Gender : Male

Address : Gumma, Rayagada District

Odisha - 765001

Tel: 06856 - 201631

Mobile: 9692971954

Email: pragati95@yahoo.com

Born in a tribal village, Dasharathi, educated up till 7th standard, developed a hunger to bring up his browbeaten people and started investing his efforts from 1993, in a systematic manner. He realised his villagers are the last ones to be reached with government schemes/ facilities, while the surrounding villagers enjoy the benefit. He has also identified the root cause being the lack of communication in Odiya as they speak desi – the tribal language. It is a small village with 250 members and he motivated the parents to educate their children. In 2003, several people have completed matriculation and had gone for higher studies to the extent of pursuing studies in Kalinga Institute of Social Service (KISS), while others started understanding the value of education, specially the need for regional language.

Due to his efforts, the parents were pushed to learn odiya through child to family concept, and this helped them to negotiate with government officials to realise their rights and benefits. Now the villagers receive government schemes including the Mahatma Gandhi National Rural Employment Guarantee Act (NREGA).

Besides this achievement, he has been transferring his strong skill sets on system of rice intensification (SRI) to the people and made 40 families practice the SRI cultivation. He also continues to serve the society by stopping the felling of green trees for timber and fuel wood and prompted the people to discourage shift cultivation.

He is a vibrant person whose thoughts stay around bringing development to the downtrodden community without self motive. His tireless focus, communication, leadership and aligning resources are the assets to pursue his ambition of achieving triumph over his efforts.

Nominating Organisation and Address

PRAGATI

New Colony, Rayagada-765001, Odisha

Mobile: 09437372956



Ms. Dasu Gundlia

- *Dasu Gundlia is a community leader who slowly transformed the social and economic status of the community. She is a good communicator and is fluent in her 'Desiya' language, a dialect of Oriya.*

Social Worker



Age : 34
Education : 4th Std
Gender : Female

Address : San Taliaguda, Lima Post
Panhchayat- Lima, Kundura Block
Koraput, Odisha
Tel: 06854-202173
Mobile: 09438345347

Being a traditional woman in the tribal community, Dasu was restricted to household work only. Not equipped with education, she was not consulted for decisions and was made to follow every decisions of her husband.

When M S Swaminathan Research Foundation in Jeypore started working with the women of this region ten years ago, forming Self Help Groups and cultivating savings and thrift activities, she took a lead role in mobilising the women in SHG activities. Over a period of time, with the training and motivation, she became a motivating and mobilising leader in the village. She turned into a full fledged social worker in the village organising and mobilising the village community for developmental activities. She became leader of the SHGs Federation in the region. She has learnt about strengthening the SHGs.

Dasu also mobilised the village community for cultivating vegetables for their own consumption and for marketing to make additional income for the family.

She provides awareness in Reproductive health care, Mother and child health care and sanitation and hygienic practices to the community which has larger acceptance in the village.

Nominating Organisation and Address

M S Swaminathan Research Foundation
Biju Patnaik Medicinal Plants Garden & Research Centre
Makaput, Koraput District, Jeypore - 764 002
Tel: 06854 231773



Mr. Devendra Dalapati

- He is a good communicator with confidence and conviction in changing the economic status of the fellow farmers by sharing his knowledge and experiences in Pipla medicinal plant cultivation.

Indigenous Knowledge Holder



Age : 37
Education : 7th Std
Gender : Male

Address : Tolla, Mohuli Post
Koraput, Odisha
Mobile: 09937859153 / 8895052531

A farmer by profession, Devendra has been cultivating Pipla medicinal plant for the past four years in his 3 acres land in the village. He has learned the Pipla cultivation on his own. He could link with the traders from Andhra Pradesh who comes to his field for lifting the plants. There is a good market for the herbal plants and Pipla plant acquired greater importance in the market. In the previous year, he earned a net profit of Rs 8 lakhs from his 3 acres land. His life has been transformed with good income. His approach to turning agriculture into a productive and profitable venture is realised.

He showed his magnanimity by sharing his knowledge and experiences with his fellow farmers which encouraged 40 farmers to take up Pipla cultivation in his village.

He has knowledge in the preparation of herbal medicines for the treatment of eyes, dental and small illness.

Nominating Organisation and Address

M S Swaminathan Research Foundation
Biju Patnaik Medicinal Plants Garden & Research Centre
Makaput, Koraput District, Jeypore 764 002
Tel: 06854 231773



Mr. Dhanpati Singarbi

- A man of truth... who contributed selfless services to his community with social conviction.

Social Worker



Age : 28
Education : Matriculation
Gender : Male

Address : Cherkaput, Digapur Post
PS- Boipariguda, Koraput District
Odisha - 7
Mobile: 7894005285

Dhanapati dwells in Tolla - the tribal village where people are unaware of the many services of the government and other organisations. Understanding the situation of his village, he tries to experiment things on his own and shares the successful practices with the farming community. He experimented SRI cultivation in his field and has become a master in the System of Rice Intensification (SRI) within a couple of years. He is now known as a model farmer in his community for implementing SRI techniques in traditional rice varieties and improved rice cultivation methods. He found SRI cultivation yielded 50% more production and input cost is lesser as he had to use 30kg seeds per acre for the traditional method and now it reduced to four kg per acre in SRI. This helped him a to convince his fellow farmers to cultivate using SRI and train them on its method of cultivation. Now, five farmers are cultivating using SRI in five acres of land. He also has expertise in vermin-compost preparation and regularly using it in his field. Five famers who have been trained by him on vermin-composting practice the same in their field.

His attitude to learn from other organisations made him utilise the opportunities properly and enabled him to become a trainer for farming community on improved method of rice cultivation, market linkages of Kalajeera rice – an aromatic rice variety, SRI techniques and vermi composting. He is the secretary in the Kalinga Kalaeera Rice Growers Society, consisting 120 members from 25 villages.

Other than this, for the last 15 years, he has been involved in forest protection and oriented people on the need for sustainable forest management. He is able to mobilise 100 families to protect the forest and safeguard the richness of bio diversity.

Nominating Organisation and Address

M S Swaminathan Research Foundation
Biju Patnaik Medicinal Plants Garden & Research Centre
Makaput, Koraput District, Jeypore - 764 002
Tel: 06854 231773



Mr. Kailash Chandra Sukri

- *A man of success in seed bank establishment and improved method of rice cultivation.*

Social Worker



Age : 30

Education : 5th Std

Gender : Male

Address : Pujariput, Digapur Post
PS- Boipariguda, Koraput District
Odisha
Mobile: 08018005153

Kailash lives in Pujariput where most of the people earlier did not have the habit of conserving seeds for their livelihood promotion. He then motivated people to cultivate rice and conserve seed/land rice. Due to his efforts, 65 families benefitted from the seed bank. Influenced by the model of seed bank, 35 families in neighbouring village replicated his project. He is also using vermin-compost for the traditional variety of rice cultivation.

He is a model farmer for implementing improved method of rice cultivation and facilitated other fellow farmers to learn his experience and follow the practices. Kailash is the treasurer of Kalinga Kalaera Rice Growers Society, consisting 120 members from 25 villages.

He is a good communicator; facilitator and a trainer whose skill sets are a great value to fellow members of his own and neighbouring community.

Nominating Organisation and Address

M S Swaminathan Research Foundation
Biju Patnaik Medicinal Plants Garden & Research Centre
Makaput, Koraput District, Jeypore - 764 002
Tel: 06854 231773



Mr. Kamaraju Tadingi

- *Kamaraju showed his leadership abilities to motivate and mobilise the village community to construct a hanging bridge, made of bamboo, to commute to the nearby towns during rainy season.*

Social Worker



Age : 37
Education : 10th Std
Gender : Male

Address : Mariguda Village
Rayagada Block
Rayagada District & Post
Odisha -765001
Mobile: 09439476535

The entire village community had been facing difficulty in commuting to the nearby towns during rainy season as the village used to get cut-off due to overflow of the River Nagabali. He discussed this problem with the village community in order to bring a permanent solution to this problem by constructing a bamboo bridge across the river. He mobilised Rs 1.7 lakhs from the women SHGs and youth in the village to help him to construct the bridge. This bridge has been helping about 1000 – 1200 people in and around 15 villages to go to the places for selling and marketing their goods. He is repaying the loan amount by collecting fee from the users and also by generating fund through the rental of a video projector.

Nominating Organisation and Address

ARUNI
Po Box No -30, Near Umashanke Theatre
Rayagada District & Post, Odisha - 765001
Mobile: 09437643675



Mr. Krushna Chandra Mallik

- A soft spoken personality who was instrumental in bringing governmental entitlements to his village.

Social Worker



Age : 40

Education : 8th Std

Gender : Male

Address : Secretary, Lapatacheri VDC
Gongiribataguda
Balliguda Block, Kandhamal District.
Mobile: 7735592402

From a village that has just received electricity this year, Krushna has been acting as a bridge between community members and various government departments/non- governmental organisations and helping his people realise the benefits of government entitlements.

Due to the location of his village, the people are not aware of government schemes. Wearing simplicity in his appearance, Krushna serve his community with conviction. The position that he earned as a ward member in 1991 for his services to the people facilitated him to network with the concern department heads to bring government entitlements to his people.

These significant contributions to his villagers raised him to become the Secretary to the Village Development Committee and he has been intensively facilitating the villagers to benefit from the Odisha Tribal Empowerment and Livelihoods Programme (OTELP). He has also addressed both drinking and irrigation water related issues of the people by taking the support of an NGO.

His leadership and networking skills facilitated his journey in achieving his goals.

Nominating Organisation and Address

World Food Programme
2 Poorvi Marg, Vasant Vihar, New Delhi 110057
Tel: Direct: 91-11-46554046, 46554000 Ext. 2460
Fax: 01-11-46554055



Mr. Pitar Gamango

- *The confidence in sharing his knowledge in watershed treatment and his leadership capacity to mobilise village community is what made him an icon in the village.*

Social Worker



Age : 27
Education : Matric
Gender : Male

Address : Secretary, Dengamala VDC
Bhailesahi, Mohana
District: Gajapati
Odisha

Pitar hails from a village which is inhabited by tribal community. He has experienced in the implementation of watershed programme in his village. He is the Secretary of the Village Development Council (VDC) since 2008, he was selected by his village community for implementing Odisha Tribal Empowerment of Livelihoods Programme (OTELP) project of the Government. of Odisha and felicitated by Gram Vikas an NGO.

He could mobilise his village community in the last two years to complete 7000 staggered trenches in the sloppy watershed area. He could also construct 497 gully plugs and 972 feet length of stone bunding in the sloppy land. He was trained by Gram Vikas in watershed programme and its implementation and was taken on exposure visit to a watershed village in Andhra Pradesh.

He has understood the technical features of all the watershed structures and gives details with perfection. He has also learnt the plantation of varieties of trees in the watershed area.

Nominating Organisation and Address

World Food Programme
2 Poorvi Marg, Vasant Vihar, New Delhi 110057
Tel: Direct: 91-11-46554046, 46554000 ext 2460
Fax: 01-11-46554055



Mr. Pramod Kumar Baral

- *Pramod is a traditional expert in Fine Arts and Stone carving. He has trained many youth in stone carving thereby providing livelihoods to one hundred traditional artisans.*

Knowledge Worker



Age : 45
Education : BA
Gender : Male

Address : Alati, Keonjhar
Odisha - 758043
Mobile: 9437671897 / 8018639442

A master in stone carving, Pramod has been in this fine art of stone carving from childhood. He has mobilised government funds to provide training in stone carving to one hundred youth in the villages. He has been promoting the fine arts in the exhibitions thereby giving wide publicity to craft for the benefit of the people in the cities. He has also established a network abroad for marketing the crafts thereby helping the local artisans get better prices and income.

Nominating Organisation and Address

BASIX
Bhartiya Samruddhi Finance Ltd
In front of Head Post Office
Ramachandrapur Bazar, Jatni, Khurda
Mobile: 094373 94999



Ms. Rita Rani Rout

- A very young and dynamic leader who work to bring development to hers and the surrounding community.

Social Worker



Age : 26
Education : BA
Gender : Female

Address : Madhyapur, Post-Tentalabahal
Via-Purunagarh
District Deogarh, Odisha - 768119
Mobile: 09437655141
Email: esdrdeogurh@gmail.com

Rita is a young upcoming leader who likes to uplift the downtrodden based on their issue. She is very keen in her issue-based approach. A versatile personality who has ventured in all disciplines - those are relevant for developing the vulnerable community. She attaches herself irrespective of government, NGOs or private organisations, for addressing the needs of the community on a selfless motive.

Her strong base on SHG management enabled her to successfully form 73 SHGs, all are functioning well. She does regular monitoring of these groups and united those into a non registered federation. She also trains people on mushroom cultivation, vermin-composting and SRI. Due to her initiative, around 30 SHGs started mushroom cultivation and more than 50 established vermin-composting. She also trained people in SRI cultivation and as a result, 30 acres of land are cultivated in around 25 villages of her district. She has a conviction to work towards increasing the production of agriculture in her district.

She also rested her foot on a movement of forest conservation in 30 villages where she advocated for the resettlement of forest land records for 196 families under the state forest act.

She has been working towards women health programme wherein she tries to create awareness among women on HIV/AIDS and women reproductive health. About 300 women were oriented on this. She understood the importance of education to women and facilitated the girl children to enroll for education. She has an excellent communication skill that makes her to convince people easily. The networking skills enable her to address the issues spotting relevant resource organisations.

Nominating Organisation and Address

Centre for Sustainable Development & Research (CSDR)
Madhyapur, Tentalabahal Post, Via-Purunagarh
Deogarh District, Odisha - 768119
Mobile: 9437655141



Ms. Sarojini Bankra

- *A committed social worker who has helped women to contribute to their development by bringing justice to the innocent and deprived women in the area and helping them to improve their livelihood.*

Social Worker



Age : 30
Education : 3rd Std
Gender : Female

Address : D/o. Nakul Bankra
Jhartarang, PS-BrahmaniTaranga
Via-Panposh, Sundargarh,
Odisha Rowkela - 769004
Mobile: 9937268967

Sarojini helped a remote village community to get electricity and in recognition to it the colony has been named as after her, Sarojini nagar. She has helped 20 women SHGs to establish a Public Distribution Shop (PDS) in the villages. She has been providing free education to dropout students. She has counselled the villagers to reduce the atrocities to women in the families. She has helped women SHGs to take up micro-enterprises in the region. She has been providing awareness to women on mother and child care and distributing free medicines in the villages. She has worked for getting justice to the Non-formal Education teachers.

Nominating Organisation and Address

Mahavir Yubak Sangh
3266,Chakeisiani, Bhubeneswar 10
Tel: 94-674-2580080, Mobile: 0943701168



Odisha

Mr. Sasibhusan Senapati

- He has the confidence in his approach in agriculture and has motivation skills to others.

Indigenous Knowledge Holder



Age : 42
Education : 10th Std
Gender : Male

Address : Chintali Guda ,Tadama
Rayagada - 765001, Odisha
Tel: 06856-222452
Mobile: 9437870205
Email: Pragati95@yahoo.com

A farmer from his childhood, could not pursue education beyond matriculation. He was helping his father and learned agriculture. He has four acres of land in which he cultivate paddy during the rainy season and takes millets and pulses with the moisture available in the soil.

He has been watching 'Annadata' programme on agriculture in ETV television channel regularly. He adopted some of the learning from the programme. In 2009, after listening to the 'System of Rice Intensification (SRI)', a method of paddy cultivation, he was inspired by its success in terms of low input cost and higher yields. He adopted the SRI method on his land in the succeeding season. He was surprised to get 10 quintals of paddy from his land. This got the attention of an NGO, PRAGATI.

He was awarded the best farmer in SRI by the Chief Minister of Odisha. Sasibhusan motivated his neighbour farmers to adopt SRI method of paddy cultivation and now 30 farmers in his village are following the same. He gained sufficient knowledge in this method of paddy cultivation and are now able to communicate properly what he has learned in his field to others with the help of the NGO and the Agriculture Department.

Nominating Organisation and Address

PRAGATI
New Colony, Rayagada - 765001, Odisha
Mobile: 09437372956



Mr. A. Abdul Hai

- *An inquisitive farmer who is not afraid of experimenting. A pioneer of sorts, he was the first farmer in Puducherry to implement the System of Rice Intensification.*

Social Worker



Age : 43
Education : 8th Std
Gender : Male

Address : S/o Adula Sahib
17, Pallivasal Salai, Katterikuppam
Puducherry - 605 502
Mobile: 9787022264 / 9443469489

A striking person with an inquisitive nature of a child, Abdul Hai is a progressive farmer who is not averse to risk. He has experimented with new techniques in farming in his field. To his credit, he was the first farmer to implement the new paddy cultivation method called System of Rice Intensification (SRI) in the entire Puducherry. Being a pioneer of sorts in SRI, he has motivated more than 300 farmers to adapt to this new technique by being a resource person and motivator in a number of awareness meetings. He also won the yield competition organised by the agriculture department. An articulate person, he provides free agriculture related advisories to a number of farmers, who seek advice from him.

Through self motivation and a healthy dose of curiosity, he visited a number of horticulture farms in Salem and Dindugul district to learn about precision farming practiced in those places. Today, through self motivation, he has successfully implemented precision farming in his field resulting in record chilly harvest and the title of "Progressive farmer" bestowed upon him by the Puducherry agriculture department. Never averse to take risks, he experimented with Kuzhi technique for planting sugarcane by allocating a small piece of land in his own field. The results were quite evident, and inspired by his effort a number of farmers in the nearby areas started adopting this technique.

Nominating Organisation and Address

Village Resource Centre
M S Swaminathan Research Foundation
Pillaiyarkuppam, Thondamanatham Post
Vazhuthavoor Road, Puducherry - 605502
Tel: 0413 2667313



Mr. K. Balaraman

- *An educationalist and a social worker who has effectively used theatre as a medium to raise social awareness among the rural communities.*

Social Worker



Age : 59
Education : MA
Gender : Male

Address : No.1, Radha Nagar
P.S.Palayam, Puducherry – 605 107
Tel: 0413-2688254
Mobile: 0986143237

After serving the rural community as a teacher for more than three decades, Balaraman a retired headmaster has now taken up street theatre to educate the rural masses on various socially relevant issues. As an educationalist, he has tirelessly worked for educating children from rural communities and as a talented theatre artist; he has used the skill to raise awareness on social issues affecting the common man.

Passionate in street theatre and arts, Balaraman took up street play as a tool for spreading social messages. As a volunteer of the Arivoli Iyakkam (Literacy movement), he has organised and participated in more than sixty culture tours comprising of street theatre and drama for spreading awareness on the importance of education at district. A socially minded person, he banded together his former students and with the support of an international nonprofit group, he organised a month long Vishu pattu, (a traditional art form which uses a combination of bow with bells rigged, songs and rhetoric) campaign to spread and create awareness on sanitation and the ill effects of open defecation.

Today there is a marked increase in the number of people seeking subsidy for building toilets and avoiding open defecation. He has also used street play and other allied stage cultural activities to create awareness on health related issues such as AIDS, tobacco etc.

As a teacher in a government school he did not stop with teaching and performing administrative duties alone. He went beyond the call of duty as he passionately believed in the power of education in transforming the lives of children from the rural areas. Balaraman mobilised his school children and organised rallies annually to ensure 100 percent enrollment of school age children in the school. This has resulted in parents from the village enrolling their children at the right age. He also has organised rallies for abolishing child

labour in the village due to which more than fifteen children working as labourers are now back at school.

Nominating Organisation and Address

Village Resource Centre
M S Swaminathan Research Foundation
Pillaiyarkuppam, Thondamanatham Post
Vazhuthavoor Road, Pudhucherry - 605502
Tel: 0413 2667313



Mr. G. Chinnathambi

- He tests new techniques in agriculture and helps other farmers to adopt new practices”

Knowledge Worker



Age : 52
Education : 8th Std
Gender : Male

Address : Desamariamman Kovil Street
Embalam, Puducherry - 605 106.
Tel: 0413-2644657

Chinnathambi is a progressive farmer who adopts new practices in agriculture and helps other farmers adapt to those innovations. He was one of the few farmers to adopt the System of Rice Intensification practice for paddy cultivation in his field. He did not stop with that, he went further and trained other farmers in this new practice and today more than ten farmers have taken to this practice with his help and support.

A veteran farmer of sorts, he is often consulted by the local agriculture officials in case of any doubts. A strong believer in organic farming, Chinnathambi trains other farmers in the preparation of organic fertilisers and helps them adapt to organic farming. In order to reduce risks, he has adopted alternative crops and has motivated other farmers to adapt to the same, such as beans, cluster beans, etc. Ever inquisitive, he has set aside a piece of land in his farm for testing and experimenting with new ideas.

A caring person by nature, he has helped more than fifty farmers secure subsidy for paddy cultivation. Not only strong in agriculture, he is also an expert in cattle management and was awarded the “Cattle Heifer” award by the Animal Husbandry department. He is also a member of the Village Knowledge Centre management committee and takes active interest in the functioning of the VKC and disseminating agriculture related content through the VKC. Being aged and mature in his world view, he is often called upon to solve issues and problems in the village. Chinnathambi is young at heart and wants work towards the goal of sustainable agriculture.

Nominating Organisation and Address


Village Resource Centre
M S Swaminathan Research Foundation
Pillaiyarkuppam, Thondamanatham Post
Vazhuthavoor Road, Pudhucherry - 605502
Tel: 0413 2667313



Mr. K. Govindarasu

- *A progressive farmer and an activist advocating the protection of local water resources*".

Social Worker



Age : 47
Education : DMLT
Gender : Male

Address : Pillaiyar Kovil Street
Embalam, Puducherry - 605 106.
Mobile: 9843265148 / 7708290512

Govindasamy is a humble farmer who is quick to adopt the latest practices in farming and equips other farmers in adopting these practices by way of training and capacity building. He also helps the rural community by helping them obtain government services and entitlements. A passionate person, he strongly believes in the conservation of the water resources.

Govindasamy owns significant acres of land and is always ready to adopt new innovations in agriculture. Owing to his inquisitive nature, he was selected for a number of training programmes by the agriculture department. As the convener for the local farmers group, he has organised a number of training programmes for the local farmers in the areas like System of Rice Intensification (SRI). Reaping techniques, deploying weedicides, pest controls, virus and bacteria control. About half of the farmers in Embalam have adopted System of Rice Intensification in their field, resulting in increased yield and profit. He is passionate about organic farming and has provided a number of awareness and training programs in organic farming resulting in more than half the farming population taking up organic farming practices in his village.

A passionate believer in safeguarding the natural water resources, Govindasamy formed the lake protection committee in his village. He plays an active role in educating the community on the importance of conservation of water resources with the support of an international NGO. He helped removed encroachments along the bank of the local lake, in the process rehabilitating the water resource. With the support of the committee members, he planted 5000 palm trees surrounding the lake preventing the erosion of soil.

A social worker at heart, he helps the economically and socially marginalised to receive their respective entitlements and support. He creates awareness on various government schemes and entitlements and has helped more than sixty old age people secure pension,

He has also helped secure marriage support for newly married women from economically backward families.

Always open to learning, he is ready to embrace new ideas and practices and taking it to the larger farming community.

Nominating Organisation and Address

Village Resource Centre
M S Swaminathan Research Foundation
Pillaiyarkuppam, Thondamanatham Post
Vazhuthavoor Road, Pudhucherry - 605502
Tel: 0413 2667313



Mr. S. Ilango

- *A young man with commitment to serve the society. He is skilled in mobilising the community and organising need based awareness programs.*

Social Worker



Age : 24
Education : DCA
Gender : Male

Address : 49 Pillayar Koil Street
Kunichempet, Thirukannur Post
Puducherry - 60 5501
Mobile: 9791468187

At the onset, Ilango strikes you as any ordinary youth that one comes across in a village. Spontaneous and youthful, he is a social worker who is actively engaged in serving the community. He is the secretary of a local youth group. A motivated youngster, he is very good in mobilising the people and uses this skill to mobilise the community for a number of training and awareness programmes.

As a part of the youth group, he has actively played a key role in organising a number of health camps and awareness programmes for the community. In order to prevent another outbreak of yellow fever, Ilango and his team with the support of a nonprofit organisation, provided free vaccinations for more than 250 people. In one of the district health camps he helped organise, more than 700 people from rural community received free basic health check up. Around 400 school children from in and around his village received dental fillings at a dental camps organised by his team.

A team player, he helped his team in organising orientation for school children on how to face the board exams without fear. A hands-on person by nature, he volunteered and cleared the sewage which was stagnant, the cause of the spread of malaria in his village. In case of any socially relevant programs, the youth group look up to Ilango to lend his helping hands.

Ilango plans to continue organising a number programs aimed at creating awareness among the village community.

Nominating Organisation and Address

Village Resource Centre
M S Swaminathan Research Foundation
Pillaiyarkuppam, Thondamanatham Post, Vazhuthavoor Road, Pudhucherry - 605502
Tel: 0413 2667313



Puducherry

Ms. V. Kalayarasi

- *A spirited young female social worker turned knowledge worker with a commitment to serve the community.*

Knowledge Worker



Age : 25
Education : 12th Std
Gender : Female

Address : No.6, Pillayar Koil Street
Thirukannur Post, Kunichampet
Puducherry 605 501
Mobile: 09486306653

Kalayarasi is a sprightly young woman and a role model for other women folk in her village. At 25, she is engaged in serving her community as a member of a youth group and as a knowledge worker. She is strong in her interpersonal skills and is looked upon to mobilise the community for various social issues.

Being outward looking, she joined as a knowledge worker at the Village Knowledge Centre in her village. As a knowledge worker she disseminated locale specific demand driven information on agriculture, animal husbandry, employment, market information and various government schemes to the village community. Apart from using various ICT tools for dissemination of information to the community, she also used to go door to door for more than two hundred households to disseminate information so that it reaches the rural individuals directly. Her unrelenting efforts as a knowledge worker resulted in increased awareness among the community and enabled farmers to effectively arrive at informed decisions.

As a social worker and a member of the youth group, she has helped organise eye camps and general health camps for the community. In a village where many farmers were unaware of advanced veterinary facilities available, she organised an exposure to the state veterinary centre for around twenty five farmers; this has resulted in more and more farmers from her village seeking advanced care for their livestock.

Nominating Organisation and Address

Village Resource Centre
M S Swaminathan Research Foundation
Pillaiyarkuppam, Thondamanatham Post
Vazhuthavoor Road, Pudhucherry - 605502
Tel: 0413 2667313



Ms. P. Poongavanam

- A symbol of women empowerment, she dared to step out of the closet to serve as a knowledge worker. She disseminates locale specific demand driven content to the rural community.

Knowledge Worker



Age : 39
Education : 8th Std
Gender : Female

Address : Ambedkar Street, Thirukanchipet
Kilingikuppam Post
Villianoor Commune
Puducherry - 605110
Mobile: 9500644064

Poonagvanam is a diligent knowledge worker. In a community where women are averse to step out and engage with the larger society, Poongavanam stands out as a knowledge worker managing the Village Knowledge Centre at Thirukanchipet. Intrigued by the computers installed inside the knowledge centers, she evinced interest in becoming a knowledge worker so that she could learn more about computers. Today she is well verse in computers and is engaged in dissemination of locale specific and need based content to the local community by using various ICT tools.

Being a knowledge worker for more than five years now, she regularly disseminates agriculture and animal husbandry related information to the rural community using the Public Address System. She also disseminates employment news and information on various government schemes through the notice board, public address systems and sometimes she goes door to door and disseminates the content. A social worker at heart, she was worried at the state of education among children of construction labourers in her village. Poongavanam took the initiative to encourage the community to send their children to schools and even helped file scholarship application for children. Today children from fifteen such families are enrolled in school.

Interested in computers, she took the initiative to master the technology and today she has trained more than fifty children in the village on the basics of computers. Over years of experience as a knowledge worker, she has sound knowledge of various government schemes and entitlements meant for the poor and help the village community in securing their due entitlements.

Nominating Organisation and Address

Village Resource Centre
M S Swaminathan Research Foundation
Pillaiyarkuppam, Thondamanatham Post, Vazhuthavor Road, Pudhucherry - 605502
Tel: 0413 2667313



Mr. S. Puvanaraja

- A vibrant youth on a mission to improve the lives of his people through education.

Knowledge Worker



Age : 25
Education : BA, DTED
Gender : Male

Address : 54, Pillaiyar Koil Street
Kunichampet, Koraikeni Post
Puducherry - 605501
Mobile: 9944969381

Puvanaraja is a twenty five year old youth with a passion and zeal to transform his community. A teacher by profession and a social worker at heart, he hails from socially marginalised community. Appalled by the socio economic state of his community, he decided that, it is only through education that his community can attain a better life. He joined hands with his friends and started taking tuitions free of cost for the children from the marginalised community. Each year; Puvanaraja along with his friends have coached around fifty students annually.

Always keen to take initiatives to serve his village community, he did not stop with educating the children alone. He went a step further and took the initiative to mobilise funds and conducts training and awareness programs on health, career counseling etc. Till date, Puvanaraj along with his friends have conducted more than thirty awareness related programs. An able organiser, he along with his friends organises Independence Day celebration, Republic day celebrations and other public events annually.

An active member of the science forum, he is engaged in spreading scientific awareness among the rural community. A strong believer in the power of knowledge in transforming lives, he actively supports the Village Knowledge Centre (VKC) in his village as a member of the VKC management committee. A youth who symbolises the spirit of volunteerism, Puvanaraj is on road, in his pursuit of improving the lives of his community through education

Nominating Organisation and Address

Village Resource Centre
M S Swaminathan Research Foundation
Pillaiyarkuppam, Thondamanatham Post
Vazhuthavoor Road, Pudhucherry - 605502
Tel: 0413 2667313



Mr. B. Raja Bhoopathy

- *An artist espousing the cause of education and social awareness using theatre as a medium.*

Social Worker



Age : 45
Education : BA
Gender : Male

Address : P.S.Palayam and Post
Puducherry - 605 107
Mobile: 096828921

Raja is a street play artist who combines arts with social development. A brilliant street play director, script writer and stage artist, he has successfully used street theatre as a medium to communicate social issues among rural community. He displayed passion for street theatre from a very young age. Born in a small village, he is completely aware of the issues plaguing the rural community.

A believer in the transformative power of education in the lives of people, he organised more than hundred programs comprising of various art forms such as street theatre and songs, to raise awareness on the importance of education among the rural community. He also organised a number of street plays to popularise adult education among the village community. With the support of Sarva Siksha Abhiyan (SSA), he encouraged parents to enroll their children to school.

A socially minded person, he helped organise a month long Vishu pattu, (a traditional art form which uses a combination of bow with bells rigged, songs and rhetoric) campaign to spread and create awareness on sanitation and the ill effects of open defecation. Today there is a marked increase in the number of people seeking subsidy for building individual toilets and avoiding open defecation. For the last eighteen years, his cultural troupe has carried out annual performances that highlight the social issues affecting their community.

Nominating Organisation and Address


Village Resource Centre
M S Swaminathan Research Foundation
Pillaiyarkuppam, Thondamanatham Post
Vazhuthavoor Road, Pudhucherry - 605502
Tel: 0413 2667313



Ms. S. Sumathi

- *An untiring and spirited woman championing the cause of Self Help Group movement in her region*

Social Worker



Age : 35
Education : 5th Std
Gender : Female

Address : Thiruvannamailai Main Road
Sorapet, Pondichery - 605501
Mobile: 9626512829

Sumathi is a socially motivated woman, a wife and a mother of three children, she led a simple life as an agriculture labourer until she joined the Self Help Group (SHG) movement. Initially interested in the prospect of saving and utilising small loan facilities as a SHG member, she soon started leading a group by herself. Understanding the benefits of the Self Help Group movement, Sumathi started to spread and promote more groups so that the women folk from under privileged communities can benefit.

Today as due to her untiring efforts, she has promoted more than 35 women Self Help Groups in and around her village. She was able to achieve this due to her deft skills in organising women folk, forming the group, training them on SHG by-laws. As an able leader she takes care of resolving any conflicts that arise among women within and outside the groups. With the commitment and seal to serve the rural poor, she is today engaged in promoting Self Help Groups across other villages. Not stopping with women folk alone, she is also now actively engaged in promoting Self Help Groups for men and rural youth. Owing to her commitment and efforts, she was elected as the representative for a SHG federation.

A social worker at heart, she strives to raise awareness among the rural community on issues such as alcoholism, especially among the rural youth. Understanding the importance of insurance, she has actively promoted the insurance among the women folk and today more than 450 women folk have been insured. Realising the need for alternative employment for women folk during off farm season, she organised training and skill building programs on alternative livelihood such as tailoring.

Sumathi, today is brimming with energy and wants to use her learnings and experiences gathered all these years in spreading the Self Help Group among the entire rural India.

Nominating Organisation and Address

Village Resource Centre
M S Swaminathan Research Foundation
Pillaiyarkuppam, Thondamanatham Post
Vazhuthavoor Road, Pudhucherry - 605502
Tel: 0413 2667313



Mr. Jagadish Jat

- *Being a Sanchalak of ITC e-choupal, he has been providing services to the village community on several occasions, particularly regarding health.*

Knowledge Worker



Age : 32
Education : 10th Std
Gender : Male

Address : Village Nandsi, Vaya Bhinai
Tehsil .Bhinai, Ajmer District
Rajasthan - 305622
Mobile: 9799224414

An ITC E-choupal Sanchalak since 2004, Jagadish has helped the farmers to get market prices and linked them to ITC's market for better prices, while assuring the correct weight. The major crops in his region are sorghum, maize, minor millet and green gram. He has been disseminating weather information to the farmers by down loading the information from the Indian Meteorological Department's web site as e-choupal is enabled with internet connectivity. He has been taking the problems in crop cultivation to the agriculture experts to get solutions. He has been helping the farmers to get Kissan Credit Cards through his contacts. He has helped the farmers to get Crop Weather Insurance through the company. He has also been helping the farmers to get life insurance promoted by the company.

He has formed an informal association of his eight friends to conduct health camps and donate blood regularly.

An active Sanchalak and eager to help the village community, he has gained confidence of the people to approach him for any services.

Nominating Organisation and Address

ITC eChoupal
31, SD Road, Secunderabad - 500 003
Tel: 040-27806917, Ext. 505
Mobile: 9949994140



Rajasthan

Mr. Lehari Lal Teli Choupal

- *A progressive farmer in his locality recognized by the Agriculture department and KVK for providing training and demonstration of new varieties and technologies in his field. He has helped fellow farmers in this village and the neighborhood sharing his newly acquired knowledge and techniques there by changed the lives of many farmers-*

Knowledge Worker



Age : 50
Education : 7th Std
Gender : Male

Address : Village/Post – Palana Khurd
Tehsil – Mavli, District – Udaipur
Rajasthan - 313204
Mobile: 9602469948

Lehri Lal is a farmer by profession since his childhood days. He learnt agriculture practices first from his father and later on his own by innovating himself. By seeing success in his efforts and turning his highly degraded sloppy land into a productive one by planting pomegranate trees, the Maharana Pratap University of Agriculture and Technology recognized him as a progressive farmer and invited him to many training programmes. The important one being land development, Rainwater harvesting, horticulture cops cultivation practices, Nursery management and animal husbandry.

Mr. Lal was magnanimous in sharing his knowledge with the fellow farmers in the village. About 50 farmers followed his advice in the cultivation of vegetables in Polyhouses. This practice increased the farmer's income substantially as per his observations. He has practiced and promoted rain water harvesting in sloppy land by constructing contour trenches and bunds. He changed from open channel irrigation to plastic pipe usage there by saved water. He has also adopted drip irrigation for horticulture cops in his field. This has motivated the farmers in the village to adopt it.

Mr. Lal was also trained in animal husbandry practices particularly about use of chopped fodder, mineral mixture, periodic vaccination and disease control measures. About 150 farmers are following his advice in the village. He was also instrumental in organizing soil testing for the farmers and based on his motivation 50 farmers got their soil tested. He is guiding women in his village to come together as SHGs to start savings and bank linkages. He also advised the village Panchayat in the developmental activities such as road construction, electricity, sanitation etc.,

Nominating Organisation and Address

ITC eChoupal
31, SD Road, Secunderabad - 500 003
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Mobile : 9949994140



Ms. Meena Prajapat

- *A Courageous lady who stood on her own against many ordeals in the life, today she is an accountant who is managing organisational and SHG accounts and prepares balance sheets, and cash and ledger books.*

Social Worker



Age : 29
Education : BA, B.ed
Gender : Female

Address : C/o Doosra Dashak
Tejaji Ka Danda
V/P_Bhanwargarh, Via_Kishanganj
Baran District, Rajasthan
Mobile: 9829738192

She got married at an early age and saw the humiliations and ill-treatment by the in-laws as her husband was unemployed. The couple came out of the house but had nothing to live. When she got a job in Doosra Dashak organisation, the husband did not like it and left her. The organisation gave her a teaching job to teach fourth class. Even in this ordeal, she could complete her graduation that taught her to handle and maintain accounts. She learned preparing balance sheets and maintains cash book, stock account and ledger accounts. She has learnt Tally Accounts Software Package and has been operating it.

She has helped in the formation of 40 women SHGs and associated with Jagrit Mahila Sangathan, a Women's Federation in the District. The groups were taught from conducting monthly meeting to savings and internal lending. She has helped these SHGs in accounts maintenance. These groups were also linked to the banks for availing loan. The women were also encouraged to share their experiences. Towards economic betterment, all the women were trained in making Amla (Gooseberry) products and a unit was established in Bhawargarh village. These products were sold in the Melas and Haats by the women themselves. These products were introduced in the mid-day meal of the schools.

She is handling the accounts of the women SHG federation, a registered organisation formed in two blocks namely Kishanganj and Shahbad.

Nominating Organisation and Address

Rural Education and Development Education (READ) India
707, HEWO Towers, Plot No 42, Sector -56
Gurgaon - 122001
Tel: 0124-4365428



Mr. Mukesh Kumar Sahu

- *He has knowledge of the crop cultivation practices that he helps the farmers when they have problems.*

Knowledge Worker



Age : 34
Education : 8th Std
Gender : Male

Address : V-Post –Baadi
Nimbaheda Taluk, Chittor District
Garh , Rajasthan
Mobile: 9460224852

A farmer himself, he cultivates wheat, soybean, maize, mustard and garlic. He has knowledge of the crop cultivation practices that he helps the farmers when they have problems. Through his e-choupal, he has been giving forecasted market prices the commodities that the farmers would want to sell. He also collects market information from the newspaper and disseminates them to the farmers who come to the choupal. Through the choupal, he has helped the farmers to get crop insurance promoted by the company. He has also helped the farmers to get Kissan Credit Cards.

He has adopted a system wherein he collects small amount of Rs 20-25 everyday from the small farmers and traders and renews the premium by himself regularly, every year. This has been helping the people to get their policies renewed without default. This has helped the farmers to have their life insurance live from the small savings that they could make with him.

He has been providing awareness on the importance to the school education and has conducted a donation drive to get new chairs and benches for the school in his village. He was also instrumental in getting electricity connection for the school. He helps the poor families in conducting marriage by raising contributions from the village community. So far about 40-50 families have benefited from his service in conducting the marriage of their daughters.

Nominating Organisation and Address

ITC eChoupal
31, SD Road, Secunderabad - 500 003
Tel: 040-27806917 Ext. 505
Mobile: 9949994140



Mr. Ranchhor Kumar Joshi

- *As a social worker he has helped many of his village community and neighbouring to get government services and timely help in health care.*

Knowledge Worker



Age : 44
Education : 9th Std
Gender : Male

Address : Hinta Village & Post
Tehsil – Vallabhnagar
Udaipur - 313603, Rajasthan
Mobile: 9413754693

Ranchhor has been a Sanchalak of ITC's e-choupal since 2004. Apart from his regular choupal activities, he provides information on government and Panchayat schemes to the villagers. He often links the people to the Agriculture and Animal Husbandry Departments for services. He has helped 250 farmers to get loan from the District Industry Centre for Dairy farming through the Central Bank of India in the last 10 years.

He has good connection with the Alakh Nayan Hospital in Udaipur through which he has been conducting eye screening camps in the village, for the past six years. About 250 people have benefited from his service. The Hospital has also recognised his volunteer work. He has been appointed as Sampark Dal in the village by the Health Department for the removal of Naaru disease. He has been working on this since 1989 and conducted awareness programme in the village. His voluntary work has been appreciated by the Home Minister at a State level programme. He is also creating awareness on regular vaccinations to children. He had organised Blood donation camps in the village.

He could mobilise Rs 10 lakh from the government to construct rainwater harvesting check dams and ponds. He has also made field bunds with this support. He has mobilised village people to participate in the tree plantation programme and planted 5000 plants and also motivated them to protect the forest.

A committed social worker who sees that helping the village community and serving them would give satisfaction to him. He has been associated in this social work for long time and has acclaimed name and recognition in the region.

Nominating Organisation and Address

ITC eChoupal
31, SD Road, Secunderabad - 500 003
Tel: 040-27806917 Ext. 505
Mobile: 9949994140



Mr. Shishpal Kharlwa

- *Primarily a knowledge holder in sheep farming, she has been helping women SHGs to take up income generation activity to improve their income.*

Social Worker



Age : 35
Education : 10th Std
Gender : Male

Address : Dhaba Village
Anupgarh Tehsil, Sri Ganganagar
Rajasthan

He was a teacher and was running a school for small children. In 1996, he was introduced to Urmul Sethu Trust, a prominent NGO in the region and became its community worker in the village. He got trained in sheep rearing by the Government Department. He has been helping the women SHGs to start sheep farming activity to increase their group income. About 57 members from 19 SHGs have purchased sheep with the bank loan, help rendered by him. The 25 women SHGs have been linked to the bank for availing loan. Two SHGs have taken loan for establishing a flour mill in the village with his support. He helps people in the selection of good quality sheep in the market. He also provides de-worming and vaccination services to the sheep. He helps people in the marketing of wool, milk and meat for better prices.

He provides information on various government schemes to the village community. He has been providing health awareness to the women and child on vaccinations and care during pregnancy. He also provides medicines to the needy people in the villages. He advises the parents to take care of the weak children and guide them to the doctor for advices and treatments. About 4-5 widows in the village got pension from the government through his links and services. He motivates the parents to join their wards to the school.

Nominating Organisation and Address

Urmul Setu sansthan
N.H. 15, Sri Ganganagar Road, Lunkaransar Post
Bikaner, Rajasthan - 334 603
Tel: 01528 272104



Mr. Sohan Lal Sharma

- In his own simple way, he has made a niche in helping the village community develop into a more progressive unit of the society.

Social Worker



Age : 30
Education : 12th Std
Gender : Male

Address : Lunkaransar Village
Lunkaransar Tehsil
Bikaner - 334603
Rajasthan

He has been associated with Urmul Sethu Sansthan since 1995. He covers 10 villages in the Lunkaransar Tehsil helping the women and children in health and education services. He has trained 11-15 boys and girls in digital photography. He has facilitated in the formation of 22 women SHGs with 90 members in it. He took initiative in the School sanitation programme and awareness on health to the children. He has formed Boys and Girls Associations in the school to take leadership roles. As the region face drought situation every year, he takes the issues to the Government Departments through the internet available in the Village Knowledge Centre.

Nominating Organisation and Address

Urmul Setu sansthan
N.H. 15, Sri Ganganagar Road, Lunkaransar Post
Bikaner, Rajasthan - 334 603
Tel: 01528 272104



Mr. Tiku Ram Barore

- His mission is to ensure that health benefits from government and other organizations reach his people in the village

Social Worker



Age : 35
Education : BA
Gender : Male

Address : Karansar Village
Sardarshahar Tehsil, Churu
Rajasthan

He has been trained by Urmul Sethu Sansthan as Para-medical assistant in the village. He has been helping the people with low vision and blind to get treatment or operation in the Hospitals. He organises eye camp in the village for Cataract and Glaucoma screening. About 500 people have been operated for eye problems.

He has been helping Physically Challenged persons by linking them with the government schemes to get tri-cycle. He has helped blind children to get admitted in the Blind School.

He has motivated 22 children who left the schooling at 5th class and 12th class to get enrolled again. He also taught them during evening hours to regain their confidence. Now 8 students are studying in 12th class.

He has strengthened 10 women SHGs by conducting training programme to them in all aspects of group management. He also attends the monthly meeting and helps in accounts maintenance.

Nominating Organisation and Address

Urmul Setu sansthan
N.H. 15, Sri Ganganagar Road, Lunkaransar Post
Bikaner, Rajasthan - 334 603
Tel: 01528 272104



Mr. Vijay Roy

- He is involved in creating awareness on *Right to Information and Right to Work* and issues related to common rights in forest land.

Social Worker



Age : 25
Education : BA
Gender : Male

Address : C/o Doosra Dashak
Tejaji Ka Danda, V/P_Bhanwargarh
Via_Kishanganj, Baran, Rajasthan
Mobile: 08890331416

His family is a migrant from Bangladesh during the 1971 war. He was brought up by his uncle as the father expired at the early age and could complete 10th class while working as labourer. He worked for the drought relief programme of the government. He joined Doosra Dashak organisation to conduct survey of drought affected families and distributed food and clothes. He was also involved in conducting survey of Malaria affected persons and distributed medicines. He is involved in creating awareness on Right to Information and Right to Work and issues related to common rights in forest land.

He learned computer operations on his own and later on photography and videography while associated with Sankalp, a community-based organisation. He has taught computer operations to youths in the village because of which some of them got job in the government and private jobs.

In 2003, he associated himself with Yuva Shakthi Sangathan to strengthen the youth to build their capacities. There are 650 youth members in the group who conducts village meetings to understand the issues. The village level Yuva Manch conducts meetings to understand issues of the community like National Rural Employment Guaranteed Act (NREGA) payment, Public Distribution System, Old Age Pension, etc. He has helped about 50 families from 10 villages to get old age pension. He has helped a group in the village to prepare Amla (Gooseberry) product for selling in the market.

Nominating Organisation and Address

Rural Education and Development Education (READ) India
707, HEWO Towers, Plot No 42, Sector -56, Gurgaon - 122001
Tel: 0124-4365428



Tamil Nadu

Mr. S. Antony Fatima Dhas

- A dedicated defender of fishermen community striving hard and involving in developmental activities for the benefit of the fishing community he belongs to.

Social Worker



Age : 53
Education : Diploma Engineering in Fishing Vessels
Gender : Male

Address : 7/19, Main Road
Kovalam, Agastheeswaram Taluk
Kanyakumari - 629702, Tamil Nadu
Tel: 04652-247028
Mobile: 9952220512

Antony Fatima Dhas is PUC educated and with his two decades of experience in engineering fishing vessels, he is aware of the absolute necessity of the fishermen and initiated efforts to address them. He has voluntarily undertaken the minor repairs of fishing vessels free of cost.

His involvement in village management committee established the transport facilities in his village. He has shared his knowledge and experience with other fisherman to locate potential fish catch area and weather data prediction. He also restored the school children rights to choose their language of study against the directions of local influential organisation.

He is the saviour of under-privileged and differently abled community by motivating them to start micro enterprise and earn a decent income like making of plastic garlands. He also motivated the people of his village to participate in government sponsored development programmes.

His vast experience in fishing and vessel repair particularly help the fishing community.

Nominating Organisation and Address

Village Resource Centre
M S Swaminathan Research Foundation
145, Salai Road, Kurusady, Nagercoil - 629 004, Kanyakumari District
Tel: 04652 261072



Tamil Nadu

Mr. P. Aranganathan

- He understood the importance of education and stimulated the youth towards it by rewards and recognition.

Social Worker



Age : 43
Education : DCE
Gender : Male

Address : 84, Kottaikaranpatti
S.Kodai Post, Vembarpatti Via
Kanavaipatti, Dindigul - 624 308
Tamil Nadu
Mobile: 9865981015

Aranganathan worked hard for the educational promotional programme through VKC in his village. He is efficient in mobilisation and leadership skills, and ebullient in many social welfare activities.

He is the best person in terms of encouraging students to study well. During the last three years, he rewarded the top scorers in 10th and 12th (who had scored more than 400 and 1000 respectively) with RS 6000 each. Also he had given utensils, free saplings and awards Education Health on the importance of education among Anganwadi workers. This indeed his peculiar way of motivating the students to do well in their studies and to pursue higher education.

He organised the rural youth and formed the youth club. Not only focused on education, he also helped in livelihood initiatives like making linkages with the government in mat-making trainings from coir. He doesn't stop with this, making he also disseminates the daily market rates of coir and other subsidies available for agricultural machineries.

He was also conscious of the health problems in the village, hence he led the people of his village by taking initiatives in creating awareness on Malaria and requested the nearby PHC to take necessary action for this issue.

Nominating Organisation and Address

Village Resource Centre
M S Swaminathan Research Foundation
1/292, Gandhiji Nagar, Madurai Road, Opp: Police station, Sempatti - 624 707, Dindigul District
Tel: 0451 2556773



Tamil Nadu

Mr. A. Arjunan

- A progressive farmer who has taken it upon himself to promote new technologies and practices in agriculture among the farming community. A social worker at heart he is actively engaged in community development.

Social Worker



Age : 40
Education : 12th Std
Gender : Male

Address : Chennai Salai
Arumbaruthy (Post)
Vellore District, Tamil Nadu - 632106
Mobile: 9944647408 / 9944730744

Arjunan is a progressive farmer and an ardent practitioner of organic farming. He has been actively promoting organic farming among other farmers. An astute person in nature, he actively updates his skills and knowledge in the latest farm and agricultural practices. An effective communicator, he uses his skills and knowledge to train other farmers along with the support of various agriculture research institutes. Today, a number of farmers approach him seeking his advice and opinion with regard to farming. An expert in organic farming, Arjunan has helped promote bio-manures such as vermi compost and their preparation among the farmers in Vellore.

A social worker at heart he is actively engaged in social activities for the upliftment of the rural poor. He acts as an effective bridge between the community and various social organizations. A strong motivator, he has motivated and helped more than 150 school students to excel and continue their studies by helping them pay their fee and securing education loans through the banks. Due to his initiative and support, more than thirty youngsters in and around his village were able to secure employment. Understanding the importance of literacy, he has been actively engaged in educating the adult population under the Arivozhi and Muthior kalvi schemes.

Nominating Organisation and Address

Centre for Sustainable Rural Development & Research Studies (CSRSD&RS)
VIT University, Vellore - 632 014, Tamil Nadu
Tel: 91-416-2202444, 2243091
Fax: 91-416-2240411



Tamil Nadu

Ms. M. Arockiya Mary

- *A social activist with excellent leadership potential and determination to empower rural women by strengthening the self help group movement.*

Social Worker



Age : 36
Education : BA, B.let
Gender : Female

Address : W/o Murugesan
Sevittandi Tattal, Perumaruthur Post
Avudayarkovil Taluk
Pudukkottai – 614618, Tamil Nadu
Tel- 04371- 203226
Mibile: 9842387444 / 9715840523

Arokiya Mary is an art graduate, using her teaching skills in adult literacy campaign and continuing education. Being an active community member, she was chosen to organise groups as it would stimulate the community members to establish self help groups and work for their mutual welfare. She organised many income generation programmes and guided them to avail revolving fund and economic assistance to the tune of Rs. 3.5 crore. She regularly interacts with the downtrodden women, widows and destitute and addressed their needs to the government agencies concerned. She is keen to see her village developed. She organised eye camps, AIDS awareness, health and hygiene. Through her effort, 35 eye patients retrieved their vision.

She is trained in rural entrepreneurship, Self Help Group. Training of Trainers, medical lab technical nursing, general health and activity based learning. She transfer the salient features of these trainings to the community by conducting awareness trainings at National Rural Employment Guaranteed Act (NREGA) work places, Grama Saba meetings, SHG meeting places and personal contact.

Her dynamic work brought the 'Best Union Coordinator' award and 'Best Worker Award' in continuing education project and women literacy project, respectively. She says, "My only aim is to make my village well developed especially on education and infrastructures for which I am making more efforts".

Nominating Organisation and Address

Tamil Nadu Science Forum (TNSF)
Near Pudukkottai Panchayat Union Office, Pudukkottai-622001
Mobile: 9443856303



Tamil Nadu

Mr. S. Arulmani

- *A progressive fisherman and a dedicated social worker who was in the forefront of Tsunami relief in his village. He has helped introduce new navigation technologies to the fisher folk in his village.*

Knowledge Worker



Age : 30
Education : 8th Std
Gender : Male

Address : S/O. N. Sanjikannu
2/284 North Street, Akkaraipettai
Nagapattinam, Tamilnadu - 611101
Mobile: 9600208031

Arulmani is a progressive fisherman from Akkarapettai, one of the worst affected villages during the South Asian Tsunami. When all hope was lost, Arulmani took the initiative and led a bunch of youth in the post disaster clean up of the village. He joined hands with nonprofit organisations to prepare and provide emergency food supplies to the villagers. An able leader, he was able to unite diverse youth groups in Akkarapettai under a single umbrella, in order to carry out effective relief work.

Simple and soft spoken by nature, he raised to the occasion after the disaster. He did not despair and displayed resilience by leading the rehabilitation efforts. Realising that there was more work to be done, he motivated the members of his youth group to help in rehabilitation efforts. Under his leadership the youth group received training in psychosocial counseling and provided counseling to the children affected by the Tsunami. He was also instrumental in establishing an activity centre in order to rehabilitate the children that are psychologically scared by the disaster. He also took steps to identify school dropouts in his village and ensured that 14 of them went back to school.

A fast learner, he quickly learned the art of navigation using GPS (Global Positioning System). Realising the importance of the device in ensuring the safety of the fisher folk while at sea, he became a resource person for training other fisher folk on the use of GPS. Today, he has voluntarily trained more than one hundred fisher folk in Akkarapettai and provides constant support to fisher folk using the GPS. Arulmani is a symbol of the youth resilience during the times of adversity. He plans to equip himself with the knowledge on the latest innovations in fishing and ensure that it reaches the fishing community of Akkarapettai.

Nominating Organisation and Address

Village Resource Centre
M S Swaminathan Research Foundation
23, Mariamman Koil Behind, Sivasakthi Nagar, South Pallannaichery, Nagapattinam - 611 003
Tel: 04365 250347



Tamil Nadu

Mr. M. Arumugam

- *A dedicated social worker upholding the privileges of fishing community, work enthusiastically for the well being of his community.*

Social Worker



Age : 52
Education : 10th Std
Gender : Male

Address : 9/74, Muthukuda(Post)
Avudayarkoil (Taluk)
Pudukkottai - 614621
Tamil Nadu
Mobile: 9524303870

Arumugam , with his three decades of experience, brought significant development in his village. He was a chief training volunteer in “arivohi” and drove illiteracy completely away from this fishing hamlet. He mobilised his network and member organisations and with the help of the government, he established a co-operative store, play ground and rural library. He also organized for house pattas and ration cards to landless laborers. The leadership qualities and organisational skills of Arumugam brought the fruits of government welfare measures and he even got a bus stop sanctioned. He also organised many training programmes, medical camps and obtained government assistance to disabled and old age. He has undergone capacity building programme, disaster management, first aid training, shrimp farming and legal awareness training and imparted the same to his community. His contribution to community service brought many laurels to him like being a member of district advisory committee, district Best Youth Award, president of Muthukady NYK and appreciation certificates from many dignitaries.

Arumugam’s leadership qualities and organisational skills helped the Muthukadu village to be declared as a pilot village of coastal areas of Pudukkottai in-terms of development.

Nominating Organisation and Address

Nehru Yuva Kendra(NYK)
5895/3, Kattupudhukulam, Pudukkottai - 622001
Tel: 04322-221840
Mobile: 9626373199



Tamil Nadu

Mr. A. Arunagiri

- *A dynamic youth advocating the practice of organic farming among the agriculture community. Socially committed person working for the welfare of construction laborers from rural areas.*

Social Worker



Age : 26
Education : ITI
Gender : Male

Address : S/O. M. Anbarasan
4/602, Pudhupalli East (Post)
Keelvelur Taluk
Nagapattinam - 611112
Mobile: 9444674416

Arunagiri is a staunch advocate of organic farming. He is an expert in the practice of organic farming and the preparation of organic fertilizers and pesticides. He evangelises the importance of organic agriculture among the farming community and has trained a number of farmers in concepts related to organic farming. Realising the importance of creating a platform for farmers in his village he started the farmers club at Pudupalli. Today he spearheads the farmers club and has been instrumental in organising a number of training programs introducing latest techniques in agriculture to the farmers

Though a farmer at heart, he is an electrician by profession. He was appalled by the condition of construction labourers and here too he started committee under the Construction labor Welfare Board. As the head of the committee, he was instrumental in securing monetary education support for more than 30 children whose parents are construction labourers.

A soft spoken person by nature, he is an effective leader and has demonstrated his leadership skills by creating platforms for rural communities to jointly voice their concerns. Amidst all the social commitments, he actively works towards strengthening the activities of the Village Knowledge Centre to serve the community better. He also has actively mobilised the community to utilise the centre effectively. At 28, Arunagiri feels that he has the age and time on his side and can contribute more towards realising everyone's dream of a sustainable society.

Nominating Organisation and Address

Village Resource Centre
M S Swaminathan Research Foundation
23, Mariamman Koil Behind, Sivasakthi Nagar, South Pallpannaichery, Nagapattinam 611 003
Tel: 04365 250347



Tamil Nadu

Mr. S. Balamurugan

- A young man who stands in the forefront of any issues concerning the welfare of the fishing community. A model youth who serves his community by disseminating scientific forecasts on ocean conditions to other fisher folks.

Social Worker



Age : 23
Education : ITI
Gender : Male

Address : No.33, Mudusalodai
Near Fish Action Centre
Ponnamthittu Post, Chidambaram Taluk
Cuddalore - 608 102, Tamil Nadu
Mobile: 99445 96659
Email: balapraveen_s@yahoo.co.in

Balamurugan is a socially committed youth from Mudusalodai, a small fishing village in Cuddalore district. A mechanical technician and a part-time fisherman, he leads a youth group motivating them to take up community related activities. Through his initiative, the group has planted more than fifty saplings in and around the Mudusalodai village. He actively advocates and fights for public infrastructure facilities in the village and under his stewardship, the youth group was able to convince local authorities on the need for a proper road and child care facilities. Their efforts did not go in vain as a tar road and anganwadi (child care centre) were sanctioned and have been implemented in his village.

As an educated person, he was aware of the power of knowledge and information in the upliftment of the rural community. He has been a staunch supporter of the M. S. Swaminathan Research Foundation's Village Knowledge Centre in his village and helps in mobilising the local community for various training and awareness related programs. Realizing the need for fishermen to adopt technologies such as Global Positioning Systems, he helped organize training programs with the support of the Village Knowledge Centre (VKC), for fisher folks on navigation using GPS equipments.

He was instrumental in setting up the Electronic Display Board system provided by INCOIS (Indian National Centre for Ocean Information Service) for providing the aforementioned forecast service. He went a step further and started disseminating the information to other fisher folk, in case the system forecasted rough conditions in sea or if there was a forecast available for high fish catch. Due to his efforts, fisher folks from Mudusalodai are able to avoid rough seas and benefits economically from using the PFZ information. Owing to his commitment, he was selected to be a master trainer for training other fisher folks on the use of scientific fisheries related forecast information. Though he is merely 23 years

old, Balamurugan is well respected among the village community and is consulted by the traditional panchayat on various development related issues. Not one to be satisfied easily, he feels that he has more ground to cover in terms of development in his village.

Nominating Organisation and Address

Village Resource Centre
M S Swaminathan Research Foundation
II Main Road, Mariappa Nagar North, Annamalai Nagar Post
Chidambaram 608 002, Cuddalore District
Tel: 04144 238378



Tamil Nadu

Mr. V. Balasubramaniyan

- *A committed social worker with very good leadership, abundant networking and communication skills focusing on health aspects and works hard to improve the hygienic conditions of his own village.*

Social Worker



Age : 44
Education : BA
Gender : Male

Address : 7th Ward, Kottai Patty Theru
Chitarevu Post, Aathur Taluk
Dindigul - 624228, Tamil Nadu
Tel: 0451-267935
Mobile: 9865639581 / 9585813682

Balasubramaniyan has sound knowledge and expertise in organising camps in the field of health, agriculture, alcoholic de-addiction, education, water restoration and sanitation.

Through his selfless effort, 25 people were treated in kidney and gastro intestinal problems. He is regularly conducting eye camps in the village and helped 45 patients in restoring their sight through operation in Aravind eye hospital.

He was exalted for conducting de-addiction campaign and skin disease campaign by the villagers as well as the district administration. He acted as an instrument for the sanctioning of the primary health centers in Chitarevu village by the Tamil Nadu government.

His services in identifying bone related problems among the villagers is commendable. He had diagnosed over 15 cases and facilitated to rectify the problems in the government hospitals.

He had established very good networking with district administration, de-addiction centers, state agricultural office, post office, animal husbandry department, hospital, collector office and other related departments to address the health and sanitation related issues for his village.

He has been associated with MSSRF village resource centre at Sempatti for the last four years and sharing his expertise through VRC and VKC programmes.

Nominating Organisation and Address

Village Resource Centre
M S Swaminathan Research Foundation
1/292, Gandhiji Nagar, Madurai Road, Opp: Police station, Sempatti 624 707, Dindigul District
Tel: 0451 2556773



Tamil Nadu

Mr. S. Balasundaram

- A very dynamic and enthusiastic person committed to promoting functional literacy and women empowerment.

Social Worker



Age : 30
Education : 12th Std
Gender : Male

Address ; Ramasampuram, Ayingudi Post
Aranthangi Taluk
Pudukkottai, Tamil Nadu - 614801
Mobile: 9976781989

Balasundaram associates himself with Adult education and continuing education programme since 1998. He completed 10 batches on adult literacy classes and made 80 persons literate through the programmes. He is always willing to help the needy and the poor. He has conducted many training programmes to SHG members on entrepreneurship development, literacy, savings and accounts maintenance. He has conducted many awareness programmes on AIDS, Income generating avenues, capacity building, education and general health to the community. He made the people to understand and identify the welfare measures of government agencies and motivate them to avail.

His commitment to community work mobilised the people to participate in various campaigns that help his village emerge as the most successful in Adult literacy and continuing education. He has received many certificates and appreciation from government officials for his excellent service in centre coordinator for literacy programmes.

Nominating Organisation and Address

Village Resource Centre
M S Swaminathan Research Foundation
Mumthaj Illam, No.25, Chithannavasal Road, Annavasal 622 101, Pudukkottai District
Tel: 04339 231252



Tamil Nadu

Mr. T. Chandran

- An energetic social reformer with courage and determination to drive away the evil of the untouchability in his village.

Social Worker



Age : 39
Education : 10th Std
Gender : Male

Address : 15, South Street
Mustakurchi, Kariyapatti Taluk
Virudhunagar - 626106, Tamil Nadu
Tel: 9443217198

A solid social activist, Chandran studied up to 10th standard and suffered from the evil effects of untouchability in his early days.

His dedicated efforts to mould his village as caste indifference village proved successful when his village was declared an “untouchable free” village. He successfully tapped the benefits of government schemes for the benefit of community. He also upgraded the status of the existing high school to Higher Secondary school and also established a primary health centre by his leadership qualities.

He has conducted many training programmes such as health camp, youth awareness camp and eye camps. Taking the help of bankers, he guided several farmers to equip themselves by availing agriculture and milch animal loan. Using his rapport with the government agencies, he helped his villagers to avail the benefits of government schemes and uplifted the socio – economic status of them.

Due to Chandran’s tireless work and efforts, it is needless to say that the Mustakurchi village witnessed a lot of development in infrastructure, agriculture and rural development.

Nominating Organisation and Address

Family Health and Development Research Service Foundation
82, Anna Nagar, First Street, Kariapatti - 626106
Tel: 04566-255790

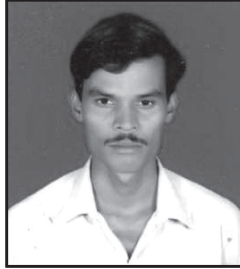


Tamil Nadu

Mr. A. Chelladurai

- *A soft spoken person with sound knowledge and tremendous skills on Artificial insemination and indigenous medicinal practices on Animal husbandry.*

Social Worker



Age : 39
Education : 10th Std
Education : Male

Address : 151, Puthu Gounder Street
Ammanpettai, Rajendram
Vediyapuram Post, Thiruvaiyaru Taluk
Thanjavur - 613 205
Mobile: 9715460505

Chelladurai is a resourceful person in artificial insemination, who renders timely assistance to the community for the benefit of their livestock. His rich experience and expertise on artificial insemination made him embrace success in most of the cases that he dealt with. He trained more than 25 interested persons on artificial insemination with practical sessions. He is a good trainer in herbal medicine preparation and gives treatment for livestock.

He organised various veterinary camps for prevention of season based livestock diseases through vaccination and de-worming. His boundary of services is not limited only to his home town village, but extends to other villages too.

He got merit certificate for Artificial insemination from Department of Animal husbandry. He also spreads his knowledge on the use of indigenous medicines and so far, 1000 cows are treated by Artificial Insemination with a result of 90% success.

Nominating Organisation and Address

Village Resource Centre
M S Swaminathan Research Foundation
No.82, North Street, Thiruvaiyaru - 613 204, Thanjavur District
Tel: 04362 261633



Tamil Nadu

Mr. A. Chinnalagan

- *A committed social worker with two decades of experience in working with grass root level, he has a strong belief that education is the only tool for development*

Social Worker



Age : 40
Education : MA
Gender : Male

Address : Thevanpatti, Thirumayam Taluk
Pudukkottai, Tamil Nadu - 622403
Mobile: 9787755300

A keen social activist, Chinnalagan is a post graduate, being a mentor of the youth club in his village has rendered selfless services like deepening of drinking water well, facilitating the construction of water tank and other basic amenities. He is a good and efficient coordinator in Adult literacy and continuing education projects and helped the illiterate villagers to write and read letters by educating them. He actively involved himself in social activities like tree planting, capacity building, training the stone quarry workers and child care. The self help group women are trained in self help group management, literacy, micro- enterprises, leadership qualities and legal awareness. His qualification and expertise made him a resource person in "Namathu Gramam" project and conducted training programme to panchayat members. He and his wife taught the rural women to ride bicycle and conducted. An interesting and innovative programme of "Manthirama! Thanthirama!" drove away the ignorance, superstition and illiteracy among villagers. He is regularly updating his skill and knowledge base by attending various training programmes conducted by service organisations.

Mr. A Chinnalagan commands respects from his village community because of his dedicated conscious service.

Nominating Organisation and Address

Village Resource Centre
M S Swaminathan Research Foundation
Mumthaj Illam, No.25, Chithannavasal Road, Annavasal 622 101, Pudukottai District
Tel: 04339 231252



Tamil Nadu

Ms. S. Chithra

- *A deserving social worker with a clear vision to the uplift the socio-economic status of rural women.*

Social Worker



Age : 34
Education : 12th Std
Gender : Female

Address : W/o. Nagaraj
No.32, Malaiyappa Nagar
Rajagopalapuram Post
Pudukkottai
Mobile: 9659696941

Chitra endeared herself in adult literacy and women empowerment. She was instrumental in spreading literacy by creating awareness about the advantages of educating oneself. With her efforts and motivation, nearly 120 illiterate women were taught to read and write. She also encourage the neo literate women to form self help groups and trained them in income generation activities like tailoring, and save their earnings to build financial security for their family.

As a learner in adult literacy and continuing education, she got an opportunity to render evening tuition to school children. The rural community was also taught to waive the belief in superstitions by educating them. She is associated with a developmental organisations to conduct their field programmes which made it easy for her to obtain voter ID and return cards to the needy villagers.

As the founder of “Kalpana Chawla youth club”, she strived hard for gender equality and assisted the suffering women folk.

Chitra, with her tireless effort proved to be a good organiser and motivator and is an asset for her working group and among suffering women folk. Her work in implementing welfare measures of the government is highly commendable.

Nominating Organisation and Address

Tamilnadu Science Forum (TNSF)
Near Pudukkottai Panchayat Union Office, Pudukkottai - 622001
Mobile: 9443856303



Tamil Nadu

Ms. S. Chitradevi

- A committed knowledge worker, she has dedicated herself towards the upliftment and improving the lives of people in her village through the Village Knowledge Centre.

Knowledge Worker



Age : 29
Education : 10th Std
Gender : Female

Address : 3/244, Soorankattuvalasai
Kadukkaivalasai Post
Irumeni Via, Ramanathapuram
Tamil Nadu - 623516
Mobile: 8098692403

Chitra Devi is actively involved in public service in her village. She has been a Knowledge worker at Manankudi Village Knowledge Centre for the last 2 years and has been instrumental in the effective functioning of the VKC towards the service of the community.

Being self-motivated, she started engaging herself in public service after completing the 10th grade. She joined the SHG movement and today she heads eight SHG groups comprising of 20 women members each. She was instrumental in creating linkages with several banks and government organisations for the SHG women members. She helped two of her fellow member receive Rs 25,000 in marriage loans under a government scheme. She is also the president of Gulf of Mannar Biosphere Reserve Trust – Eco- Development Committee (EDC) in her village. During her tenure as the President of the EDC she managed Rupees 2 lakh in funds for various income generation activities such as Palm mat making, Petti shops, Goat rearing etc., She also organised the tailoring training, Palm craft making to her committee members. The community recognised her efforts when she was elected as a ward member in her village.

A shy person by nature who did not even venture outside her village and unaware of the bus services available, she transformed herself into a skilled communicator and community organiser after being selected as the Knowledge worker at 2008 by the village Panchayat. Since then, she has been engaged in serving the community by disseminating livelihood related information. Being an agriculture village she created awareness on Rain insurance among the farmers and today 20 farmers in her village are insured against unpredictable rains. She helped to train 300 children through the Computer Aided Learning program. She has organised training programs on conservation of marine resources, hygienic handling of fishes and INCOIS information services.

She created awareness about NREGP among the village community; this has resulted in an enhanced awareness and increased enrollment in NREGP. Before her intervention in VKC as a knowledge worker, awareness about the VKC among the community was very low, she took it upon herself to create awareness about the benefits and services of VKC in the community and this has resulted in an increase of community member utilisation of the services from Village Knowledge Centre. Being personally affected by the disability of her son, she has ensured that the physically challenged, in her village receive all government support.

Her dedication and self-motivation has supported her through the journey and has helped her to rise above family problems and serve her community.

Nominating Organisation and Address

Village Resource Centre
M S Swaminathan Research Foundation
3/1944 Iraiয়ারasu Valagam, Main Road, Thangatchimadam - 623 529, Ramanathapuram District
Tel: 04573 251 799



Tamil Nadu

Mr. A. Ganesan

- *A panchayat leader committed towards transforming his village for the better.*

Social Worker



Age : 45
Education : 10th Std
Gender : Male

Address : 2/64 A, Vaniyankulam
Kumbaram Post, Periapattinam (Via)
Ramanathapuram- 623 523
Tamil Nadu
Tel: 04567-251406
Mobile: 9442322150

Ganesan is a social minded panchayat leader, A committed social worker; he started serving the community by creating awareness on literacy as a volunteer in Arivoli iyakkam (Literacy mission). For six years, he helped educate the rural community across three villages. A passionate artist, he is skilled in traditional art forms such as Oyilattam, Silambattam and street theatre. As a socially minded person, he formed a Kalai kushu (Team of artists) and organised cultural programs to raise awareness on health and education among the rural community. He was honored by the District Cultural Academy for his contribution to create awareness through Art.

Apart from serving the community by way of education and awareness, he has also been involved in community development. With the support of a local non profit, he has helped promote Self Help Groups in his village; due to his untiring efforts he has been able to promote 26 Self Help Groups in his village. With the support of the Gulf of Mannar Biosphere Reserve Trust, he formed Eco development committee in his village and raised awareness on Conservation of forest and marine resources. He has raised more than a lakh rupee from the trust for funding income generating activities. Owing to his untiring efforts, he was elected as the Panchayat leader.

Over the years, he spent in serving the community, Ganesan realised the importance of knowledge as tool in eliminating poverty and raising awareness among the rural community. As the elected panchayat leader from his village he took the initiative to establish Village Knowledge Centre (VKC) at Vaniyankulam in partnership with the M.S.Swaminathan Research Foundation. Since then, he has actively supported organising several awareness and training programs on agriculture, animal husbandry, fisheries, micro enterprises, career guidance and support through the VKC. He has also served as the linkage between various

governmental and non governmental organisations and the Village Knowledge Centre. The village community of Rettaioorani panchayat where Vaniyankulam is present today acknowledges the VKC as a golden opportunity for their village.

His dedication and commitment towards the upliftment of rural community has sustained him so far. As a panchayat leader, Ganesan is passionate about bringing development to his village.

Nominating Organisation and Address

Village Resource Centre
M S Swaminathan Research Foundation
3/1944 Iraiয়ারasu Valagam, Main Road, Thangatchimadam - 623 529, Ramanathapuram District
Tel: 04573 251 799



Tamil Nadu

Mr. M.S. Ganesan

- A demonstrable farmer, competent in SRI techniques. and disseminates the same to his fellow farmers.

Social Worker



Age : 48
Education : BSc.
Gender : Male

Address : No.22, Agraharam
Maharajapuram, Thiruvaiyaru Taluk
Thanjavur - 9791404686
Mobile - 9791404686

Ganesan, is an active, enthusiastic, enterprising farmer who adopts all the latest technology and disseminates the same to his fellow farmers. He is also a resource person for System of Rice Intensification in his district. He is the president of NABARD Aided Farmer's Club.

He is a village organiser for Farmer training centre. He conducted number of training programmes for the farmers. He put up an SRI demonstration field in his own farm of 22 acres, hence he trained more than 200 farmers through his farm. He has also replicated Organic farming method and has given training to 200 farmers on organic pest control methods using pseudomonas.

He collects information on schemes and subsidies from government departments and disseminate through his farmer training centre. He also gives details on various governmental schemes, health information to the rural poor and helps students join the higher studies.

Nominating Organisation and Address

Centre for Ecology And Research
122, 5th Cross, Natarajapuram South, Thanjavur-613007
Tel: 04362-245077



Tamil Nadu

Ms. N. Geetha

- *She renders good service to the community that she belongs to.*

Knowledge Worker



Age : 33
Education : 10th Std
Gender : Female

Address : 1/101, Vellalar Street
Iluppakkorai, Papanasam Taluk
Thanjavur District,
Tamil Nadu - 214202
Mobile: 90471 86475

Geetha is a knowledge worker in the VKC located in her village. She is primarily skilled in ICT. She has good communication, mobilization and enormous computer skills.

On behalf of VKC, she tries her level best to address various issues on health, provided employment opportunities, conducting veterinary camps and ambitious in creating awareness on these issues. So far, two veterinary camps were organised through her VKC. She also acts as a master trainer for tailoring, 40 women has been taught tailoring, which in turn helps to increase the economic status of those women.

From 2006, she started to serve as Knowledge worker and teaches MUPP, CALP courses by visiting the nearby schools during the school timings and getting prior permission from the corresponding Head master/Head mistress. She was bestowed with 'Best Teacher Award'. She replicates VKC activities to nearby villages. Made several liaisons for people to access government schemes. She also addressed various agricultural-related enquires.

She also conducts free tuition for school going children and being an active member of "Padikkum Bharatham" she teaches Tamil language to 30 children.

Nominating Organisation and Address

Village Resource Centre
M S Swaminathan Research Foundation
No.82, North Street, Thiruvaiyaru - 613 204, Thanjavur District
Tel: 04362 261633



Tamil Nadu

Ms. P. Geetha

- A confident young woman who keeps the performance of her panchayat a model one through her vibrant initiatives.

Social Worker



Age : 29
Education : 10th Std
Gender : Female

Address : Perumal Koil Street
Kuthambakkam South, Thiruvallur
Tamil Nadu
Mobile: 9940682205

Geetha, hails from a joint family, became the President of Koothapakkam Village which has been a model village within and outside the state. The person who did not have prior experience to lead the overall development of the village is now heading and maintaining the status of her village as a model for others to come and study its best features like the participatory decision making, transparency, accountability, panchayat maintenance and Samathuvapuram (demonstrating the oneness of all caste people). People along with Panchayati Raj heads and students from other states visit her village to get exposure and learning experience.

She has mobilised the community to safeguard 100 acres of her panchayat land from the Government when they are planning to dump the solid waste collected from different place of Chennai here. Due to her efforts to make the village a total sanitation village, she bagged the Nirmal Purashkar Award in 2009.

She has good experience in SHG formation and helped them to initiate income generation activity. The helping tendency using her own money still continues towards educating children, rendering money to fulfill their medical expenses.

Nominating Organisation and Address

Trust for Village Self Governance
Padur Road, Kuthambakkam, Poonamallee Taluk, Thiruvallur - 600 124
Mobile: 9940682201



Tamil Nadu

Mr. R. Geethaikannan

- *An avid social worker with a deep inner consciousness to develop the standard of living of rural poor with the knowledge base on indigenous practices*

Social Worker



Age : 40
Education : 10th Std
Gender : Male

Address : 21J, New Street
Aranthangi Taluk, Pudukkottai Taluk
Tamil Nadu - 614616
Mobile: 9443576566

Geethaikannan has two decades of experience in siddha medicine, animal care and conserving biodiversity with the rare expertise in water divining, he successfully helped the rural community to locate water table in more than 600 cases free of cost. He is particularly concerned about conserving the bio-diversity and planted thousands of seedlings in school premises and community places with the assistance of forest extension centre. He planted Palmyra seedlings along the bunds of canals and tanks in preserving and safeguarding the environment. He himself prepares the herbal medicine and cures the external wounds of cattle. He is motivating his villagers to participate in government organised campaigns to benefit them.

He has proved to be a very good organiser and motivator endowed with good leadership qualities.

Nominating Organisation and Address

Village Resource Centre
M S Swaminathan Research Foundation
23, Mariamman Koil Behind, Sivasakthi Nagar, South Pallpannaichery, Nagapattinam - 611 003
Tel: 04365 250347



Tamil Nadu

Mr. P. Govindaraj

- *His zeal, dedication and enthusiasm made him rediscover new agricultural practices from old methods.*

Social Worker



Age : 28
Education : 10th Std
Gender : Male

Address : S/o Palanivel
Kokkalai Post, Tiruchengodu Taluk
Namakkal - 637410, Tamil Nadu
Tel: 04288-235720
Mobile: 9486765550

Govindaraj is affluently skilled in agriculture and in particular, crop production practices. He has tremendous networking, mobilisation and communication skills and has been working for his community from the age of 28, along with the KVK for technical support to practice his agriculture activities. He also act as a nodal information disseminator in Namakkal district.

In the field of agriculture, several remarkable things were made by him, like more than hundred farmers adopting drip irrigation techniques. He has formed precision farming group called 'Thulliya Vellanmai Sangham', farmer women group, agricultural labour group and finally, Horticulture Men self help groups. He has strong linkages with TNAU, TANUVAS and ICRISAT for technological assistance. He worked with various departments on Agriculture, Agri engineering, Horticulture, Animal Husbandry departments and Agri – marketing, ushavar santhai and ushavar unavagam. In addition, he supplies seeds, farm machineries, mineral mixtures to local farmers. This made him as a lead farmer across his village.

New varieties of groundnut, castor, Tapioca, fodder cultivation were introduced by him. He took many initiatives in marketing agricultural products by selling them along with value added prices. Through his efforts, 200 acres of land, which involves 75 farmer's irrigational land turned into good fertile land through precision farming methods. After the adoption of drip irrigation in castor, there was an increased yield from 700 kgs to 1300 kgs per acre, similarly in case of Tapioca, 10 tonnes increased to 17 tonnes.

Nominating Organisation and Address

Krishi Vigyan Kendra
Veterinary College and Research Institute Campus, Namakkal - 637202, Tamil Nadu
Tel: 04286-266345, 266244



Tamil Nadu

Mr. Guru. Anbarasan

- A traditional agricultural farmer with strong social commitment and actively involved in social development through VKC because of his propinquity with it.

Social Worker



Age : 56
Education : 10th Std
Gender : Male

Address : Vellala Street, Iluppakkorai
Papanasam Taluk
Thanjavur District
Tamil Nadu - 614202
Mobile: 9943423222 / 9894201003

Guru Anbalagan has formed many SHG's and made linkages with banks for Income Generation. He has regularly organised agricultural and veterinary camps and created awareness on artificial insemination among the farmers.

He is an ardent and loyal social worker who took many initiatives for the establishment of separate building for VKC by approaching the District collector special fund in his village. Fifty women have been trained in the past 2 and half years through VKC on tailoring, out of which 5 got sewing machines for Income generation from 'Valar kalvi' with his efforts. Also, he spent his own money for bringing Internet connection in VKC. In association with Sastra University, he conducted several Entrepreneur Skill Development programmes. After his intervention in VKC, the management committee was restructured and it came into effective manner.

As a Panchayat leader, being well versed in communication, networking, leadership and negotiation, he has been rendering his mandatory duties in marvelous and magnificent manner in his village. He explores the various governmental schemes and enables people to acquire it. Thus he was acting as a catalyst for knowledge connectivity.

Nominating Organisation and Address

Village Resource Centre
M S Swaminathan Research Foundation
No.82, North Street, Thiruvaiyaru - 613 204, Thanjavur District
Tel: 04362 261633



Tamil Nadu

Mr. D. Gurumoorthy

- *This young panchayat president wants to develop his community through empowerment approach.*

Social Worker



Age : 25
Education : Dip in Pharmacy
Gender : Male

Address : 103, School Street
Kupathamotur, Ammundi Post
Vellore, TamilNadu - 632519
Mobile: 9994068901
Email: gmredindian@gmail.com

He has been a village panchayat head of Kupathamotur in Vellore District for the past four years. He was nominated to the post by the community, while he was studying in the college.

Gurumoorthy is the young and energetic president of their Panchayat and also the youngest among all the Panchayat Presidents in Katpadi block. He proved his leadership quality in all his community based activities. Apart from his panchayat duties, he has engaged himself in social service activities for the past 10 years by offering free health services using his diploma in Pharmacy. He is very keen to implement all the government welfare schemes meant for the rural development. Additionally, using his own money, he carried out various social services such as bringing water pipe line from 25 Km away from his village, setting-up the street lights, giving play grounds for the school students and youngsters. He helped more than 20 women Self Help Groups to secure a loan of around 5 Lakhs from the nationalized banks to start micro-enterprises. He assisted 30 farmers to get Patta deed to cultivate without any problems. Being a president, he clearly understands the needs of the people and voluntarily comes forward to help them. He plays a bridge role between the people and the government to take the service to the poor and the needy. Recognizing his selfless service will encourage him to do more for the marginalized poor in the region.

Nominating Organisation and Address

Centre for Sustainable Rural Development & Research Studies (CSRSD&RS)
VIT University, Vellore - 632 014, Tamil Nadu
Tel: 91-416-2202444, 2243091
Fax: 91-416-2240411



Tamil Nadu

Ms. J. Irin Sujeetha

- An eminent women with excessive grit and determination acted magnanimously in income generation and enlightening of health aspects especially among women in her village.

Social Worker



Age : 32
Education : 12th Std
Gender : Female

Address : 35/9, Thoonidurai Vallagam
Neerodi, Tamil Nadu - 629160
Mobile: 9944094052

J. Irin Sujeeth is an enthusiastic social worker focusing on empowering the fisher folk. Being a soft and jovial person, she has champion herself in many income generation activities. She is an active secretary of the Trivandrum Social Service Society (TSSS), which is functioning in 8 villages. She also serves as a health worker in her village and enlightens the people on various health aspects. Along with this, she provides nutritious food for pregnant women and has conducted many awareness programmes.

She played a conspicuous role in getting one and half lacks from TSSS and has given this to self help groups for income generation such as selling rice bags, clothing business and mending nets for 30 families. This helps them a great deal because net mending has good demand in the surrounding area and it could earn upto 3000 per month as a minimum.

She doesn't stop with helping the people secure loans and getting orders, but also brought a habit of savings among the women. The women save the money they earn through net mending and use them in time of emergency.

Nominating Organisation and Address

Village Resource Centre
M S Swaminathan Research Foundation
145, Salai Road, Kurusady, Nagercoil - 629 004, Kanyakumari District
Tel: 04652 261072



Tamil Nadu

Mr. L. Iruthaya Jesu

- *Linking his people to development is his motto.*

Social Worker



Age : 47
Education : 5th Std
Gender : Male

Address : East street, Periasamipuram
Vilathikulam Taluk
Thoothukudi - 628906, Tamil Nadu
Mobile: 8098267831

L. Iruthaya Jesu is indulged in fishing occupation for six months and Palmyra tapping, charcoal making for another six months.

He is one of the best community organisers in the Gulf of Mannar region; he has helped 32 differently able people for regular financial assistance by approaching the panchayat presidents, Village Administration Officer (VAO), Revenue Inspector, Block development officers in their area. He has facilitated with the union office for 30 families in building individual toilet schemes. He organised need assessment among the community and addressed the need for purified water through installing reverse osmosis unit which converts salt water into purified drinking water with the help of an NGO.

He has organised and assisted in constructing houses under colony house establishment scheme for 43 families. He is a hard worker in motivating school children in their studies. He has made many linkages with private and government institutions for providing educational information and on schemes. Through that, he has financially assisted 16 poor students in his village. He facilitated with private institutions and received computers for his village school.

He voluntarily collects the electricity charges and pays the bills, though the department is located far away from their village.

He is an active member of the Parents Teachers Association and he motivates the parents and students to continue their education. He also established strong bank linkages for getting loans for micro enterprises in order to improve their livelihood.

Nominating Organisation and Address

People's Action for Development (PAD)
Rochapalayam, Vembar, Vilathikulam Taluk, Thoothukudi - 628906, Tamil Nadu



Tamil Nadu

Ms. S. Jeyabarathi

- *She is an expert in crab fattening. She has helped other women from her village to take up crab fattening as a form of livelihood.*

Social Worker



Age : 34

Education : 10th Std

Gender : Female

Address : Kattur Colony, Kattur Village
Minjur Block, Ponneri Taluk
Tiruvallur, Tamil Nadu - 601203
Mobile: 9790 875 250 / 8939290393
9791088226

Jeyabarathi is the leader of Annai Women Self Help Group. There are 12 members in her group who are actively involved in crab fattening in pens. She has a unique way of establishing rapport among her Women Self Help Groups and crab marketing agents thereby gaining their confidence to stock water crabs and supply harvested crabs to the retailers and crab marketing agents. She builds the capacity of the coastal villages in 'Crab Fattening'.

Crab fattening is carried out by Jeyabarathi and her group in small pens with fence. The crabs are harvested after the shell becomes sufficiently hardened and before the next molting. The harvesting is done using scoop nets and ring nets with baits. The harvested crabs are sold by her at the local market in Pulicat and in the city markets of Chindadripet.

She started this SHG with an aim to generate additional income for her and for the group member's family. She strived hard to bring in diversification in the livelihood of her co-members by making them understand that they need not depend on the income earned by their husbands alone. Each day she and her group had to walk more than four kilometers to reach the work spot. They devote most of their time in improving their crab fattening enterprises.

Nominating Organisation and Address

Central Institute of Brackish Water Aquaculture (ICAR)
75, Santhome High Road, R A Puram, Chennai - 600 028. Tamil Nadu
Tel: 044-2461/ 8817 / 6948 /0565



Tamil Nadu

Mr. S. Jayaprakash

- A youth with the fire and zeal to bring transformative change to his village through education. Today, the children from Pillaipermai nallur who are attending engineering and business schools stands as testimony to his achievements”

Social Worker



Age : 31
Education : B.B.A.,I.T.I MMV
Gender : Male

Address : North Street, Thirumeignanam Post
Tharangambadi Taluk
Nagapattinam - 609311, Tamil Nadu
Mobile: 9047849385
Email: s.jayaprakash45@yahoo.com

Jayaprakash is a trained mechanical technician who works on contract basis at a Public Sector Undertaking. Unlike others who are more concerned about settling down when their youth hits a plateau, Jayaprakash has, for the last ten years spent the rest of his time educating school children free of cost. He ensures that the children from rural areas remain competitive and do not lag behind their urban counterparts.

A strong believer in the power of youth, he formed a youth group in order to step up the development activities in the village. Through the youth group he took up development related issues such as roads and proper ventilation for schools. In order to motivate the children to perform better, he conducts regular competitions and programs for school children in his village. He also takes upon himself to motivate school parents to send dropouts back to schools.

At the very young age of 20 he started with the first batch of school children between third to eighth grade and after ten years, he has provided free tuitions for more than 600 children in his village. Every day, he spends more than two hours mentoring and teaching the children, solving their doubts across various subjects. Some of the children he taught are now pursuing their degree. He is actively supported by his parents and siblings.

Being committed towards social causes, Jayaprakash is often approached by several non-Government organisations for implementing development projects in his village. Today Jayaprakash stands tall, exemplifying the potential of youth towards building a bright and prosperous nation.

Nominating Organisation and Address

Village Resource Centre
M S Swaminathan Research Foundation
23, Mariamman Koil Behind, Sivasakthi Nagar, South Pallannaichery, Nagapattinam - 611 003
Tel: 04365 250347



Tamil Nadu

Mr. P.L. Jebaraj

- *An affluent yet humble personality, voluntarily serves the community for their basic amenities and rights*

Social Worker



Age : 44
Education : 10th Std
Gender : Male

Address : Pillaiyarnatham, Pithalaipatti Post
Athur Taluk, Dindigul District
Tamil Nadu - 624002
Mobile: 9442814990

Jebaraj uses most of his time in community development. He volunteers himself as a social worker and helps resolve many conflicts among the members of the community thus paving the way towards development.

He has enormous leadership qualities, problem solving skills, networking and negotiating abilities. He has ensured that 45 households get electrification from a single bulb EB connection. A hundred received community certificate, residence certificate, ration cards and other certificates by referring the appropriate officials and the methods on how to get them. He is collecting and paying EB bills for around 300 houses. His panchayat has received 63 lakhs for developmental activities through the initiatives taken by him against the highways department.

Children were re enrolled in schools after dropping out because of poverty. He has knowledge on water availability ground area; hence he helps them to identify the place to dig bore wells free of cost.

Nominating Organisation and Address

Village Resource Centre
M S Swaminathan Research Foundation
1/292, Gandhiji Nagar, Madurai Road, Opp: Police Station, Sempatti 624 707, Dindigul District
Tel: 0451 2556773



Tamil Nadu

Mr. T. Jeyaram

- A soft spoken person with excellent leadership, problem solving skills and collaborative skill fighting hard to eradicate the untouchability issue in his village

Social Worker



Age : 50
Education : 7th Std
Gender : Male

Address : 37/2, Therku Theru
Samiyarpatti Post, Athur
Gandhigram
Dindigul - 624 302, Tamil Nadu
Tel: 0451-2452955
Mobile: 9894386401

Jeyaram is a committed and jovial person who is capable of converting the environment into a favourable one. From the age of 12, he has been involved in community development activities, teaching obedience and focus on the importance of education to the rural youth and students.

He has excellent problem solving capacity, henceforth providing free counseling thereby reducing the intensity of the problem and avoiding legal intrusions which further result in communal harmony.

He has taken lot of initiatives for the eradication of untouchable's practices in his own village. He is fighting hard for bringing caste integration and follows various strategies to achieve his goal. One among those is conducting various competitions for youth and rewarded them with prizes such that he hopes that the people will participate without any discrimination.

He also encouraged and promoted self help group members to become an entrepreneur and gives tips for the women to enhance marketing of local products. He lends money without any interest and helps poor people by preventing them to be caught in mortgages or with high interest money lenders.

Nominating Organisation and Address

Village Resource Centre
M S Swaminathan Research Foundation
1/292, Gandhiji Nagar, Madurai Road, Opp: Police station, Sempatti 624 707, Dindigul District
Tel: 0451 2556773



Tamil Nadu

Mr. L. John Peter

- *A soft spoken personality with good mobilisation and networking skills, John prefers to stay back in his home village to uplift the lives of his people.*

Social Worker



Age : 46
Education : MA, PGDBA
Gender : Male

Address : No.12/9, Kavirayapuram
Silukkuvarpatti Via, Nilakottai Taluk
Dindigul - 624215, Tamil Nadu
Mobile: 9443928006 / 9659726563
Email: tpsd-kodairoad@yahoo.co.in

John Peter has a very good skill in mobilising community and is working mainly on social welfare. Despite being provided with ample opportunities in urban areas like Madurai and Dindigul he preferred to stay on and conduct livelihood related training programmes in order to improve the economic status of the people.

He has conducted a wide number of trainings for SHGs like cleaning powder, candle making etc. So far 75 members received this training, 125 women were trained in tailoring and drastic changes were seen in their economic status.

He has formed and organised 55 self help groups and five farmers club in his panchayat, he also formed a youth club and conducted career guidance programmes, 12 students were enrolled in MUPP courses as per his guidance.

He has placed a notice board in bus stands, where people around 25 meters assemble and access the board that displays important information's regarding employment opportunities, governmental schemes on agriculture, weather forecast, etc, with the help of Sempatti VRC.

Nominating Organisation and Address

Village Resource Centre
M S Swaminathan Research Foundation
1/292, Gandhiji Nagar, Madurai Road, Opp: Police station, Sempatti 624 707, Dindigul District
Tel: 0451 2556773

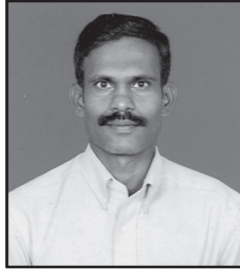


Tamil Nadu

Mr. M. Joseph Alexander Louis

- *The man who was instrumental in bringing good health to the people through his constant effort in creating awareness.*

Social Worker



Age : 42
Education : BA
Gender : Male

Address : 48 –A West Arokiamatha Street
Nagal Nagar
Dindigul - 624003, Tamil Nadu
Mobile: 9361156422 / 9865730084

Joseph Alexander Louis is known as the best trainer in improving the health and educational status of the people in and around Dindigul district. He works particularly for the welfare of the society in the above fields and has very good communication, mobilisation and institution building capacities.

In educational aspects, he has enrolled 25 dropouts' children in schools and emphasised the importance of education. Also, he formed seven children clubs and he used them as tools in creating awareness on cleanliness and motivated them to pursue higher education. He has a tuition centre where he teaches children free of cost. Regarding health, he has been a trainer and acted as resource person on 'Self Care Management' for 120 HIV/AIDS patients and on 'Life Skill Practices'.

He also focuses on Anemia and disease caused due to nutritional deficiency. He identified malnourished children and took necessary steps in providing nutritious food in mid-day meals schemes with the help of community health workers.

He counsels HIV/AIDS infected persons and motivates them to approach ICTC in Government hospitals. He also took efforts in mobilising the community to participate in the health camp conducted by the VRC and other institutions.

Nominating Organisation and Address

Village Resource Centre
M S Swaminathan Research Foundation
1/292, Gandhiji Nagar, Madurai Road, Opp: Police Station, Sempatti 624 707, Dindigul District
Tel: 0451 2556773



Tamil Nadu

Ms. K. Kalaivani

- *A dedicated woman whose expertise lies in organising health and awareness camps to improve the health status of men and women in her village.*

Social Worker



Age : 28
Education : 10th Std
Gender : Female

Address : W/o Mr. Kamaraj, 1/3558
Chinna Kalli Patti, Mettupalayam Taluk
Coimbatore, Tamil nadu - 641302
Mobile: 9952261907
Email: kalaivani.kamaraj@gmail.com

Kalaivani has taken health awareness initiative such as helping in rehabilitation through de-addiction, HIV/AIDS, and eye camps for the upliftment of her village people's health

Due to her tireless effort and constant follow-up, 50 people averted alcoholism and has been rehabilitated, 100 persons were tested for HIV/AIDS and 2 were found HIV positive, 50 persons were given have undergone eye check-up and among them 10 persons had cataract operations

She mobilised the women and formed 12 self help groups and helped them to start micro-enterprises related activities.

She is one among the active member of VKC management committee. She mobilises community, spreading the VKC services and facilitate them to avail government schemes and services through VKCs.

Nominating Organisation and Address

Village Resource Centre
M S Swaminathan Research Foundation
1/292, Gandhiji Nagar, Madurai Road, Opp: Police Station, Sempatti 624 707, Dindigul District
Tel: 0451 2556773



Mr. S.V. Kamarasu

- *An innovative, high profile farmer with the intellectual capacity of representing the farmer's plight in the common forum like the district collectorate and visiting delegates of government.*

Social Worker



Age : 43
Education : 10th Std
Gender : Male

Address : 409, Karambakkadu Jameen
Kalim Pudupetta (Post)
Pudukkottai - 614624, Tamil Nadu
Tel: 04373-272138
Mobile: 94433-43376

Kamaraj is a unique farmer. He is the convenor of Farmers Training Centre (FTC), member of Krushi Vidhayan Kendra (KVK), Science advisory committee, and president of the coconut growers association.

He has taken keen interest in knowing and adapting new methods of farming methodologies in his farm demonstration and disseminates the same to other farmers. He practices precision farming and introduced coir pith as mulching materials in sugarcane plantations. This drew the attention of fellow farmers and he encourages them to implement the same for their benefit.

He indigenously developed a new technique of soaking pulse seeds to ensure maximum germination percentage. The rapport with government machinery enjoyed by Kamaraj brought the welfare measures of agriculture and allied departments to the farming segment of Karambakkadu Jamin. He has also attended many conferences organised by Farmers Training Center (FTC), TMA, Vanoshi Velanmai Palli, MSSRF, Collectorate, animal health and irrigation management and in turn he explains and advises the important points to their members.

With his skills, he established the "Flower Commercial Complex" at Keeramangalam and "coconut kernel procurement center" at Aranthangi. This benefited the farming community. His future plan is to make people understand the modern farming methodologies and identify the resources available to them.

Nominating Organisation and Address

Village Resource Centre
M S Swaminathan Research Foundation
Mumthaj Illam, No.25, Chithannavasal Road, Annavasal - 622 101, Pudukkottai District
Tel: 04339 231252



Tamil Nadu

Mr. S. Kanagaraj

- A dynamic young panchayat president with grit, determination and dedication. He is focused on advocacy and building the youth movement for a better and peaceful India.

Social Worker



Age : 33
Education : B.com LLB
Gender : Male

Address : 173/3, North Street
Ponnimonthurai Post, Dindigul Taluk
Dindigul - 624 002, Tamil Nadu
Tel: 0451-233822
Mobile: 9842794637
Email: ssskraja76@gmail.com

A social activist, Kanagaraj a law graduate, has excellent leadership, networking and communication skills and was elected as the panchayat president in 2006. He is involved in advocacy and lobbying activities and created Social Awareness among the rural people.

He formed 30 youth groups and through which, organised a number of youth awareness programmes related to importance of education, crime free society, effectiveness of alcoholism both in social and individual on regular basis.

He has taken efforts in eviction of 1.5 km long encroachments and facilitated to lay a road of 3 km length to support farming activities. He motivates youth and students securing high marks in 10th and 12th standard by giving prizes. He mobilised youth during Tsunami and has done an extraordinary services for tsunami victims. With the support of Dindigul Multi Purpose Social Service Society (DMSSS), he created awareness on the needs of individual toilets and solid waste management in his panchayat.

Since he is interested in traditional culturals, he visits other villages and teaches them the importance of dance, music and spread its importance to the society. Propagates and practicing the same in his own village among youth and children.

He had been involved in lobbying activities against leather industries which dumps the waste in their surrounding villages. Because of his continuous advocacy among the villagers and government officials the problem has been resolved.

Nominating Organisation and Address

Village Resource Centre
M S Swaminathan Research Foundation
1/292, Gandhiji Nagar, Madurai Road, Opp: Police Station, Sempatti - 624 707, Dindigul District
Tel: 0451 2556773



Tamil Nadu

Mr. R. Kannan

- A dynamic young entrepreneur who uses his mobilisation skills to mobilise the youth in his community and channel their energies towards the development of the village

Knowledge Worker



Age : 33
Education : 7th Std
Gender : Male

Address : S/o. Rajendran
4/385, Sundaramudaiyan Post
Ramanathapuram Dist
Tamil Nadu
Mobile: 9944266238

A hotel manager till 11.00 AM and a committed social worker during the rest of the day, Kannan is an example of the potential of rural youth in the upliftment of the society. Committed towards the betterment of his village, he has actively engaged himself in Public Service from a young age onwards. Kannan along with his friends started a youth group to encourage the local youth to take up community service.

Today the group boasts of 40 youth members who are engaged in activities such as creating awareness among the community on sanitation and environmental protection. Under his stewardship the group actively helps in cleaning the village and surroundings. They have also helped in cleaning the local pond and planted trees in school. He helped remove stagnant water in village which was the main cause of malaria and other communicable diseases within the village.

Apart from channelising the energy of the youth towards positive causes, he has also ensured that there is youth development by way of regular skill building initiatives. He has helped organise training programs on masonry for 40 youths in his village as there was a potential for employment with the upcoming government construction schemes in and around Ramanathapuram.

He is an active member of the Village Knowledge Centre Management Committee at the Sundaramudayan and has helped in mobilising the community for animal health camps, eye camps, fisheries information services and awareness, Computer Aided Learning Programs organised by the Village Knowledge Centre. He also plays an active role in disseminating the VKC concept to the community. He is a barefoot veterinarian and provides free animal health advisories and treatments through the Village Knowledge Centre.

A budding entrepreneur, he today owns two small restaurants through his hard work and grit. Yet amidst the tough business of managing his restaurants, he still spends majority of his time in serving the community.

Nominating Organisation and Address

Village Resource Centre
M S Swaminathan Research Foundation
3/1944 Iraiয়ারasu Valagam, Main Road, Thangatchimadam - 623 529, Ramanathapuram District
Tel: 04573 251 799



Mr. S. Karthikeyan

- *A vibrant community worker who strongly believes that students are the future pillars of the development of the United India.*

Social Worker



Age : 32
Education : 10th Std
Gender : Male

Address : No: 61/A, New-1707
Pudhu Nagar, 6th street
Matchuvadi, Pudukkottai - 622 004
Tamil Nadu
Mobile: 9865445141 / 9043998663
Email: sethu-karthikeyan@yahoo.co.in

Karthikeyan is a martial arts expert who firmly believe that the sound health of students acquired through sports and martial arts facilitates the learning skills. He is at his best in resource mobilisation from Nehru Yuva Kendra, Rotary and Lions club and other voluntary organisations for the betterment of community. His own “Buddhas’s martial arts association” trains the students in Karate and Silambam free of costs. Besides this, he planted hundreds of tree seedlings and guarded them. He replace the fused tubes in streets and clear the water stagnated roads during rain. He has the deep urge to improve the learning skills by donating free books, educational aids, competition among students, disaster management. He also has shown keen interest in blood donation and keeps a directory of donors which is a great help for hospital authorities in any emergency. He was awarded an appreciation certificate for his services from MLA, Panchayat officials, District collector, Rotary president and many others.

Nominating Organisation and Address

Nehru Yuva Kendra(NYK)
5895/3, Kattupudhukulam, Pudukkottai - 622001.
Tel: 04322-221840



Tamil Nadu

Ms. R. Kowsalya

- *An educationalist, resource mobilizer, good trainer, counselor and saviour of underprivileged student.*

Knowledge Worker



Age : 25
Education : MA
Gender : Female

Address : D/o S.Rathinam,
Meladevarkudiyiruppu
Athani Post, Aranthangi Taluk
Pudukkottai, Tamil Nadu - 614630
Mobile: 9865907313, 9976502924

Kowsalya is a post graduate whose association with continuing education is highly commendable. She identifies and convinces the school dropouts to go back to schools. She shows great interest in SHG movement and trained the members in self employment enterprises and assisted them in availing of revolving funds and Economic assistance to improve their livelihood. Her computer skill and the awareness on the importance of computer education ignited the computer knowledge revolution in her most backward village. As an innovative knowledge worker, she not only trained the MUPP and CALP students and also subsequently highlights the placement opportunity which in turn helps to improve the economic status of families of MUPP trained students. Her competency also lies in dissemination of information on health, vaccination schedules, animal health and importance on census. She attended a lot of training programmes like AIDS awareness, sanitation, eco-conservation, general management, need assessment, disaster management, first aid and ORKUT. She also discharges the indentified works of VKC more effectively in MUPP, IFFCO SIM card distribution and dissemination of the information of welfare schemes.

Nominating Organisation and Address

Village Resource Centre
M S Swaminathan Research Foundation
Mumthaj Illam, No.25, Chithannavasal Road, Annavasal - 622 101, Pudukkottai District
Tel: 04339 231252



Tamil Nadu

Mr. S. Kuntchithapatham

- *A progressive farmer willing to adopt new and upcoming technologies in Agriculture.*

Social Worker



Age : 54
Education : 8th std
Gender : Male

Address : Aanaimattam, Nalluchery Post
Sempanarkovil, Tharangambadi Taluk
Nagapattinam - 609309,
Tamil Nadu
Mobile: 9487639941

Kuntchithapatham is a progressive farmer who cultivates paddy in a small plot under lease. Though he does not own any land, he is quick to adopt new innovations in agriculture sector and shares the techniques to others. Apart from innovative practices in agriculture he also shares information related to government schemes and subsidies to other farmers.

Always keen to learn new things, he was selected for a visit to Aduthurai Rice Research Centre for exposure on the latest practices in paddy cultivation. Rising cost of labor was slowly making farming unviable. In this backdrop, he was introduced to the latest transplanting machine by the local Krishi Vigyan Kendra (KVK). Kuntchithapatham quickly took to mechanisation with the support of KVK and was the first farmer in the entire Nagapattinam district to use the tranplanter machine for paddy cultivation. He also demonstrated the machine to 150 farmers. This year, about 100 acres of paddy are expected to be planted using a tranplanter. A soft spoken person by nature, he never shies away from leadership and took the initiative of establishing the farmers club in his village with the help of NABARD. A good public speaker, he shares new and innovative practices in agriculture to other farmers through the farmers club. Through his initiative and efforts, several farmers adapted to the system of Rice Intensification resulting in reduced farm input cost.

In recognition of his contribution to agriculture, he was awarded the best farmer award by the All India Radio station, Karaikal. Not one to rest on laurels, he serves as a mentor to other farmers in creation of farmers clubs in Nagapattinam district. Kuntchithapatham is a shining example, debunking the myth that you need to be a large farm land owner to practice innovation.

Nominating Organisation and Address

Village Resource Centre
M S Swaminathan Research Foundation
23, Mariamman Koil Behind, Sivasakthi Nagar, South Pallannaichery, Nagapattinam - 611 003
Tel: 04365 250347



Tamil Nadu

Ms. B. Loganayaki

- *This youngster demonstrated her success within a short span of time. She understands the need for women education and focused her efforts towards women empowerment.*

Social Worker



Age : 30
Education : 10th Std
Gender : Female

Address : 4/4, Mariyamman Koils Street
Kuthambakkam South
Poonamallee Block
Thiruvallur, Chennai - 600 124
Tamil Nadu

Loganayagi has three children and her aim is to educate them well. She leads a life as other women in the village do. Her entry to the social service burgeoned when she got exposed to the formation of Self Help Group seven years ago. The innate leadership skills in her made her fellow women crown her as a president to the group.

The involvement in Self Help Group demanded her to expand her mobility and networking horizon, which resulted in an excellent networking with banking officials and at different levels including the District Collector. She holds the position of Secretary in the Panchayat Level Federation (PLF).

Her main motive is to promote women education. She has been motivating the parents to send their girl children for higher education. She claims that now the parents are sending their children to other places for education. She is serving as a conduit between government and community and enabled four widow members to get Rs. 10,000 benefit of inter-caste marriage, Rs. 6000 to pregnant women, Rs. 25,000 to two girl children parents and 14 differently abled to avail monthly pensions and loans for self employment.

As a secretary of PLF, she has applied a proposal for Rs. 50,000 to the government to start self employment for the SHG members and she is confident that the group will get the amount. She works hard for bringing the socially marginalised women to come up in life adhering the say "nobody is slave for no one".

Nominating Organisation and Address

Trust For Village Self Governance
Padur Road, Kuthambakkam, Poonamallee Taluk, Thiruvallur - 600 124
Mobile: 9940682201



Tamil Nadu

Mr. M. Mahalingam

- A man of simplicity, working amply for social solidarity

Social Worker



Age : 42
Education : 5th Std
Gender : Male

Address : 2/75, Udaiyankulam Street
Mangulam, Kariyapatti Taluk
Virudhunagar - 626106, Tamil Nadu
Mobile: 9942824221

Mahalingam is a candid man who worked for the development of his community with an aspiration to bring solidarity. He renders selfless services to the community along with his wife, the panchayat president.

He has made awesome changes particularly in the Dalit societies where he belongs. He worked hard for the development of the socially backward people. He renders good supports for his mate in doing her duties and responsibilities.

He had built 66 houses under Indira Awaas Yojana (IAY) schemes with the president. The outstanding achievement was among the houses built, equal numbers of houses were allotted for the backward class people and dalit. He acted as an instrument in availing government schemes such as bank loans, educational loans and assistance, ID cards, land pattas and other schemes. A hundred individual toilets have been constructed in his village through his initiative. He also made magnificent effort in establishing a library for the benefit of his villagers especially for the students.

Nominating Organisation and Address

Family Health and Development Research Service Foundation
82, Anna Nagar, First Street, Kariapatti - 626106, Tamil Nadu
Tel: 04566-255790



Tamil Nadu

Ms. K. Malarkodi

- A service motto facilitator who acts as a conduit for the unreached target to benefit through government and other NGO services

Social Worker



Age : 35
Education : 10th Std
Gender : Female

Address : 218, Kattabomman Street
Putlur Post, Thiruvallur
Tamil Nadu - 602025
Tel: 27640101
Mobile: 9597927605

Malarkodi's journey started as a social worker in 2000. She has contributed towards health and women empowerment. She counsels HIV AIDS infected members and 110 benefitted due to her counseling. She has arranged Rs. 1000 as free loans to 35 HIV infected persons from BWDA, an NGO in Villupuram District and Rs. 2500 to 20 HIV infected people through TNVHA, Chennai for self employment. She has referred 15 mentally retarded cases to get admitted in SCARF, Chennai and 3 got cured. She has facilitated the differently abled persons to form Self Help Group. She arranged the small business loan amount of Rs. 1, 28,000 to 10 leprosy cured persons through Life Rural Programme.

She facilitated 25 differently abled persons to get tricycle, 15 to avail shoes and sticks and 180 to get identity card. Around 40 members benefitted through eye operation, which was facilitated by her. Her reach is in 16 villages.

She is also a trained physiotherapist and participated in many training programmes to equip her knowledge and skills on health related issues and ensures that she transfers it to the community.

Nominating Organisation and Address

Life Society For Rural Development
14, Ma.Po.C Street, Ganesapuram, Manavala Nagar Post, Thiruvallur
Tel: 04427640101



Tamil Nadu

Mr. R. Manisekaran

- *A multi faceted personality, he focuses on entrepreneur skill development, availing government schemes and also acts as a bridge between VKC and the public*

Knowledge Worker



Age : 31
Education : M.Com., M.B.A
Gender : Male

Address : 1/23, Avathuvadi
Krishnagiri Taluk - 635204
Tamil Nadu
Tel: 04343-256376
Mobile: 9842697280 / 9486804580
Email: msekaran181@gmail.com

Manisekaran is a young man of excellent talent in the dissemination of information and a trainer of trainer (TOT). He is excellent in Information, communication and technology. With his excellent computer skills, e-governance, mobilisation, translating capacity, and motivation, he is the best person to be involved in any advocacy campaign.

He is engaged especially in many social welfare activities particularly in technology transfer among his community people. Through him, 72 members have applied for accident policy insurance from TATA AIG insurance. He had given awareness on the importance of two wheeler license among 75% of the total population in his village. Fifty students received guidance on education. He has filled application forms for 42 candidates for VAO postings online. Fifty members applied for government certificates with his assistance while 72 members were trained on basic computer course, out of which 27 were trained free of cost.

People from 10 blocks were aware and trained on rabbit farming, solar products usage and mushroom training. Four members, through e-governance entrepreneur development, started mushroom cultivation. He plays a great role in the transfer of technology through VKC programmes and other government networking. He also actively does translation work from English to Tamil. So far, he has published six articles in Wikipedia.

Nominating Organisation and Address

SREI Sahaj e-village Limited
3B/535, Kundrathur Main Road, Madanandapuram, Porur, Chennai-600116, Tamil Nadu



Tamil Nadu

Mr. N. Manivannan

- *A committed social worker with a noble mission to popularize social values*

Social Worker



Age : 34
Education : 12th Std
Gender : Male

Address : 3/136, Saraswathinagar
Thiruthani Taluk, Thiruvallur
Tamil Nadu
Mobile: 9677661118 / 9443599767

Manivannan is a young man who is doing social work with full commitment. He has been providing notebooks and pen to the poor school going children for the past 10 years; around 500 children benefitted from this. Through his guidance, more than 100 villagers acquired their community, nativity and income certificates and more than 50 individuals have bank and post office account.

He regularly collects and pays the EB bill without any charge. He creates awareness through face to face interaction on the avoidance of plastic use. He also conducts sports meet for rural youth and children every year.

He is teaching the moral values indirectly through simple means like following a queue in every situation and bringing pens for any writing occasion

Nominating Organisation and Address

M.S. Swaminathan Research Foundation
3rd Cross Road, Taramani, Chennai-600 113, Tamil Nadu
Tel: 22541229



Tamil Nadu

Mr. V. Manoharan

- *An avid social worker, Nirmal purashkar Award winner, promoted organic agricultural practices and paved the way for knowledge empowerment.*

Social Worker



Age : 55
Education : 10th Std
Gender : Male

Address : 581, Melapettai Street
Ammanpettai, Vedyapuram Post
Thiruvaiyaru Taluk
Thanjavur - 610205, Tamil Nadu
Tel: 04362-326848
Mobile: 9994019550

Manokaran has abundant skill in communication, networking, mobilisation and computer application which he uses for the social welfare of his community.

So far he has planted 250 trees in and around Rajendram. Seventy-five persons received Old Age Pension (OAP) in his period of service, 13 schedule caste people received Tamilnadu Adidravidor Housing Development Corporation (TAHDCO) entrepreneur loan and are practicing now. He built bunds in riverbeds and saved the school students based on an issue when he was the Parents Teacher Association president. His panchayat has been awarded for Nirmal Purashkar in the year 2006 due to his initiatives. He has also been awarded as 'Best Parents Teachers Association' performance award given to his school during his term as president.

He has formed farmers club. His panchayat received several Awards and Recognition due to his boundless and selfless service. Forty members were trained on yoga and meditation. He created awareness on HIV/AIDs and on insurance policies. He is an active president of Rajendram VKC.

Nominating Organisation and Address

Village Resource Centre
M S Swaminathan Research Foundation
No.82, North Street, Thiruvaiyaru - 613 204, Thanjavur District
Tel: 04362 261633



Tamil Nadu

Ms. A. Manvizhi

- A credible and trust worthy woman who has totally engaged herself for the upliftment of women by teaching them micro enterprises

Social Worker



Age : 27
Education : Diploma in fashion designing
Gender : Female
Address : Middle Street, Karaipakkam
Ariyalur - 621 715, Tamil Nadu
Mobile: 80565 82875

Manvizhi is a fashion designer who has good communication skills and is capable of providing training to women.

She has expertise in Microenterprises like artificial jewel making, tailoring, fabric painting and doll making and has trained more than 100 women on artificial jewellery making. She has also been keenly interested in conducting blood donation campaigns hence she organised 4 blood donation camps so far.

She played a key role in spreading the importance of blood test and blood donation. She is a voluntary blood donor in Thanjavur Medical College. She donated blood four times and motivated 15 members to donate blood.

She had facilitated 20 students to enroll for MUPP in Thiruvaiyaru VRC. She is actively involved in dissemination of information through VRC activities like soil and water testing, enrolling students in Microsoft Unlimited Potential programme, support in conducting eye camps, disseminating information from community newspaper to her neighbouring villagers. She assists the village health nurse and along with them supply Iron tablets, Pulse Polio Drops and filarial tablets.

Nominating Organisation and Address

Village Resource Centre
M S Swaminathan Research Foundation
No.82, North Street, Thiruvaiyaru - 613 204, Thanjavur District
Tel: 04362 261633



Tamil Nadu

Mr. P.S. Marutha Nayagam

- His goal is to empower his people on the social structures, issues and enlighten them with the present scenarios. Hoping that he paved the way for them to come out of the darkness of ignorance

Social Worker



Age : 46
Education : 10th Std
Gender : Male

Address : 3-1/8-4, Thiruvika Nagar
Chinnalapatty, Dindigul - 624301
Tamil Nadu
Tel: 0451-2454454
Mobile: 9894189272
Email: reporterdmr@gmail.com

Maruthanayagam serves his community on education by ways of giving vocational trainings like book binding.. He helped the people in availing government schemes and making them aware on the Right to Information (RTI) Act. He is also skilled in computer, advocacy, communication, problem solving and networking capabilities.

More than 1000 people benefited by availing government schemes through him, 50 students were trained on book binding. He succeeded in getting educational support for two semi-orphan students with Rs50,000 fixed deposit under government schemes. He has given awareness on consumer Protection Act for 100 members. He gives advisories on the ill effects of the Dowry system and enlightens the people to come out of this social evil. He helped the students to prepare for essay, speech and other similar competitions. Among them, 10 students were rewarded and received prizes. Organised and made linkages for blood donation campaigns. He helps resolve family problems thereby avoiding divorce.

He has created awareness on Activity Based Learning method of learning. He also propagates the importance of Gram Sabha meetings. He also educates his people on Panchayat Raj rights and on constitutional structure and clarifies the doubts regarding these. He disseminates information on bus timings.

Nominating Organisation and Address

Village Resource Centre
M S Swaminathan Research Foundation
1/292, Gandhiji Nagar, Madurai Road, Opp: Police station, Sempatti 624 707, Dindigul District
Tel: 0451 2556773



Mr. M. Marudhachalam

- A dedicated differently abled person with high level of confidence and leadership abilities, he brought a drastic change in the behaviour of the people and proved that he is can do something despite his condition.

Social Worker



Age : 38
Education : 12th Std
Gender : Male

Address : 50/51, Vadivellampallayam
Poolluvapatty Post
Coimbatore - 641101
Tel: 0422-2650990
Mobile: 9003747825

Maruthachalam is a popular writer, contributing a regular column on health awareness in community news paper published by Sempatti VRC.

His focus is on sanitation and hygienic practices. He creates awareness on open defecation and ramification thus encouraging the villagers to use the public toilets.

He placed a notice board in front of his small petty shop and through that he is disseminating the employment and health related information. Through this effort, around 35 people got employment opportunities after seeing the information in the notice board.

He facilitated to avail Old Age Pension (OAP) for 50 persons. He created awareness on tuberculosis, importance of vaccinating the children and pregnant women. He regularly ensures that blood pressure patients take their medications.

He got the best social worker award from an NGO called Tulsi Trust for his tireless effort and involvement on sanitation and vaccinations.

Nominating Organisation and Address

Village Resource Centre
M S Swaminathan Research Foundation
1/292, Gandhiji Nagar, Madurai Road, Opp: Police station, Sempatti 624 707, Dindigul District
Tel: 0451 2556773



Tamil Nadu

Ms. A. Mary Litta

- A dedicated and dynamic knowledge worker with high degree of passion on health and dissemination of knowledge to improve the status of fisher folk in her village.

Knowledge Worker



Age : 31
Education : 12th Std
Gender : Female

Address : 35/175, Thoonidurai Vallagam
Neerodi, Kanyakumari
Tamil Nadu - 629 160
Mobile: 9751358493 / 9150880754

Mary Litta hails from a fishing community situated in the tail end of Tamil Nadu and the border of Kerala. The condition of Neerodi is different from other village because of the seasonal migration to Kerala.

A highly health conscious person tirelessly work on all health related aspects. Endowed with good leadership qualities, she has organised TB awareness programme, engine mechanism training and fish pickle training. She also enlightens the people about the welfare schemes of the government especially for the differently abled, to get financial assistance. She also championed in mobilising and networks her community people with coast guard, marine police, fisheries department, health department and other NGO's.

She has been helping the fishermen by providing them with local information like early warning information and other livelihood related information. She is a genuine and spectacular woman rendering the activities of VKC in a prominent way.

Nominating Organisation and Address

Village Resource Centre
M S Swaminathan Research Foundation
145, Salai Road, Kurusady, Nagercoil - 629 004, Kanyakumari District
Tel: 04652 261072



Tamil Nadu

Mr. M. Motcham

- *An effusive personality with benevolent speech, his aspiration is on fisher folk development*

Knowledge Worker



Age : 60
Education : 5th Std
Gender : Male

Address : 4/135, Main Road
Kovalam, Agastheeswaram Taluk
Kanyakumari - 629702
Tamil Nadu
Tel: 04652-247754
Mobile: 9976733251

M. Motcham has been engaged in fishing occupation for the past 45 years. It is quite worthy to say that because of his efforts in his village, he has been awarded the “Nirmal Puraskar” for creating a hygienic environment for making his village the first to be awarded an ISO certificate. Motcham has achieved and brought several changes in his village but the most remarkable achievement made by him was the increased the economic status of the fishermen by fixing the market prices of fishes through auction by fishermen themselves. He did this with the help of his position as the president of fishermen labour development association.

He is working vibrantly for the welfare of the fishermen for the past 30 years. He had put in a lot of initiatives for the conversion of an ordinary primary school into a high school. He also acted as the vice-president of the fishermen federation. With his remarkable leadership, communication and problem solving skills, he had resolved several conflicts in families due to financial crisis or in times of marriages. He had helped four people to get relief during cyclones in 1985. At present, he is providing educational assistance to orphans/ semi-orphans. By networking with other NGO's, he has facilitated in securing Rs 2 lakhs for initiating microenterprises such as coconut oil, tailoring.

His service in VKC for the past three and half years is prominent. He acts as a bridge in dissemination of information and renders any kind of support at any time. He also made VKC sustainable by generating income through various services which will be helpful for the rural poor. He also played a major role in constructing a new building for erecting the INCOIS Electronics Display Board for better access of information for all the village people.

Nominating Organisation and Address

Village Resource Centre
M S Swaminathan Research Foundation
145, Salai Road, Kurusady, Nagercoil - 629 004, Kanyakumari District, Tel: 04652 261072



Tamil Nadu

Mr. K.C. Munusamy

- *An innovative farmer working towards the use of modern technologies and innovations for the benefit of his fellow farmers.*

Social Worker



Age : 68
Education : Diploma in Civil Engineering
Gender : Male

Address : 60, Bus Road
Agravaram Village
Valayalkaranpatti Post
Vellore - 635804, Tamil Nadu
Mobile: 9345568554

A retired engineer by profession and a farmer at heart, Munusamy was able to recognize the threat and deterioration faced by the farmers in their cultivation due to their overdependence on the use of chemical fertilizers and unsustainable farming practices.

In order to bring changes in the farmer's life, he formed the farmers club in the name of Vennila Uzhavar Mandram . Through this group, he brought a great deal of change in the lives of 20 young farmers. His unquenchable thirst for the betterment of the marginalized farmers kindled him to approach agriculture welfare agencies like NABARD, Union Bank, Cooperative society, etc.

A progressive person by nature, he regularly keeps himself updated on the latest happenings in agriculture sector through interaction with scholars and scientists from Agriculture Universities and experts from Non-Governmental Organization He has five acres of land wherein he has a model plot which he uses to teach other farmers. Every month, he shares his expertise to fellow farmers club members

Nominating Organisation and Address

Centre for Sustainable Rural Development & Research Studies (CSR&RS)
VIT University, Vellore - 632 014, Tamil Nadu, India
Tel: 91-416-2202444, 2243091



Mr. V. Murugan

- *An ebullient humanitarian particularly focus on adoption of new technologies in agriculture and environment protection.*

Social Worker



Age : 43
Education : 10th Std
Gender : Male

Address : Pankkurippu, Kariapatti Taluk
Virudunagar - 626129
Tamil Nadu
Mobile: 9865633673.

V. Murugan is selected as panchayat president for the 3rd time in his village. This work he does while running his electronic repair shop that also sells electronic goods spares.

He is a pioneer in his village for adopting new cropping methods and through his exuberant efforts of popularizing the system, 250 farmers has adopted technologies in the past 15 years.

He had done a lot in creating awareness among his community through linkages with various NGO's in health aspects such as HIV AIDS, Malaria, communicable and non-communicable diseases. He also involved himself in creating environmental awareness, benefitting a farm which contains 400 guava trees, 400 teak trees and 500 other variety of trees in a poramboke making it a model for other villagers.

He encouraged students to pursue higher education and through his efforts four students got educational loans. Also, he stimulated the youth by making use of his panchayat computers. So far, 150 youth has become computer literates. Due to his efforts in both creating awareness and availing subsidies, 450 individual toilets have been constructed.

He displays information about governmental schemes in front of the panchayat office to reach out the needy. And because of his untiring efforts, his panchayat was awarded the "Best panchayat" award.

Nominating Organisation and Address

Family Health and Development Research Service Foundation
82, Anna Nagar, First Street, Kariapatti - 626106
Tel: 04566-255790



Tamil Nadu

Mr. P. Murugesan

- *A decisive social worker who strongly believes that literacy movement can alone foster the economic independence of rural women.*

Social Worker



Age : 39
Education : B com
Gender : Male

Address : Kandianatham, Kesarapatty Post
Valaiyappatti (via)
Pudukkottai - 622 411, Tamil Nadu
Tel: 04333-263359
Mobile: 9443772238 / 9626495005
Email: murugesanpon@gmail.com

Muthurasau is a dedicated prera in Adult and continuing education project and increased literacy rate in this backward village. He is a pioneer in SHG and organised income generation programmes and made contacts with various banks and financial institutions. He is the key person in developing infrastructure, particularly laying of roads. He conducted medical camps, NSS and AIDS awareness camps with the association of institutions concerned. The farmers club established by him helped the farming community to be aware of the improved agricultural practices. The differently abled persons, destitute and widows received financial assistance with the initiation of Murugesan.

His term as panchayat president in Kandianatham village witnessed tremendous growth in infrastructures and community development. He frequently conducts meeting to enlighten the people regarding various governmental activities and benefits them. In a nutshell, Murugesan has dedicated himself towards working for the downtrodden communities and women rights. He is indeed an asset to the community.

Nominating Organisation and Address

Nehru Yuva Kendra(NYK)
5895/3, Kattupudhukulam, Pudukkottai - 622001, Tamil Nadu
Tel: 04322-221840



Tamil Nadu

Mr. C. Muthuraju

- *A progressive and innovative farmer who is a dedicated champion of adopting modern agronomic practices in his farm and motivating farmers to follow the profitable avenues in agriculture*

Social Worker



Age : 54
Education : 10th Std
Gender : Male

Address : S/o. Chellaiyah
Kulamangalam (North)
Thiruvarangulam (Union)
Alangudi Taluk
Pudukkottai District - 614624
Tel: 04371-232003
Mobile: 9751362022

Muthurasu is a supporter and effective convenor of Farmers Training Centre, and Krishi Vigyan Kendra of government agricultural organisations. He experiment the farm techniques such as system of rice intensification, employing bio-fungicides and integrated pest management strategies in his field and improving his skills and knowledge on a continuous basis.

The credit of revitalising the functions of regulated market that fetched better prices for the farm producer and eliminated the self centered middle man is on him. He emphasised the need for an exposure visit to have first hand knowledge of the agriculture scenario of nearby district and organised exposure visit with the guidance of KVK, Vamban. His organisation skill witnessed many animal health camps and periodical de-worming. The establishment of milk chill plant at Keeramangalam is one of the significant achievements of Muthurasu. The studious services of Muthurasu brought him many awards such as best convenor, rotary club award, and appreciation certificates from many organisations.

Nominating Organisation and Address

National Bank for Agriculture and Rural Development (NABARD)
32, Ezhilnagar, Pudukkottai
Tel: 04322-221356



Tamil Nadu

Mr. S. Nagarajan

- A socially minded retired Naval personnel, he serves the rural community in Mandapam by providing job related information and services to the unemployed youth.

Social Worker



Age : 54
Education : 10th STd
Gender : Male

Address : 17/58 Singarathoppu Street
Mandapam Camp (Post)
Ramanathapuram - 623 519
Tamil Nadu
Mobile: 9994421304

Nagarajan is a socially committed ex-service man who, after serving the nation for more than 20 years, has now taken upon himself to ensure that unemployed youth in his village and surrounding areas in Mandapam block secures employment. He provides the employment related information and linkage free of cost and some times at his own expense.

After retiring from active duty, he was motivated to continue serving the nation. He found that unemployment was a major problem and a source of unrest among the rural community. He was worried that the potential of youth was wasted when they were unemployed. In order to change the situation he started building a strong network of potential employers across the state and the district. He leveraged this network to secure employment for more than one thousand people from the Mandapam block.

He does not stop with employment service alone, he goes further by ensuring that the working conditions are adequate and the employees are provided with decent wages regularly, He also ensures that the youth members he helped find jobs, send money properly back to their respective families. In cases of extreme poverty, he even spends his own money to arrange for transportation for the employees to reach their employers.

Apart from free employment service, he has also educated 45 children on language skills in Hindi and English. He is also the first person to be seen in any disaster site providing relief to the affected victims.

He is content with the retirement benefits he receives from the Navy and is committed to serving the community and unemployed youth as much as possible.

Nominating Organisation and Address

Village Resource Centre
M S Swaminathan Research Foundation
3/1944 Iraiয়ারasu Valagam, Main Road, Thangatchimadam - 623 529, Ramanathapuram District
Tel: 04573 251 799



Tamil Nadu

Mr. M. Nalavaluthy

- A Panchayat leader on a mission to deliver growth in his village through knowledge intervention.

Social Worker



Age : 46
Education : B.Sc., AMIE
Gender : Male

Address : S/o. Muruganathan
Soorankattuvalasai
Kadukkaivalasai (Post)
Ramanathapuram
Tamil Nadu - 623516
Mobile: 9443611540

Nalavaluthy is a social minded panchayat leader from Soorankattuvalasai in the island of Rameshwaram. Inspired by his mother who quit a decent government job to serve the community as Panchayat leader, Nalavaluthy returned to Rameshwaram after completing a degree in Engineering from Chennai to serve the rural community in the island. A committed social worker he started by creating awareness on literacy as a volunteer in Arivoli iyakkam (Literacy mission). He later went on to become the Assistant project coordinator for the project. During his stint, he helped spread literacy across 4 villages in Mandapam block. Apart from literacy, he also actively worked to dispel superstitions and myths that were holding back the community through street plays. Today, due to his efforts, around 5000 people in and around Mandapam block can read and write.

He started taking up leadership position from a young age. He voluntarily served in various associations such as district level Agriculture farmers association and Palm workers welfare associations. Taking positions in such organization, he actively worked to deliver government schemes and entitlements to farmers such as subsidy for agriculture equipments, seeds etc. He also helped farmers secure Identification Cards and economic assistance provided by government in times of deaths. He formed the Eco Development Committee in his village through the Gulf of Mannar Trust. Through the committee he secured up to Rupees 2 lakh for the development of the village. During a time where the problem of loan sharks were creating a rift in the social fabric of his village, Nalavaluthy secured Rupees 12 lakhs as very low interest loans to the village community through the Gulf of Mannar Trust. In recognition of his services to his community, he was elected as the Panchayat leader for Manankudi panchayat.

Over the years he spent in serving the community, Nalavaluthy realised the importance of knowledge as tool in eliminating poverty and raising awareness among the rural community.

As the elected panchayat leader from his village he took the initiative to establish Village Knowledge Centre (VKC) in Manankudi in partnership with the M.S.Swaminathan Research Foundation. He has since then he has actively supported in organising several awareness and training programs on agriculture, animal husbandry, fisheries, micro enterprises, career guidance and support through the VKC. He has also served as the linkage between various governmental and non governmental organisations and the Village Knowledge Centre. The village community of Manankudi Panchayat, today acknowledge the VKC as a golden opportunity for their village.

His dedication and commitment towards the upliftment of rural community has sustained him so far. An engineer turned social worker and a Panchayat leader, Nalavaluthy has grand plans in store for his community.

Nominating Organisation and Address

Village Resource Centre
M S Swaminathan Research Foundation
3/1944 Iraiয়ারasu Valagam, Main Road, Thangatchimadam - 623 529, Ramanathapuram District
Tel: 04573 251 799



Tamil Nadu

Mr. S. Narayanasamy

- He reaches out to the people through cultural activities like drama, folk dance and songs for environmental educational awareness.

Social Worker



Age : 46
Education : B.Sc
Gender : Male

Address : 2/7, Pillaiyarnatham
Pithalaipatti Post, Athur Taluk
Dindigul District - 624 002
Tamil Nadu
Tel: 2426139
Mobile: 9965916665

Narayanasamy has been serving the society for the last 15 years and henceforth he was elected as panchayat vice president. He played a major role in creating awareness through cultural activities such as drama, folk songs and street play on Environmental related issues in his panchayat, such as mosquito eradication, consumption of clean water, tree plantation, renovation of ponds and solid waste disposal. This effort gave his panchayat a nomination for the Nirmal Purashkar Award of the district administration.

He has oriented and motivated students in pursuing higher education and encourage the best students through rewarding them with Rs 1000 each every year. He has planted 900 trees and desilted a pond in his village with the help of NSS students.

He has very good leadership and organising skills to mobilise youth, children and women to obtain common infrastructure facilities like building water tanks, renovating ponds and in all aspects related to environmental cleanliness.

He is an active member of VKC management committee of Pillaiyarnatham VKC. He acted as an instrument in bridging the VKC and the villagers.

Nominating Organisation and Address

Village Resource Centre
M S Swaminathan Research Foundation
1/292, Gandhiji Nagar, Madurai Road, Opp: Police station, Sempatti - 624 707, Dindigul District
Tel: 0451 2556773



Tamil Nadu

Mr. A. Natarajan

- A humble farmer advocating the cause of organic farming in an era of intensive use of chemicals in fields. He leads by example and has never used chemicals in his own farmland.

Social Worker



Age : 67
Education : 8th std
Gender : Male

Address : S/o. S. Arunachalam
Pudhupalli East Post, Keelvelur Taluk
Nagapattinam - 611112
Tamil Nadu
Tel: 04365-268452
Mobile: 9489258058

Natarajan is a retired serviceman of the Indian Army. After serving the nation for more than two decades he took to farming in his land. An avid lover of nature, he was appalled by the use of chemical fertilisers and pesticides for producing food crops. After receiving training in organic farming through a local nonprofit organisation, he decided to employ the concept in his field. Through trial and error, he proved that organic farming can be economically viable. Today, Natarajan is an expert on organic farming and provides training to farmers in the surrounding areas. Natarajan's farmland is shown as a model for organic farming by a number of local agriculture organisations.

A deft communicator with leadership skills, he is engaged in the development activities of his village. He played an active role in improving the sanitation of the village and the school by constructing sanitation facilities with the support of local non Government Organisations. He is also an active supporter of the Village Knowledge Centre at Pudhupalli and plays a constructive role in its programs.

Though not fully converted, the farmers from Pudhupalli and nearby areas have started adapting the organic farming in measured steps, all due to his efforts. He firmly believes that organic farming is the way to go for sustainable development in the agriculture sector. He is eager to share his expertise and skills to the farmers across the nation in order to spread the benefits of organic farming.

Natarajan has spent his life serving the nation as a soldier and as a farmer, aptly deserving the title "Jai Jawan, Jai Kisan"

Nominating Organisation and Address

Village Resource Centre
M S Swaminathan Research Foundation
23, Mariamman Koil Behind, Sivasakthi Nagar, South Pallannaichery, Nagapattinam - 611 003
Tel: 04365 250347



Tamil Nadu

Ms. A. Nathiya

- *She has very clear objectives in executing her duties as a knowledge worker.*

Knowledge Worker



Age : 22
Education : 10th Std
Gender : Female

Address : 874, Therkutheru
Matha Koil Street, Rajendram Arcadu
Vediyapuram Post, Thiruvaiyaru Taluk
Thanjavur - 613 205, Tamil Nadu
Mobile: 9159583722 / 9626010309

Nathiya belongs to a poor family yet she completed her higher secondary education in midst of great struggles. Her aim is that her village be transformed into a completely literate village, and she is working hard to achieve this goal. She counsels the parents towards sending their children to school and make them aware of the importance of education. She assists the Village Health Nurse and along with them supplies Iron tablets, provides polio drops and distributes filarial tablets. Her primary skill is ICT and she focus on information dissemination. She has demonstrable communication, mobilisation and computer skills. She is also involved in collecting household surveys along the government officials.

She has been a very good master trainer for MUPP and CALP. She herself injects the chicks both for vaccination and in times of seasonal diseases, if necessary, she also gives first aid for the affected livestock. She organised and assisted in conducting camps for livestock.

In her village, 16 school drop outs were identified and after her awareness campaign on continuing education, 12 re-enrolled in schools to pursue education. Six students were trained on painting and they were selected by government for young scientist award. She has created awareness on Rain Insurance and mobilised 6 lakhs from her community to avail the claim.

Nominating Organisation and Address

Village Resource Centre
M S Swaminathan Research Foundation
No.82, North Street, Thiruvaiyaru - 613 204, Thanjavur District
Tel: 04362 261633



Tamil Nadu

Ms. M. Neela

- *A dynamic grass root level social worker and dedicated non formal teacher using her innovative methods and skills.*

Knowledge Worker



Age : 29
Education : ITI
Gender : Female

Address : D/o.Nanaguran
Athani (Post), Aranthani Taluk
Pudukkottai - 614630
Tamil Nadu
Mobile: 9843117328

Neela is committed to elevate her village in terms of education, health and economy. She actively participates in continuing education project and conducted night schools. Her project on mobile library helped 135 people on improving their literacy.

Her agility in guiding the self help groups to start income generation activities succeeded and the village now function independently. Besides toiling for community, her innovative approach as a knowledge worker in VKC increased the number of users in this centre. She also organised soil testing camp, eye camps and veterinary camps. She effectively utilise the public address system of Athani VKC for the dissemination of welfare schemes of government agencies.

The Athani VKC is a first of its kind to promote the concept of sustainable function by promoting its own resources. Her social consciousness considerably reduced the plastic usage in her village and planting of tree seedlings conserved the ecosystem.

She is very dedicated in her efforts to promote income generation activities, adult literacy and health and sanitation.

Nominating Organisation and Address

Village Resource Centre
M S Swaminathan Research Foundation
Mumthaj Illam, No.25, Chithannavasal Road, Annavasal - 622 101, Pudukottai District
Tel: 04339 231252



Tamil Nadu

Ms. T. Neelaveni

- *She has an empathising personality which she use to focus on health and economic development of the socially marginalised community.*

Social Worker



Age : 47
Education : 10th Std
Gender : Female

Address : 421, Ambedkar Street
Aranvayol, Thiruvallur
Tamil Nadu - 602025
Tel: 27640101
Mobile: 9940649972

A city born, Neelaveni moved to the village when she got married in 1980. She had to live the life in the village where the people do not have access to basic amenities such as water and sanitation. She tried to cope up with the circumstances and in 1993, she realised the need for doing something for herself and for the people to improve in lives. This ignited her to get skill training on tailoring for about 9 months and start transferring the skills to the rural women as there were export garment companies around Chennai. Around 150 women were benefitted by this.

Born in a socially downtrodden community, she along with her community had to rely upon others in the local self governance for bringing out the basic needs to their area. She wanted to break this and contested in the election for ward member and embraced triumph for two terms. This allowed her to identify the needs of her community, plan and execute projects like safe drinking water, street lights, road connectivity, etc.

She has been creating awareness on preventing communicable diseases such as HIV AIDS, sexually transmitted diseases and tuberculosis. She has referred around 60 people (majority of them are women) who have been affected by Tuberculosis to the hospital and counseled 150 patients. About 20 people who were found to be HIV infected received care and support through her efforts. She has been reaching out to 36 villages, in which she has trained members in 18 villages on home gardening and 50 are practicing the same. Due to her effort, 30 Irula tribal families in two villages got Patta for their houses. She has also mobilised women and stopped the building of a Liquor Company in her village.

Nominating Organisation and Address

Life Society for Rural Development
14, Ma.Po.C Street, Ganesapuram, Manavala Nagar Post, Thiruvallur
Tel: 04427640101



Tamil Nadu

Mr. K. Panner Selvam

- *An educated and committed social worker with a strong determination to waive the caste conflicts and concentrate on community development in his village.*

Social Worker



Age : 44
Education : Bsc., AMIE
Gender : Male

Address : Pullanviduthi Post, Vadakadu (Via)
Alangudi Taluk
Pudukkottai - 622304
Tamil Nadu
Mobile: 09787272620

Panneerselvam holds a Bachelor of Science degree and is a multifaceted grass root level worker. He is a progressive farmer, panchayat president and a person known for his engineering skills.

The leadership quality of Pannerselvam solved the caste and temple conflicts by forming a peace committee. He has been striving for the up-liftment of his villagers with the association of development agencies like Indian Farmers Fertiliser Cooperative Limited (IFFCO), NSS. His organising capacity and motivation resulted with the de-silting of drinking water tank and infrastructure development. The villagers have become aware of government welfare schemes and started availing them, thanks to his strong advocacy. Being a progressive farmer, he adopted micro irrigation methodologies in his farm and motivated other to adopt this new water saving technique. He organised a coconut planters association and solved the persistent problem of Red palm weevil in coconut by talking to the people at the Coconut Research Station, Veppankulam, with the assistance of MSSRF.

He has proved to be a good motivator and has encouraged his village people to utilise the good services such as touch screen services at the VKC, Utilisation of leaf color chart of paddy and IFFO-green SIM cards.

Pannerselvam is a hardworking and committed social worker and an excellent community mobilizer thus he propagated village harmony and promoted infrastructures in this backward village. He has also contributed significantly for the growth of village knowledge centre Pullanviduthi.

Nominating Organisation and Address

Village Resource Centre
M S Swaminathan Research Foundation
Mumthaj Illam, No.25, Chithannavasal Road, Annavasal - 622 101, Pudukottai District
Tel: 04339 231252



Tamil Nadu

Mr. K. Paramanandam

- *A grassroots worker who uses his linkages and interpersonal skills to help rural community receive their due entitlements and support without any problem. He took the initiative of constructing an overhead tank in his village.*

Social Worker



Age : 41
Education : MA Bed
Gender : Male

Address : 169, Maduvangarai
Thillaividangan Post
Chidambaram Taluk
Cuddalore - 608 102, Tamilnadu
Mobile: 99443 88379

A committed social worker, Paramanandan has made it his mission to help the community in which he lives. Inspired by an act of generosity that supported him towards college education, he has taken up social service to be a way of life. Maduvangarai, his village lacked adequate facilities for storing drinking water. Paramanandan took it upon himself to ensure that a proper water tank is built. He approached a number of government and non profit organizations and finally through an international non-profit organization, he was able to build an overhead tank for storage and distribution of clean drinking water to the village community.

For a living, he provides accounting services for more than three Panchayat leaders. Through this work, he comes across various schemes, subsidies and support provided by the government. He uses this knowledge to disseminate the information to the village community and follows- up by providing volunteer help to the poor for filing the application and ensuring that they receive their due entitlements. Today, due to his efforts, more than fifty senior citizens from his village receive old age pension and around twenty five families with more than two female children receive educational support from the government.

Though he hails from a marginalised community, he is well respected across the village and people from all communities approach him, seeking his help and support for various development related activities in their village. He is also an active participant in the Village Knowledge Centre (VKC) in his village and supports the activities of the centre wholeheartedly.

Nominating Organisation and Address

Village Resource Centre
M S Swaminathan Research Foundation
II Main Road, Mariappa Nagar North, Annamalai Nagar Post
Chidambaram - 608 002, Cuddalore District
Tel: 04144 238378



Ms. E. Pavanammal

- A good community organiser with a commitment to develop the literacy rate with the association of continuing education programme

Social Worker



Age : 33
Education : 10th Std
Gender : Female

Address : W/o. Eswaran
Melaviduthi, Sampatti Viduthi Post
Pudukkottai Taluk
Tamil Nadu - 622301
Mobile: 9842446516

Pavanammal possess a deep humane concern on the illiteracy that prevails in her village. Her dedicated effort and association with literacy movement for 15 years brought cheers of literacy to this remote village followed by awarding her “Best coordinator”. She is committed towards economic leverage and involved herself with SHG movement. She indulged the village women to undergo several income generation programmes like tailoring and beauty cosmetic. Her sincere efforts resulted in the groups starting micro enterprises and earning decent income.

Due to her proximity with development organisations, she organised many awareness and training programmes on the welfare schemes, women rights, neo-natal care and entrepreneurship aspects. She disseminates her knowledge to others at National Rural Employment Guaranteed Act (NREGA) work places, SHG meeting places, Grama saba meetings and personal contacts. She is an enthusiastic learner and has undergone many capacity building trainings such as literacy, entrepreneurship, SHG, Animal Health care and neo natal care.

Pavanammal is involved in a whole range of social activities. She is an excellent communicator.

Nominating Organisation and Address

Tamilnadu Science Forum (TNSF)
Near Pudukkottai Panchayat Union Office, Pudukkottai - 622001, Tamil Nadu
Mobile: 9443856303



Tamil Nadu

Mr. R. Perumal

- *An expert in System of Rice Intensification and a model farmer.*

Social Worker



Age : 54
Education : 10th Std
Gender : Male

Address : Main Road, No.32
Alankudy Post, Mayiladuthurai Taluk
Nagapattinam - 609101, Tamil Nadu
Mobile: 9486835547

Rarely one comes across a farmer like Perumal who strives to leave a mark in the field of agriculture. A humble farmer from Nagapattinam district, he has achieved certain breakthroughs in agriculture through constant innovation. He is a motivating force behind a lot of farmers who have adapted to System of Rice Intensification (SRI) practice in paddy cultivation.

Motivated after a visit to Aduthurai Rice Research Centre three decades ago, he took efforts to learn and update himself on new techniques and practices in the field of agriculture. Through untiring efforts, he was able to minimise seed rate in paddy cultivation. He achieved a breakthrough when he demonstrated that using the System of Rice Intensification; it was viable to use only 3 kg of seeds per acre. He demonstrated his achievement before the officials of Department of Agriculture and Krishi Vigyan Kendra (KVK). Not one to rest on laurels, he motivated other farmers to minimise seed consumption and today due to his efforts, farmers from the surrounding areas have reduced the seed consumption from an average of 60 Kg to 3 kg..

He also shares the latest practices and techniques to other farmers. Being a model farmer, he has participated in number of Agriculture related radio programs. He actively advocates the practice of organic agriculture among the farming community and counsels a number of farmers.

Nominating Organisation and Address

Village Resource Centre
M S Swaminathan Research Foundation
II Main Road, Mariappa Nagar North, Annamalai Nagar Post
Chidambaram - 608 002, Cuddalore District
Tel: 04144 238378



Tamil Nadu

Mr. G. Prabakaran

- *With a vision and dream to empower the village and initiating a step forward to achieve his aim to bring social change.*

Social Worker



Age : 35
Education : 9th Std
Gender : Male

Address : 3/166A, Kamaraj Nagar
Thirupalanam, Thiruvaiyaru Taluk
Thanjavur - 613 204, Tamil Nadu
Mobile: 96559 00171

Prabakaran is very efficient in mobilising community for village development and linking the villagers to realise the benefits of government schemes. He is also capable of receiving and disseminating the latest technologies in the field of agriculture.

On viewing his dedication and service mind, the people elevated him as the panchayat president. His concern was effective administration. Yet, the mandatory duties rendered by him are prominent. He helped in constructing a 2000 metres road through Nation Rural Employment Guaranteed Act (NREGA). Old Age Pension (OAP) was received by 37 members, 600 people were provided with nativity certificate which helped them avail micro-credits through 'Pudhar Bank" which came into his village through his initiatives. He not only de-silted canals but also all the other sub canals which serves as water storage for their village and solved the problem of water scarcity. He rectified electricity power failure problem by bringing in separate transformers to each village under his panchayat. Being a boundary partner of the VKC, he actively attended various trainings and workshops. He has helped for various Income Generation activities for buying milk animals, Tamilnadu Adidravidar Housing and Development Corporation (TAHDCO) housing loans, OAP, etc. He whole heartedly supports the functioning of VKC in his village.

Nominating Organisation and Address

Village Resource Centre
M S Swaminathan Research Foundation
No.82, North Street, Thiruvaiyaru - 613 204, Thanjavur District
Tel: 04362 261633



Tamil Nadu

Mr. A. Prasath Kumar

- *A young and energetic youth, master trainer of MUPP and well known for his volunteer work in education.*

Knowledge Worker



Age : 22
Education : B.com
Gender : Male

Address : Indira Nagar, Palayankottai
Authur Taluk, Dindigul - 624708
Tamil Nadu
Mobile: 9659962550
Email: suryaprasad-007@gmail.com

Prasath Kumar is an efficient computer person, good in networking and communication skill.

He has completed MUPP in Sempatti VRC and guided 25 students in their village to enroll for Microsoft Unlimited Potential Programme (MUPP) courses by explaining to them the necessity and importance of the courses. He also acted as a master trainer in training the youth on computer applications and he guided three women trainees in finding job placements.

He is also a youth leader in his village and builds the capacity of the youth in leadership. He disseminates important daily news to the people, hence, he act as an instrument in spreading knowledge. He has worked as a volunteer in free health camps and during summer vacation in all activities of VRC as a comrade.

Nominating Organisation and Address

Village Resource Centre
M S Swaminathan Research Foundation
1/292, Gandhiji Nagar, Madurai Road, Opp: Police station, Sempatti - 624 707, Dindigul District
Tel: 0451 2556773



Tamil Nadu

Ms. G. Premavathi

- Her roles as a knowledge worker allows her to contribute to the development of the rural community

Knowledge Worker



Age : 40
Education : 10th Std
Gender : Female

Address : 2 / 166 Main Road, Marur
Thillisthanam Via
Thiruvaiyaru Taluk
Thanjavur - 613 203, Tamil Nadu
Tel: 04362 229698

Premavathy has excellent communication, leadership, mobilisation and computer skills. She is skilled in ICT and has the capacity to coordinate the SHGs. She focuses on adult literacy. In imparting adult literacy, she has gained good respect in her village. She is working hard towards her goal, which is to educate everybody in her village. She strongly believes education is the eye opener for bringing out development in society. Further, she is a confidence booster for many adults and has also conducted programs on literacy and total sanitation.

As a knowledge worker, she conducts MUPP and CALP that has enabled 20 students to be certified. She has conducted camps especially for eyes and uterus, 18 members were operated on after the camp Under her guidance, 40 students were trained on both reading and writing through Vidya Ramban Programme.

She coordinated 13 SHGs under PLF programme and made linkages for availing loans. She also conducted various training on Jewellery making, tailoring, etc. She helped 150 farmers from 3 villages to acquire Rain insurance.

Nominating Organisation and Address

Village Resource Centre
M S Swaminathan Research Foundation
No.82, North Street, Thiruvaiyaru - 613 204, Thanjavur District
Tel: 04362 261633



Tamil Nadu

Ms. T. Priya

- *A candid teacher specialising in children education using her computer skills and novelty in teaching methods.*

Social Worker



Age : 25
Education : 10th Std
Gender : Female

Address : W/o. Thiruppathi
South street, Parambur
Pudukkottai, Tamil Nadu
Tel: 04339-241209

Priya is a dynamic social worker with expertise in health, education, sanitation and organic farm inputs. She is helping her community receive the assistance from government departments such as rehabilitation, reproductive child health and district supply. She has succeeded in educating 50 students in Microsoft Unlimited Potential Programme (MUPP) and 90 on Computer Aided Learning Programme and sought employment opportunity to MUPP certificate holders.

She is well aware of the absolute necessity of minimising farm inputs cost to sustain farming. She coordinated well with the Indian Farmers Fertiliser Cooperative Limited (IFFCO) and has designed a soil fertility map of her village and advocates the farm community to resort to organic farm inputs like panchakavya. Priya's sincere efforts motivated the villagers to become aware of government welfare schemes and avail them. She is well aware of the absolute necessity of the education and conducted evening free tuition classes for children.

Priya organised several camps on the eradication of filarial disease and polio. Needless to say, she is role model for the village youth.

Nominating Organisation and Address

Village Resource Centre
M S Swaminathan Research Foundation
Mumthaj Illam, No.25, Chithannavasal Road, Annavasal - 622 101, Pudukottai District
Tel: 04339 231252

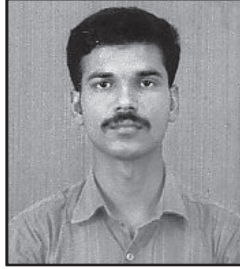


Tamil Nadu

Mr. K. Rajadurai

- *A commensurate and agile youth, he is aware of the importance of literacy and education. He is an innovative teacher using his computer skills to promote functional literacy.*

Social Worker



Age : 22
Education : B.Sc
Gender : Male

Address : Manjanviduthi
Alangudi Taluk, Pudukkottai
Tamil Nadu

Rajadurai holds an expertise for spreading the knowledge on Biodiversity conservation, education, health and sanitation. He associate himself as a volunteer in the functions of Village Knowledge Centre, Vamban Nalroad and VRC, Annavasal. He conducts free evening tuition classes for 35 backward students with the joints efforts of SIRPI children club of RIGHTS Foundation.

The literacy programmes conducted for the 20 dalit women gave appreciable results. He planted tree seedlings in the community. He is an effective communicator, good community organiser and facilitates the villagers to avail the benefits of newly implemented government schemes. He played a pivotal role in increasing the reading habit and also circulation of Community News Paper (CNP). He has undergone several training programmes including Biodiversity and farmer's right, Awareness Programme to Students on Policing (APSP) and implementing the objectives of the trainings in the community. His efforts in bringing down the number of students who were dropping out of school is remarkable.

Nominating Organisation and Address

Village Resource Centre
M S Swaminathan Research Foundation
Mumthaj Illam, No.25, Chithannavasal Road, Annavasal - 622 101, Pudukottai District
Tel: 04339 231252



Tamil Nadu

Mr. P. Rajarajan

- A dedicated man who wish to motivate the people towards education.

Social Worker



Age : 50
Education : B,Sc
Gender : Male

Address : 32, Chetti Street
Thiruvaiyaru Post
Thanjavur - 613 204, Tamil Nadu
Tel: 04362-260582
Mobile: 9894951851

Rajarajan has been involved in education promotional activities and building awareness on alternative crop varieties since his young age. He has expertise on Palm oil production and promotion of palm crop. He created awareness about the Palm oil production and its methods in many village level and district level forums.

He has very good mobilisation, communication and training skills. So far, 15 farmers followed his advice on alternative crop varieties. He has conducted free tuitions for school students. At present, he is associated with Bharathi movement and he is the founder of Bharathi Iyyam. He organise book exhibition every year and promotes the reading habit among the villagers.

As a trainer, he guided teachers, students and youth to participate in various educational related programmes. He has rendered his services for youth development in his village and nearby villages and helped youth from other villages to become knowledgeable in social welfare activities and change the quality of their living.

The community has benefited a lot through his active work. He has motivated the youth to undergo various training programmes, offered guidance and need based information to the farmers whenever necessary.

Nominating Organisation and Address

Bharathi Foundation
Bharathi Foundation involved in Social Literary, Art and Culture in Thanjavur
19, North St., Thiruvaiyaru - 613204
Tel: 04362 - 261838



Ms. B. Rajeswari

- *An expert in maize cultivation and poultry farming, she spreads the practices among other farmers and is also highly interested in other social welfare activities.*

Social Worker



Age : 37
Education : 12th Std
Gender : Female

Address : 3/44 Vadakku Veethi
Veerala Patti, Ottan Chathiram Taluk
Dindigul - 624614, Tamil Nadu
Mobile: 9965997512 / 8695271818

Rajeswari is highly skilled in agriculture and allied activities, particularly in nursery management, poultry rearing, oil seeds, pulses, maize, etc. She serves as Trainer of Trainer (TOT) and has linkage with agriculture department, ATMA, MSSRF Sempatti, Vagarai Maize Research Station, Krishi Vigyan Kendra (KVK), Education and social welfare. She has commendable communication, mobilisation and networking capacities.

With her help, 60 members received OAP, 6 students got educational loans up to Rs6000-8000, and six cement roads were sanctioned by the Government for her village. She took several steps to build a community hall and street for scheduled class colonies in her village. The women in her village acquired knowledge on HIV/AIDS and uterus cancer awareness through various camps organised by her. Separate pipeline connection for drinking water tap was arranged and maintained.

As a convener of KVK, she trained on maize cultivation and provides suggestion for planting new varieties given by her through KVK. Four farmers have installed Drip irrigation methods through her advisories. Ten have started poultry farms through her initiatives. From the trainings she got from MSSRF, she advises other farmers on the usage of agricultural technologies.

Nominating Organisation and Address

Village Resource Centre
M S Swaminathan Research Foundation
1/292, Gandhiji Nagar, Madurai Road, Opp: Police station, Sempatti - 624 707, Dindigul District
Tel: 0451 2556773



Tamil Nadu

Mr. Rama Thiyagarajan

- He brought new varieties and technologies into the field with the goal of helping his fellow farmers.

Social Worker



Age : 64
Education : BA
Gender : Male

Address : 295, South Road
Thirupuramiyam, Thanjavur
Tamil Nadu - 612303
Tel: 0435-2459461
Mobile: 9442789232

A farmer with good communication skills, he could motivate farmers through his attractive speech. Rama's expertise is on soil health awareness building, seed treatment, organic farming and fish farming.

He has very good advocacy and communication skills which he used in creating awareness on Azolla cultivation methods among 100 farmers. He regularly shares his experiences through radio programmes called " Ulavanin Unmai Kathai", hence he made efforts to bring unity among farmers and need for forming farmer association and their roles in such association on regular basis. Facilitated 6 students and 1 scholar for village study programme from different colleges. He is bestowed with honorary position in 19 agriculture related institutions.

He is serving as the president of the farmer's discussion group of farmers training centre in Sakkottai for the past 30 years, through which he has introduced all new varieties of crops in his area and conducted a number of training programmes for the farmers.

He served as the Judge for the Crop yield competition conducted by the department of Agriculture. He also served as a member of the research council in Tamil Nadu Rice Research Council in Tamil Nadu Rice Research Station in Aduthurai. His is also member of the advisory committee of Tamil Nadu Electricity board.

Nominating Organisation and Address

Centre for Ecology and Research
122, 5th Cross, Natarajapuram south, Thanjavur - 613007, Tamil Nadu
Tel: 04362-245077



Tamil Nadu

Mr. K.P. Ramachandran

- *A dynamic and affluent social activist with great determination to elevate the socio economic status of rural societies.*

Social Worker



Age : 53
Education : 8th Std
Gender : Male

Address : 93, Pisindi
Kariapatti Taluk, Virudunagar - 626129
Tamil Nadu
Mobile: 9443357333.

Ramachandran is a village leader who did his best in serving the people during his tenure as village Panchayat president. He has undertaken numerous village development works such as drinking water availability with over head storage provision.

As a vibrant social worker, he has conducted veterinary and health camps. He also created awareness among villagers on the importance of education and sent the school dropouts back to school. His liaising ability with the development agencies yielded the fruits of agricultural and infrastructural departments in his village.

Ramachandran also increased the ground water level by adapting rainwater harvesting programme by associating with the Family Health and Development Research Foundation.

His intension towards conserving Bio-diversity is highly commendable. Thousand of tree seedlings have been planted, enough care was paid for watering and protection.

With all the significant contributions, he deserved a special status in his village. The donations of 5.5 acre of his own land to the government for construction of school building gained him the name of great motivator.

Nominating Organisation and Address

Family Health and Development Research Service Foundation
82, Anna Naga, First Street, Kariapatti - 626106, Tamil Nadu
Tel: 04566-255790



Tamil Nadu

Mr. P. Ramasamy

- A simple and humble looking personality with a wide range of indigenous knowledge on coconut cultivation, he promotes community harmony through supporting inter caste marriages.

Indigenous Knowledge holder



Age : 52
Education : 9th Std
Gender : Male

Address : 84/A, Kanavaipatty, Oolupakudi
Dindigul - 624303, Tamil Nadu
Mobile: 9842926616

Ramasamy spreads his indigenous knowledge on coconut cultivation practices and made the farmers in his village benefit from it. He is also taking efforts to bring community harmony. According to him inter caste marriage is one of his strategy to achieve this goal.

He practice an indigenous method of coconut cultivation by forming two trenches on both sides of coconut trees, in one side 30kg of salt is dumped and on another side 20 kg of green lead manure is placed. Using this method, the tree yields very good result of 60 to 70 nuts. More than 500 farmers started practicing this method and were benefited with good yield.

Apart from agriculture, he indulge himself in building caste integration and promoting communal harmony through intercaste marriages. He has financially supported 10 pairs to get married in which three were inter-caste marriages. Also, 20 got OAP through his initiatives. He helped 10 students by giving books and bags.

Nominating Organisation and Address

Village Resource Centre
M S Swaminathan Research Foundation
1/292, Gandhiji Nagar, Madurai Road, Opp: Police station, Sempatti - 624 707, Dindigul District
Tel: 0451 2556773



Tamil Nadu

Ms. S. Renganayagi

- *Armed with a will of steel, this woman single handedly took up the daunting challenge of clearing over nine miles of irrigation canal.*

Social Worker



Age : 52
Education : 7th Std
Gender : Female

Address : 161/2, Reddiar Street
Themmur Post
Kattumannarkoodi Taluk
Cuddalore - 608 302, Tamil Nadu
Tel: 04142-251618
Mobile: 9843325595

Renganayagi is an astute woman who does not fear facing challenges laid before her. After losing her husband, instead of selling the farm land she rose to the occasion and is now a successful woman farmer who takes care of over nine acres of prime agricultural land. As a farmer, she realized that it was important to clear the existing canal for irrigation purpose. The existing canal was filled with waste and rubble and it needed to be cleared so that along with her farm other farm lands can benefit. She approached the Panchayat to help clean the canal but came back empty handed. Not one to be cowed down easily she took up the challenge and lead the cleaning initiative using her own money. She was able to clear up to nine kilometres of the canal. Her initiative lead to proper supply of irrigation water from Veeranam Lake for 1800 acres of farm land in and around her village.

She initially faced a lot of opposition from various institutional structures, but today, after achieving the unthinkable, she is well respected throughout the village. A forward looking farmer by nature, she knew the benefits of rain insurance for farmers and along with applying for insurance herself, she ensured that 260 farmers from her village also insure their farm lands against rainfall beyond the predicted norm.

A socially active person, she makes a point to highlight the problems faced by the farmers in her village during the grievances meetings held in the collector's office. A few years after she had taken the initiative to clear the canal, the canal was blocked again due to accumulation of waste and rubbles. This time she appealed to the collector for help and as a result the collector has sanctioned up to two and half lakhs in funds, for clearing the canal using excavators.

What's unique about Renganayaki is that she is not afraid to raise her voice or take initiative even it means defying conventional norms or stepping out of one's comfort zone. The irrigation water that flows into the fields of farmers in and round her village is a testament to her iron will.

Nominating Organisation and Address

Vadalur Knowledge Centre
25/2A, Neyveli Main Road, Cuddalore District, Vadalur - 607303, Tamil Nadu
Tel: 04142-260242



Mr. A. Rex Lourduraj

- *A retired school Headmaster, he has dedicated his life in serving the community by creating awareness on the importance of savings and thrifts.*

Knowledge Worker



Age : 59
Education : 10th Std
Gender : Male

Address : 14/35, Semmamadam
Rameswaram - 623 526
Ramanathapuram Dist
Tamil Nadu

After serving the community in the field of education for more than 29 years, Rex still serves the community even post retirement. An active social worker from a young age, he has been engaged in mobilising the community towards social causes. He actively champions the cause of effective savings and its benefits among the rural community.

During his tenure as the Head master of the Government school at Olaikuda, he was appalled by the status of education at the village. There was heavy dropout of children above fifth grade in school. Parents usually encouraged the children to join fishing after fifth grade. Being a social conscious person Rex took the initiative to create awareness among the community on the importance of education. He went door to door convincing the parents on the need for higher education. His efforts bore fruit, as there have been no dropouts for the last 5 years in Olaikuda.

A few years ago, the habit of savings was non-existent among the villagers in Semmamadam, the village from where he hails. As a result the rural community was at the mercy of loan sharks. In order to alleviate people from the sufferings, he actively started to create awareness among the community members on the importance of savings and its benefits. He encouraged people to save money in Postal office and through this intervention; he has until date converted around 2000 people into mainstream savings. He also helped provide very low interest loans to villagers during emergencies and for education purposes.

He has always been a staunch supporter of the Village Knowledge Centre movement in Olaikuda. He is an active member of the VKC management Committee and is currently the President of the committee. He ensures that the need of the community is properly understood and is addressed promptly. As a headmaster, he took the initiative to encourage children to actively utilise and benefit from the computer education available at the VKC. Previously children used to visit the VKC only on holidays. Mr. Rex Lourduraj took initiative

to seek the approval of allocating at least one period each week for children so that they can benefit from the Computer Aided Learning Program available at the VKC. He was the first person to introduce on- school method in CALP.

Being a VMC member, he went door to door encouraging the community members to use the Village Knowledge Centre and through school children, he encouraged parents to use the Village Knowledge Centre at Olaikuda. He was also instrumental in organising Micro enterprises and skill development trainings such as Seashell ornaments, tailoring, diesel engine mechanism and hygienic handling of fish at Olaikuda.

At 59 today he still, is involved in serving the community and ensuring that the VKC in Olaikuda serves the community effectively.

Nominating Organisation and Address

Village Resource Centre
M S Swaminathan Research Foundation
3/1944 Iraiয়ারasu Valagam, Main Road, Thangatchimadam - 623 529, Ramanathapuram District
Tel: 04573 251 799



Tamil Nadu

Mr. K. Sabarathinam

- *Sabarathinam is an educationalist, resource mobilizer, good trainer, counselor and savior of underprivileged student.*

Social Worker



Age : 57
Education : 10th Std
Gender : Male

Address : 4220, KLKS Nagar
Pudukkottai - 622 001
Tamil Nadu
Mobile: 9943451914

Sabarathinam has a noble cause of developing infrastructures and furnishing study materials in resource scarce educational institutions. The three decades of experience in rural development and education improved the socio economic status in his working area. He is a successful trainer for improving self confidence among student community and received wide acclaim by district education authorities. He has organised several tree planting campaigns, polio- eradication and dental camp, Kalaingan Kannoli Scheme and general medical camps. He paid his sincere efforts to strengthen school library by donating innumerable books on skill development. His attempt to develop the student's intelligence by conducting personality development campaigns resulted significantly. He holds many honorary posts like president of PTA, Vice president of village education committee, Member of Tamil Nadu Science Forum and received best trainer award, Kalaisemmal award, NSS trainer and Swami Vivekananda award from many organisations. He upgraded a local primary to middle school with his dedicated effort.

Nominating Organisation and Address

Village Resource Centre
M S Swaminathan Research Foundation
Mumthaj Illam, No.25, Chithannavasal Road, Annavasal - 622 101, Pudukottai District
Tel: 04339 231252



Tamil Nadu

Mr. Samuthram K. Kalaimani

- A dynamic farmer associated with various farm clubs endowed with good leadership, networking and advocacy qualities made efforts in building capacities of farmers in many aspects.

Social Worker



Age : 54
Education : 10th Std
Gender : Male

Address : 36, Middle Street
South Samuthram, Ilayankudi Taluk
Sivakangai - 630 710
Mobile: 9486905534
Email: vkn-export@yahoo.com

Kalaimani was the first man to introduce the Varsha Bhima Schemes of Agriculture Insurance Company of India in the southern district of Tamil Nadu and motivated 10,000 farmers into the scheme. For this achievement he was appreciated by the farmer Union Cabinet Finance Minister Chidambaram in many occasions.

Through his tireless efforts, Precision Farming Farmer Association formed in Sivagangai district and facilitated 1000 farmers to get loan for precision farming under government subsidy schemes. He is a convener of the 'Farmer's Discussion Group' attached with the Farmer Training Centre at Paramakudi since 1975, through which trained more than 1000 farmers on various technology in Agriculture. He educated farmers through 'farmers field school' about the judicious use of pesticides that could be used in the field based on Economic Threshold Level (ETL) level and saved lot of money and got the appreciation from district collectors.

He has been lobbying with politicians and policy makers to avail the fertiliser subsidy for farmers. He took efforts to get high market prices for sugar cane and storage facilities for chilies. He has the capacity to train farmers and organise campaigns for promoting sustainable agriculture. He is also able to motivate the farmers and establish farmer's clubs and collective action.

He has expertise and practicing Homeopathy medical treatment and sidha hence he has organised a number of free medical camps in his village. In an effort to bring harmony, he organised Vilaku Pooja in 60 villages. Being in dry district, he concentrated more on water conservation and educated farmers on rain water harvesting and proven technology.

Nominating Organisation and Address

Centre for Ecology and Research
122, 5th Cross, Natarajapuram south, Thanjavur - 613007, Tamil Nadu
Tel: 04362-245077



Tamil Nadu

Ms. M. Sankari

- *She has the vigor to work for women empowerment and health. She earned a name in social service, not only in her village, but also in many neighboring villages.*

Social Worker



Age : 40
Education : 9th Std
Gender : Female

Address : 8, Bajanaikoil Street
Putlur, Thiruvallur
Tamil Nadu - 602025
Tel: 27640101
Mobile: 9940954117

Sankari, a mother of 3 children started her social service in 1997 as an animator of literacy programme where she made 20 child labourers get back to their schools from chamber work. She progressed to work for women empowerment by forming Self Help Groups in 13 villages and facilitate the groups to prepare products like dates lagium, nutritious powder, phenol and soap oil. She also facilitated 15 self help groups to get Rs. 60000 each as revolving fund and Rs. 1,50,000 each as direct loan to four groups.

She has undergone health training to prevent communicable diseases and tuberculosis. She ensures that she transfers the skill sets that she gains and as a result she counselled 150 people affected by tuberculosis. About 20 people living with HIV AIDS received care and management and support due to her efforts. She has facilitated to organise eye camp in villagers and enabled 6000 people to receive spectacles and 1200 people to receive cataract surgeries. She has created awareness among adolescent school students on care and management (before and after attaining puberty) in 13 schools.

Nominating Organisation and Address

Life Society for Rural Development
14, Ma.Po.C Street, Ganesapuram, Manavala Nagar Post, Thiruvallur, Tamil Nadu
Tel: 04427640101



Tamil Nadu

Ms. S. Saroja

- *An educated social activist, she has a clear vision and determination to acquire financial security for rural women by practicing self employment and income generation activities.*

Social Worker



Age : 44
Education : BA Bed
Gender : Female

Address : W/o.Karunanithi
Vallathirakkottai Post
Alangudi Taluk, Pudukkottai
Tamil Nadu - 622303
Mobile: 9943652954

Saroja is a graduate and trained teacher. Her two and half decades of dedicated work in Adult education and continuing education paved the way to a considerable increase in the women literacy percentage in Pudukkottai district. She effectively used the novel concept of "Activity Based Learning" (ABL) and brought the dropouts back to school.

She guided the women to form self help groups and save their earnings to build financial security for their family. She is a good motivator and trained the SHG members in tailoring and embroidery. She also helped them to start income generation activities. She actively participates in all the government sponsored health programmes and has been motivating the villagers to make use of health, hygienic and nutrition programmes.

She is very helpful to the village's old and poor widows to get certificates and financial assistance. She has made literacy compulsory to the members of her SHG thereby making the members of SHG ready to face and access to financial institution with their gained self confidence; she also helped the school dropouts to get admission back to school and educates them during evening classes.

With Saroja's simple approach and strong self confidence, she has become a role model for many women in her village.

Nominating Organisation and Address

Tamilnadu Science Forum (TNSF)
Near Pudukkottai Panchayat Union Office, Pudukkottai - 622001, Tamil Nadu



Tamil Nadu

Ms. B. Savari Annai Malar

- She led as a role model in the field of agriculture, health and livelihood activities.

Social Worker



Age : 39
Education : BA
Gender : Female

Address : W/o Mr. Louis No. 112/2
High School Road, Karisalpatti
Dindigul - 624 705, Tamilnadu
Tel: 0451-2555250
Mobile - 9976638516

A social worker and an indigenous knowledge holder, Savari had less interest in studies but after involving herself in social services, she started doing her B A graduation in social work. She is serving serving as Trainer of Trainer (TOT) with the linkage of Tamilnadu State AIDS Control Society (TANSAC) AIDS Prevention of Control (APAC) trainer in health. She was also SHG trainer in DRDA. Also playing a vital role for establishing literacy through Adult education programmes. She has good networking with KVK, RSGA, MSSRF, Agriculture department, District Rural Development Agency (DRDA), Maghalir Thittam, state animal husbandry. She has excellent communication skills hence she serves as KVK convener in state Agriculture federation. She has the capability for mobilisation of training (agriculture and Health) and inherent remarkable leadership qualities.

She is a coalition of multiple talents such as expertise in fertiliser management, water management, pest and disease management, fodder cultivation and she is aware of the uses of mineral mixtures too. Around 500 members were trained on Adult continuing education, 100 school dropouts were re-enrolled to continue their education. In 10 villages, 500 adults were made aware on the importance of education.

She had created awareness for 5000-10,000 SHG and NGO on the management of HIV/AIDS. Thirty rural adolescent were trained in tailoring and 90% of the farmers are practicing indigenous cropping practice (ITK) in her village because of her intervention.

Savari bagged several awards like the 'Best Convener Award' in 2009-2010, by Gandhigram University with DRDA and 'Best Trainer Award' by TANSAC for HIV/AIDS awareness. She was also the convener of KVK since 1989. She is a district level Mahalir Thittam Trainer.

Nominating Organisation and Address

Village Resource Centre
M S Swaminathan Research Foundation
1/292, Gandhiji Nagar, Madurai Road, Opp: Police station, Sempatti - 624 707, Dindigul District
Tel: 0451 2556773



Tamil Nadu

Ms. S. Selvamani

- *A woman leader and a social activist who shines as an example for other women folk.*

Social Worker



Age : 37
Education : 8th Std
Gender : Female

Address : 6/62, Mariamman Koil Street
Tirupalaikudi Post, Tiruvadanai Taluk
Ramanathapuram
Tamil Nadu - 623531
Mobile: 9443676185

Selvamani at the onset strikes one as a simple housewife, living a quintessential village life. But beyond this façade lies a strong and hard working woman who has faced several odds to rise as a village panchayat president, through her sheer hard work and commitment to develop her village. Inspired by her grandfather who was the erstwhile panchayat president and a social activist, she took to social causes from a very young age.

As a social activist she has participated in a number of agitations, bringing to light the plight of the rural community and their rights. She has helped secure compensation for fisher folk in her village due to economic loss faced during rough seasons. In a village where the basic facilities remained Spartan, she took the initiative to meet the collector and highlighted the plight of her village. This initiative led to the establishment of three water tanks in her village. She has also helped secure benefits from government for more than 200 senior members of the village community.

Due to her unyielding service, she was elected as a panchayat president as an independent candidate. As the president, she understood the problem of flooding during the rainy season and initiated the building of a canal that drains the flood waters into the sea under the National Rural Employment Guarantee Programme (NREGP) scheme. She also secured support for more than one hundred differently abled persons in her village. Today, more than ever, she is aware of the need to develop her village community into one that can sustain itself economically and is socially just. As a panchayat leader, she hopes to motivate other women folk to take up public issues and work towards community development

Nominating Organisation and Address

Village Resource Centre
M S Swaminathan Research Foundation
3/1944 Iraiয়ারasu Valagam, Main Road, Thangatchimadam - 623 529, Ramanathapuram District
Tel: 04573 251 799



Tamil Nadu

Ms. A. Selvarani

- A woman president, she acted as a catalyst in transforming the behaviour of women in maternity care and focus special concentration on nutritious food for children.

Social Worker



Age : 45
Education : 10th Std
Gender : Female

Address : W/o R.Alagarsamy
1/3, Koundar Street, Pithalaipatti Post
Pillaiyarnatham, Dindiigul - 624 002
Mobile: 9361211150

Selvarani addresses several women and children related issues in and around her panchayat region. She has brought behavioral transformation through her awareness programmes. She specially worked on the educational awareness and nutritional aspects of pregnant women,

Even though she is the panchayat president, her focus is more towards women related issues particularly on maternal health. She had counseled 50 pregnant women on child health, importance of vaccinations, following nutritious diet, etc. She also made it compulsory to provide greens for the children in mid day meals scheme.

She encourages students by rewarding them with prizes. She provides gifts for those who secured top ranks in 10th and 12th standards. She is also interested in working on environmental issues and planted over 567 trees so far in her panchayat.

Nominating Organisation and Address

Village Resource Centre
M S Swaminathan Research Foundation
1/292, Gandhiji Nagar, Madurai Road, Opp: Police station, Sempatti - 624 707, Dindigul District
Tel: 0451 2556773



Tamil Nadu

Ms. K. Selvarani

- *She found the way to improve the economic status and increased the self-confidence of women in her own village by transforming them into entrepreneurs.*

Social Worker



Age : 40
Education : TTC
Gender : Female

Address : Budhar Koil Street
Athur Post, Athur Taluk
Dindigul, Tamil Nadu - 624701
Mobile: 9865540983

Selvarani has a very good mobilisation, networking and leadership skills and she takes a lot of initiatives for promoting the education of girl children and further assists them in getting employment opportunities. She had taken initiative in enrolling 30 dropouts in completing 10th or 12th standard. She also gives more importance in creating awareness on Adult Continuing Education.

She trained 10 women in tailoring and helped them to get employment at a knitting unit at Tirupur. So far, she had trained more than 600 women in tailoring which include 100 widows, she made linkage with social welfare department and helped the widows in getting free tailoring machines.

She acted as a resource person for MSSRF's Village Resource Centre at Sempatti and for other government and non governmental organisations on fur doll making, fashion jewellery and embroidery.

Nominating Organisation and Address

Village Resource Centre
M S Swaminathan Research Foundation
1/292, Gandhiji Nagar, Madurai Road, Opp: Police station, Sempatti - 624 707, Dindigul District
Tel: 0451 2556773



Tamil Nadu

Ms. M. Selvi

- *The positive energy and attitude that molded her through turmoil in life to stand up as a model and guide the socially weaker section of the community.*

Social Worker



Age : 47
Education : 10th Std
Gendre : Female

Address : 143/6, Kambar Street
Perkyakuppam, Thiruvallur
Tamil Nadu - 602001
Mobile: 9790563482

Selvi, a woman who has been molded through a hard reality of her marital life gained self motivation to stand in life and contemplate to be beneficial to a larger community. A mother of two children, a girl and a boy, she got separated from her husband due to a complex misunderstanding. She struggled for livelihood and strived hard during the early period to lead a life with a young child. She attached herself with an NGO named Ganammal for a small earning and with the financial support of Rs.10,000 from Tamilnadu Adidravidor Housing Development Corporation (TAHDCO), she initiated a self employment of manufacturing and marketing computer sambrani. She then realised the need for creating awareness among women including destitutes, socially and economically marginalised. Her sincere effort enabled her to form 12,765 women into 780 SHGs in 26 villages.

She also provides counseling to 120 HIV infected persons in her district and facilitated them to continue the treatment from District Hospitals. She has facilitated 12 HIV infected women to receive Rs. 2500 grant from government and facilitated them to start fruit, fish, and dry fish shops. Now, they are able to earn Rs. 5000 per month. She counseled and motivated 30 sex workers to start Paper cup production by training them. Now, 25 are involved in paper cup production for their livelihood. She provides legal advice to women who have been cheated in life.

Her service to the larger community is a long list and she helped six families to reunite due to her counseling and built the confidence of five differently abled persons to move around by getting them tricycle from the government. She facilitated to rehabilitate the life of 14 child labour from the chamber and put them back in school. Her expertise lies in tailoring, paper cup preparation, computer, sambrani making, awareness on HIV/AIDS and writing of awareness songs.

In order to facilitate much larger community to get benefit, she started an organisation called JAYAM (victory), focusing on women empowerment and health. She says the quote “to embrace triumph in a day to day life, one needs a friend and to embrace triumph in the entire life, one needs enemy” made her to reach this level.

Nominating Organisation and Address

Life Society for Rural Development
14, Ma.Po.C Street, Ganesapuram, Manavala Nagar Post, Thriuvallur, Tamil Nadu
Tel: 044-27640101



Ms. T. Selvi

- *A woman who is not afraid to take initiative ranging from protecting her village from erosion to bringing water to her village*

Social Worker



Age : 46
Education : 5th Std
Gendre : Female

Address : W/o. Tharakudiyan, Keelamunthal
Mariyoor Post, Kadaladi Taluk
Ramanathapuram District
Tamil Nadu
Mobile: 9786515926

“Who dares wins” – a popular phrase in English is an apt way to sum up the story of this lady who never fears to take initiative for causes and tasks that she believes in. She is an active social worker who works on a range of issues ranging from sanitation to women empowerment in her community. She actively campaigns for environmental protection and was selected as a woman participant for a conference on climate change in New Delhi.

Being a coastal village, the sea shore in her village was susceptible to sand erosions and water ingress during time times of storms. Realising the need to protect the shore line from erosions and after inaction from the village leadership, Selvi decided to take matters into her own hands. She realised that covering the sand dunes in coast with dried palm leaves and branches can mitigate the problem. Being a proactive person who is pretty vocal she mobilised the school children during the parent committee meetings and covered the major sand dunes with palm leaves. This has now reduced the incidence of erosion near keelamunthal coast.

Getting clean drinking fresh water in Keelamunthal has long been a major issue in the village. For more than thirty years the villagers in Keelamunthal have been consuming poor quality drinking water. Selvi, on hearing that a local non profit was providing subsidy for procuring powerful pumps for pump water from fresh water source. Selvi approached the non profit regarding the subsidy for pumps, and the organisation was willing to provide the village with a pump. However the water had to be pumped from 3 km away and this required pipes extending all the way from source to the village. The village panchayat leaders were reluctant to finance the piping. Not someone to be deterred easily Selvi offered her savings as a loan to procure the piping. She also took the leadership and ensured that the piping was laid and fresh eater could be pumped into her village. Today after a long wait the Keelamunthal receives fresh water die to her grit and initiative.

Selvi serves as a model for those women who strive to make a difference in their community.

Nominating Organisation and Address

People's Action for Development – PAD
Rochapalayam, Vembar, Vilathikulam Taluk, Thoothukudi - 628906, Tamil Nadu



Tamil Nadu

Mr. S. Senthamil Selvan

- *A progressive farmer with a thirst for adapting modern trends of agriculture in his own field and set as model farmer to increase agriculture production of his village*

Social Worker



Age : 53
Education : 10th Std
Gender : Male

Address : S/o. Sivanatha Perumal
438, senthangudi, Nagaram Post
Pudukkottai, Tamil Nadu - 614624
Mobile: 9787374208

Senthamil Selvan is an innovative farmer who has adapted the system of Rice Intensification in his field with a record yield. With a view of uplifting the farming community and cut short the cost incurred towards the farm inputs, he joined hands with Agriculture Man Ecology (AME) and conducted several awareness programmes on System of Rice Intensifications (SRI) and intercropping methodologies in coconut. He invited farm experts to his village and solved the season based on farm problems arising in the field. The concept of conserving bio-diversity, backyard poultry and organic farming was taught to his fellow farmers. He has guided many famers to adopt SRI, placing bird perches and other innovative practices. The adaptation of SRI and resorting to natural farm inputs not only reduced the usage of farm inputs and increased the yield. He disseminates the agriculture knowledge gained through various agriculture and horticulture trainings conducted by agriculture and other development organisation for the betterment of farming community.

He acts as farmer facilitator and addresses the issues relevant to agriculture, horticulture and animal husbandry. He is genuinely passionate about helping the farming community and gained a good reputation from fellow farmers and agencies.

Nominating Organisation and Address

Bank of India
Kothamangalam Branch
3/167, kittys Illam, Kothamangalam Post, Alangudi Taluk, Pudukkottai - 614 624, Tamil Nadu
Tel: 04322-253333



Tamil Nadu

Mr. R. Senthur Pandian

- A hard working progressive farmer and always tries to find out innovative practices in agriculture and helps the co-farmers in maximising the net returns from their holdings.

Social Worker



Age : 50
Education : 5th Std
Gender : Male

Address : Main Road, K. Thangamalpuram
Vilathikulam Taluk
Thoothukudi - 628901, Tamil Nadu
Mobile: 8098471234

Thangamalpuram, is a novel farmer with expertise in the system of rice intensification and repairing of oil engine and motors. He is taking up minor repair works of agri motors free of cost.

He made sincere attempts to connect the natural canal that runs a 500 meter distance and changed the fate of water starving village. Being the contact farmer of a farmer club, he has taken up the help of agriculture and animal husbandry departments and guided many farmers to equip themselves with the latest knowledge on farm and veterinary science.

The enriched knowledge on climate change, disaster management and environmental protection molded him as resource person and shared his experience in the conventions held at New Delhi and Pondicherry. He has organised and motivated his fellow farmers in participating in farmers training programmes and veterinary camps. His effort to implement System of Rice Intensifications (SRI) in his village considerably increase the paddy yield. His role in school education is commendable that he motivated the school dropouts to continue their studies.

A versatile social worker, his expertise in agriculture, agri engineering, education and environmental conservation contribute significantly to boost the farming and non farming community and benefitting both of them.

Nominating Organisation and Address

People's Action for Development – PAD
Rochapalayam, Vembar, Vilathikulam Taluk, Thoothukudi - 628906, Tamil Nadu



Tamil Nadu

Ms. S. Sethulakshmi

- *An experienced and dedicated Knowledge worker with a commitment to spread the mission and vision of VKC to the community.*

Knowledge Worker



Age : 41
Education : 7th Std
Gender : Female

Address : W/o. M. Sethupathy
4/344-1 Tamaraikulam
Rettaioorani Post, Uchippuli Via
Ramanathapuram District
Tamil Nadu - 623544
Tel: 04567-251607
Mobile: 9597705321

Sethu Lakshmi is a dedicated knowledge worker. As an NVA fellow, she brings along with her the experience in running the Village Knowledge Centre for the last five years. She is a committed social worker with a mission to uplift her village.

As a knowledge worker, she serves the community by disseminating locale specific and demand driven content to the local community in a timely fashion. She conducts periodic need assessments in her community and ensures that the needs are met through the VKC. Based on the need from the fishing community in her village, she organised training programs on Diesel engine mechanism for fisher folks. This resulted in reduced dependence of fisher folk on commercial mechanics and the ability to solve minor mechanical faults while at sea. She also organised health camps because of which more than 150 members received health check ups free of cost. Before becoming a knowledge worker she was completely in dark about anything remotely connected with computers, but today she is capable of providing basic training in on computers. She sincerely believed that the children of her village should benefit from the computer training programs available at VKC. Due to her intervention, more than 700 children in her village have been trained under the Computer Aided Learning Program.

A social activist with leadership skills, she is also an elected ward member and is the head of the Women's Association in her village. An effective communicator, she regularly raises awareness about the Village Knowledge Centre among various forums and Gram Sabha meetings. Under her initiative, the VKC management Committee in Manakudi opened an account for funds for VKC.

Under her leadership, she has converted VKC into an effective tool for community development and ICT literacy in Managudi.

Nominating Organisation and Address

Village Resource Centre
M S Swaminathan Research Foundation
3/1944 Iraiয়ারasu Valagam, Main Road, Thangatchimadam - 623 529, Ramanathapuram District
Tel: 04573 251 799



Tamil Nadu

Ms. D. Shanthi

- She has the conviction to work for social cause by utilising the power of people as a weapon.

Social worker



Age : 45
Education : 8th Std
Gender : Female

Address : 100, Gangaianman Koil Street
Irrulapalayam, Kuthambakkam
Tel: 044-65348647

Shanthi is a mother of two sons and is involved in Self Help Group in the last six years. She has become the vice secretary of the Panchayat Level Federation. She has linked the SHGs with the banks to avail loans.

She is a motivator for many women. She has motivated women who work for lesser wage in colour industry to ask for a raise from Rs. 50 per day to Rs. 90 per day. She is keen towards environmental protection and mobilised the community to stop the wastewater effluent coming from a Beer Company situated half a kilometre away from her village and the usage of span that emits smoke.

She has also mobilised people, especially more women, to protest against dumping the garbage that were collected from Chennai to a 100 acre land of her village. Though it is under the process, she expressed her concern that such act would contaminate the ground water. She has rescued child laborers and advocate against premature marriage.

She keeps smiling and expressing that she did not contribute much, but what has been done due to her effort are towards social cause and demands solid power.

Nominating Organisation and Address

Trust for Village Self Governance
Padur Road, Kuthambakkam, Poonamallee Taluk, Thiruvallur - 600 124
Mobile: 9940682201



Tamil Nadu

Ms. K. Shanthi

- *An enthusiastic young lady who is interested in the social welfare of her village people.*

Knowledge Worker



Age : 22
Education : Diploma in ECE
Gender : Female

Address : 474/4, Alamaram
Kamampalli Village & Post
Krishnagiri Taluk & District
Tamil Nadu - 635120
Tel: 04343-2612611
Mobile: 9791690011
Email: vishwamoorthy2008@gmail.com

Shanti is well literate in computer education and especially good in communication and community mobilisation skills. She is a knowledge worker in one of the Common Service Centre promoted by Ministry of Information & Technology, Govt. of India in Krishnagiri district. She is well versed in computer education and internet access and she utilises these skills in bringing developments for her community people.

She has created an impact by transforming all her village community people such as youth, students and women into computer literates through her services. This achievement is not easily possible by simply teaching them. She made them aware about the necessity and need for computer education in these days and explained the future demand for it. With this, she created awareness on the importance of the course and encouraged many women to join in.

She also motivated pregnant women to have deliveries only in hospital rather than the conventional practice of delivering their babies at home, giving them the health aspects of it. She also encourage and guide many school students to pursue their higher education and run various e-learning courses for them, which are approved by Indira Gandhi National Open University (IGNOU).

She has played a great role in facilitating governmental schemes like getting land pattas, fund for marriage assistance, crop loans, and insurance.

She helped the people in writing petition or complaints and facilitates them to approach the concerned authorities.

Nominating Organisation and Address

SREI Sahaj e-village Limited
3B/535, Kundrathur Main Road, Madanandapuram, Porur, Chennai - 600116



Tamil Nadu

Mr. N.A. Sheik Mohamed

- *This genuine and sincere grass root level social activist is committed to the economic development and empowerment of villagers through education.*

Social Worker



Age : 40
Education : 12th Std
Gender : Male

Address : Sivakoil Street
Narthamalai Post, Kulathur Taluk
Pudukkottai - 622501
Tel: 04322-240572
Mobile: 9751712941

Sheik Mohamed has been associated with adult literacy and continuing education programmes for over two decades and has brought knowledge revolution in his village.

Realising that education is the only tool for community development; he joined the Kala Jatha and performed several cultural programmes in Pudukottai district. He is determined to weed out the village superstitions by conducting science popularisation programmes by joining hands with Tamil Nadu Science Forum. He also motivated the village women in doing micro enterprises and income generation activities resulted in formation of 150 SHGs.

He enhanced the credit linkage with them and conducted many capacity building programmes. He is involved in village development activities and guided the villagers to avail the benefits of government schemes. He is also a home guard and got wider appreciation from the Department of Police for his committed work delivery.

He is deeply concerned about the community development. His high degree of commitment and social consciousness was instrumental in the economic development of village women and youth.

Nominating Organisation and Address

Village Resource Centre
M S Swaminathan Research Foundation
Mumthaj Illam, No.25, Chithannavasal Road, Annavasal 622 101, Pudukottai District
Tel: 04339 231252



Tamil Nadu

Mr. G. Sivakumar

- *A dedicated social worker with a vision to work towards the socio-economic upliftment of his village.*

Social Worker



Age : 39
Education : 10th Std
Gender : Male

Address : Kulathur Vaithikovil
Kulathur Taluk , Pudukkottai District
Tamil Nadu - 622203
Mobile: 9940796947 / 9943213041

Sivakumar is a committed social activist who function as Nodal Prerak in adult education and continuing education for 18 years, and drove away the illiteracy by conducting literacy and awareness campaigns. He successfully kindled the book reading habit among villagers by establishing a village library and celebrating world book day. He is involved in organising SHG's in his village and conducted tailoring and other income generation training camps. Many SHG members have benefited enormously and started their own enterprises. He is helping old age people and widows for getting pension from Government institutions. His work on the issues of gender equality and women's problem is highly commendable. His efficient discharge of duties as Home Guard was received with acclaim by the district Police authorities.

He was instrumental in organising quiz and science competition among school children, Samathuva Pongal, AIDS awareness camp and many other camps.

Nominating Organisation and Address

Village Resource Centre
M S Swaminathan Research Foundation
Mumthaj Illam, No.25, Chithannavasal Road, Annavasal 622 101, Pudukkottai District
Tel: 04339 231252



Tamil Nadu

Mr. M. Sivakumar

- *A dedicated leader from the fishing community, with the vision to transform his village.*

Social Worker



Age : 42
Education : 10th Std
Gender : Male

Address : Sea Shore Road, Mangaleswariagar
Mayakulam Post, Thiruppullani Union
Ramanathapuram
Tamil Nadu - 623515
Tel: 04567-245386
Mobile: 9789303751

Sivakumar is a fisherman who has, for the last twenty years, strived to make his village a better place. He is the Vice President of Mangaleswarinagar, a fishing village in Ramanathapuram district. He was instrumental in establishing the Village Knowledge Centre in his village. In this part of the nation where the awareness levels have been traditionally low, his efforts have helped bring about increased awareness among the fishing community in Mangaleswarinagar.

Being active in community service, he was selected by a non-profit organisations to be trained in animal health and diesel engine mechanism. Today he is a barefoot veterinarian helping his community by providing treatments for basic ailments in goats for free of cost. He also provides free advisory to the community on animal health and disease related issues. He also helps other fisher folk for attending minor faults in Diesel engines for a nominal free.

A drop out from school himself, he is mindful of the problems one faces in life without education. He actively motivates children and youth in his children to continue education without fail. In order to ensure that there is no dropouts he actively monitors the parent committee in the village. Thanks to his efforts towards establishing the VKC, the children of Mangaleswarinagar today have access to computer education at a very young age free of cost.

As the Vice president, he has ensured that fisher folk in his village receive all the entitlements and support that they are entitled from the Government. He has established strong linkages with various departments and Non-profit organisations and ensures that any scheme of benefits reach his community promptly. He is an active member of the VKC management Committee and regularly convenes the meeting to plan on village related issues.

A fisherman by profession, he is thankful to nature and earth for supporting his livelihood and has taken upon himself to save it from pollution. He has created awareness on global issues such as climate change. He also actively campaigns against the use of Plastics and its adverse effects on environment.

A socially minded village leader, he still feels that there is a long road ahead in making his village a better place. However he is confident that he will one day reach the end of that road.

Nominating Organisation and Address

People's Action for Development – PAD
Rochapalayam, Vembar, Vilathikulam Taluk, Thoothukudi - 628906



Tamil Nadu

Mr. D. Sivasakthi

- As a member of the watershed management committee in Gandhigram, he shares his indigenous know-how along with the latest practices in farming.

Social Worker



Age : 34
Education : BA
Gender : Male

Address : 3/264, Thiminayakanpatti
Sempatti Post, Nillakottai Taluk
Dindigul - 624707, Tamil Nadu
Mobile: 9976834882

Sivasakti is a farmer whose focus is on watershed management, seed management, organic farming. He is also involved in onion and Jasmine cultivation . He has good networking with District Rural Development Agency (DRDA), National Bank of Agriculture and Rural Development (NABARD) and Gandhigram Trust. He has enormous skill in group mobilisation for creating awareness on governmental schemes and he has excellent computer skills. He is a team worker in Nehru Yuva Kendra (NYK).

He has mobilised 15 students for MUPP at Sempatti VRC. Ten students from his village were trained on computer applications. A woman was treated of uterus cancer free of cost through his membership in watershed programme. In a blood camp conducted, 350 members were mobilised and identified their blood groups.

Through his valid and ambitious awareness building, the people have transformed their attitude on the importance of cleanliness. Thirty people were assisted by him in availing OAP. Two veterinary camps were convened and 35 persons were benefited. Farmers, especially jasmine cultivators were mobilised and trained on cultivation practices at Horticulture Research Station (HRS), Periyakulam. He disseminates information to his people on hygiene, Sidha medicines., He has created awareness among the farmers on the quality of seeds, high breed varieties, in checking the expiry date before buying and renders services in Animal Husbandry like disease prevention, details regarding vaccines.

Nominating Organisation and Address

Village Resource Centre
M S Swaminathan Research Foundation
1/292, Gandhiji Nagar, Madurai Road, Opp: Police station, Sempatti - 624 707, Dindigul District
Tel: 0451 2556773



Tamil Nadu

Mr. P. Sivasankar

- *An active traditional leader of a fishing village, he seeks to modernise fishing in his village. Open to innovation, he was instrumental in bringing early warning services to his village.*

Social Worker



Age : 41
Education : 9th Std
Gender : Male

Address : No-60, Amirtha Kudiruppu
Samathanpet, Collectarate Post
Nagapattinam District
TamilNadu - 611033
Mobile: 9942464942 / 9443678785

There are community leaders and then there are leaders like Sivasankar who lead by example. A humble fisherman who has donned the mantle of traditional leadership in his village, he had always strived to stretch the boundaries of leadership. He single handedly works towards the development of the village by ensuring that the community members receive their due entitlements promptly. He also secured linkages with various non profit organisations to bring development works in his village.

A progressive fisherman by heart, as the leader, he has been instrumental in organising training programs to improve the quality of fish catch and conservation of marine resources. This has resulted in an increased awareness to conserve marine resources and improvement in fish quality. He was also instrumental in organising sea safety and first aid measures training in partnership with a nonprofit organisation and the Indian Coast Guard.

He was introduced to the early warning services offered by the Indian National Centre for Ocean Information Services by a local nonprofit organisation. Being a traditional fisherman himself, Sivasankar was clearly aware of the risks associated with sea, especially after the Tsunami when his village was severely affected. He immediately implemented the erection of the early warning system with the support of the NGO and the Ministry of Earth Sciences. Today his village receives early warning information on wave heights, wind speed and direction, weather forecast and has a reliable Tsunami warning system. Apart from helping in the erection of the system he also actively disseminates any disaster related warning to other fisher folk in his village and as a leader ensures that they strictly adhere to the warning and do not risk their lives at sea.

Unlike traditional leaders with closed mindset he is open to new ideas as long as they benefit the village community.

Nominating Organisation and Address

Village Resource Centre
M S Swaminathan Research Foundation
23, Mariamman Koil Behind, Sivasakthi Nagar, South Pallpannaichery, Nagapattinam - 611 003
Tel: 04365 250347



Tamil Nadu

Mr. A. Sundaresan

- A humble farmer who motivates other farmers to solve their problems instead of waiting for the panchayat to solve all their issues.

Social Worker



Age : 48
Education : 8th Std
Gender : Male

Address : Melavadi, Perampur Post
Sirkali Taluk, Nagapattinam District
TamilNadu - 611603
Mobile: 9965798808

Sundaresan is a simple farmer who strives to be a role model for other farmers in his village. He is the President of the farmers club in his village and through the club, he has attended a number of trainings which he has used to train other farmers. Under his own initiative, he mobilised the farmers in his village to dig canal for up to two and half kilometers to irrigate their fields. He is an active social worker and he took the initiative to secure free electricity for nearly fifty households.

As the president of the farmers club, he ensured that the club serves as a role model to other farmers clubs. Through the farmers club, he introduced the Drum seed planter equipment to his village. He took the initiative to set up a fertiliser shop to sell fertilisers at a low price through the farmers club. In order to improve market linkages, he established a direct retail outlet for farmers in the nearby Uzhavar Sandhai (farmers market). The farmers club today provides a platform for farmers' rights. As a farmer who works for the welfare of other farmers, he has helped secure agriculture loans for more than 300 farmers. Under his stewardship, the farmers club at Melavadi won the best farmers club award across the State of Tamilnadu.

The farmers club in Melavadi is a role model to other clubs across the state and, Perumal is willing to share his experience, with other farmers club members, on building and running an effective farmers club in their village.

Nominating Organisation and Address

Village Resource Centre
M S Swaminathan Research Foundation
23, Mariamman Koil Behind, Sivasakthi Nagar, South Pallpannaichery, Nagapattinam - 611 003
Tel: 04365 250347



Tamil Nadu

Mr. K.J. Sunny

- A grassroots social worker, he has spent the better part of his life striving to uplift the lives of the tribal community through education.

Social Worker



Age : 36
Education : MA
Gender : Male

Address : Karikattil House
Kolapalli Post, Pondalur Taluk
Nilgiris - 643253, Tamil Nadu
Tel: 04262-224907
Mobile: 9443900724
Email: kooditrust@gmail.com

Sunny is determined to work for the tribal cause from a very young age. At the tender age of fifteen, he used to teach tribal children after school hours. Twenty years on, he is still engaged in helping the tribal community, especially the children, attain education. Due to his initiative today, there is a marked drop in the number of children, from the tribal community, dropping out of school.

He has undergone training on tribal rights and children's rights and education. He understood that there was a gap in understanding the school syllabus among the tribal community; this resulted in a number of tribal children dropping out of formal education. He worked on ways to bridge the gap by experimenting on a number of learning techniques such as quiz programs. He also formed a children's club. Through this, he motivates the children to excel in their studies.

Sunny did not stop with educating the children alone; he took steps in mobilising support for the children. Through his own initiative, he was able to mobilize learning material for children from a number of nonprofit organisations. Today, due to his untiring efforts, the children from the tribal community face a better future.

Nominating Organisation and Address

Village Panchayat Cherangode
Chenambadi Post, Nilgiris - 643 205
Tel: 04262-266627



Tamil Nadu

Ms. M. Thenmozhi

- *A sprightly woman serving as a motivation for rural women folk to work for social development*

Social Worker



Age : 46
Education : 9th Std
Gender : Female

Address : 3/245 Irattaioorani Post
Uchippuli Periapattinam (Via)
Ramanathapuram Dist
Tamil Nadu - 623544
Tel: 04567- 251394
Mobile: 9597705375

At the onset, her calm demeanor belies the sprightly nature with which she is engaged in community development. At 46, Thenmozhi has been engaged in serving the community in a multifaceted manner. A deft organiser she has been engaged in promotion and the formation of Self Help Groups. A trained social worker, she is an expert in conducting Participatory Rural Appraisal (PRA) studies among the community.

Thenmozhi stepped out into community service after she formed a society for women, which was involved in mobilising and providing funds for micro enterprises and community work such as sanitation. Later, she went on to promote more than 16 women Self Help Groups, for which she provides guidance and support. With her rich experience, she has provided training and mentoring support for a number of Self Help Groups. She trains women member of SHG in skills such as maintaining accounts, creating linkages with banks for securing loans and managing a team.

Owing to her commitment, she was approached by an international non profit to implement development related activities in which the waste lands in the village were rehabilitated into cultivable land. She performed need assessment using Participatory Rural appraisal tools and indentified the issues faced by the farming committee. She was instrumental in indentifying the farmers and the implementation of the project. A skilled organiser, she formed a committee for savings and finance. She also coordinated the activities such as digging and renovation of ponds in sync with the Panchayat. She was successfully elected as a ward member due to her service to the community. Today Thenmozhi is actively involved in mentoring and promoting Self Help Groups for the betterment of the rural community.

Nominating Organisation and Address

Village Resource Centre
M S Swaminathan Research Foundation
3/1944 Iraiয়ারasu Valagam, Main Road, Thangatchimadam - 623 529, Ramanathapuram District
Tel: 04573 251 799



Ms. R. Theresa

- A dedicated social worker ready to serve the community without any expectations. She work towards education and female empowerment”

Social Worker



Age : 68
Education : 10th Std
Gender : Female

Address : 1/87 Middle Street
60 Panangudi, Nanilam Taluk
Thiruvavur District, Tamilnadu
Mobile: 9585686330

At sixty, when people prefer enjoy their retirement, Theresa is a deviation from the norm. At sixty-eight she is active and still continues with a missionary zeal to serve the society. A teacher by profession but a social worker by passion, she has helped uplift the life of children and women in Nagapattinam district. Passionate to serve the community, she started at an early age as a volunteer under the literacy mission to educate the women on basic reading and writing skills.

Once during her appointment as a teacher in a small village, she realised that a majority of the children in the village did not attend school as they had to remain home to take care of little ones as their parents had to leave for work. Concerned about the state of education in the village, she took it upon herself to ensure that all children in the village attend school. An innovative person by nature, she began an informal day care centre within the school whereby the children can be near the little ones while attending the school. Today almost all children in Semianmalalai; the village where she struggled hard are educated and are attending formal college education.

An activist herself, she has stood up to a number of women related causes. She also actively helps poor women get proper support during marriage provided by the government. She also trains a number of poor women in micro enterprises such as weaving using plastic wire and ornaments using beads. This has provided livelihood support for a number of poor women. Even at this age everyday she wakes up everyday with a resolve to help at least one person . This attitude of her, sums up the whole story.

Nominating Organisation and Address

Village Resource Centre
M S Swaminathan Research Foundation
23, Mariamman Koil Behind, Sivasakthi Nagar, South Pallannaichery, Nagapattinam - 611 003
Tel: 04365 250347



Tamil Nadu

Mr. T. Uthayakumar

- *An active youth with the dedication to serve the community through volunteerism.*

Knowledge Worker



Age : 28
Education: UG
Gender : Male

Address : S/o.Tahnadavamoorthy
Carpenters Street, Prathabaramapuram
Keelvelur, Nagapattinam - 611111
Tamil Nadu
Mobile: 9715810891
Email: uthaya891@gmail.com

Uthayakumar is a young man dedicated towards social service. He is soft spoken yet effective in social mobilisation of the community on development related issues. A graduate from Prathaparamapuram village, he actively eulogised the importance of education by meeting parents of school dropouts and encouraging them to enroll their children in school. Today more than 10 school dropouts from are back to school due to his efforts.

He firmly believes in the power of knowledge in the elimination of poverty and supported the establishment of the Village Knowledge Centre in Prathaparamapuram, his native village. He went a step ahead and volunteered to be the first knowledge worker to man the centre. As a Knowledge worker, he actively disseminated locale specific and demand driven information to the community. He also helped create awareness about the Village Knowledge Centre. Effective in interpersonal communication, he actively mobilised the community for a number of training and awareness programs in agriculture, animal husbandry, health and education. As one of the Village Knowledge Centre Management Committee member, he helped in strengthening the linkages between various government departments and the Village Knowledge Centre.

Uthayakumar today successfully runs a studio near his village, yet he allocates time and actively participates in activities for strengthening the services of the Village Knowledge Centre.

Nominating Organisation and Address

Village Resource Centre
M S Swaminathan Research Foundation
23, Mariamman Koil Behind, Sivasakthi Nagar, South Pallpannaichery, Nagapattinam - 611 003
Tel: 04365 250347



Tamil Nadu

Ms. S. Valarmathi

- A committed knowledge worker who specialised in computer education and knowledge dissemination to the local community

Knowledge Worker



Age : 29
Education : 12th Std
Gender : Female

Address : 16A, Pajanai Koil Street
Molapalayam, Kovai - 641101
Tel: 2650990
Mobile: 9626282323
Email: molapalayam@gmail.com

Valarmathy is a dynamic person equipped with good computer and communication skills. She has used computer as a tool in educating rural youth, children for higher education and helped them to access governmental and other institutional services.

Her strong base on computer education enabled her to successfully enrolled 168 candidates for Microsoft unlimited Potential Programme and 98 students for computer aided learning programme. She is a knowledge worker of Molapalayam VKC of MSSRF. She helps in disseminating the day to day information and knowledge to the rural community to improve their livelihood status.

Due to her initiative, around 50 women got micro enterprises related trainings, and they started the enterprises. At present, they earn a decent income which could be used for managing the day to day family activities. Through her facilitation, 15 persons got ration card and 180 farmers get advisories on the importance of soil, water and other agriculture related advisories. She helped 150 farmers in soil testing. She creates awareness on crop insurance, rain insurance, and crop management etc.

She has been helping the farmers by providing timely information on pest and disease management, crop production details and market information

Her work among rural women and youth in creating awareness on entitlements and the various other welfare schemes of the government and linking the lay man with government departments is most commendable. She made 200 books available and accessible for school students.

Nominating Organisation and Address

Village Resource Centre
M S Swaminathan Research Foundation
1/292, Gandhiji Nagar, Madurai Road, Opp: Police station, Sempatti - 624 707, Dindigul District
Tel: 0451 2556773



Tamil Nadu

Ms. A. Vanaja

- A women leader with a passion and commitment to the economic upliftment and empowerment of rural women

Knowledge Worker



Age : 52
Education : 10th Std
Gender : Female

Address : 15/152A, Periyavillai
Alachi Post, Vilavancode
Kanyakumari - 629159
Mobile: 9942208105

As the president of the women sangam in Alanchi village, she has taken several village development works such as provision of street lights, roads and pumping water systems

She has good communication and mobilisation skill and through which she convinced the people for various social related problems and issues. She is a trainer for micro enterprises such as phenyl and soap making and trained more than 50 women in her village. Women now practice those skills are now getting nominal amount for running the family without any financial crisis.

She is the active leader of pathway committee formed by Alanchi panchayat and sensitized the community in the hygienic maintenance of streets and roads.

She is closely associated with MSSRF VRC activities in Alanchi and has helped in spreading VKC thus providing regular feedbacks and suggestions to the knowledge workers to run the VKC in a sustainable manner.

She has served as councilor for 14th ward of Pallapalayam town panchayat. She has organised and conducted legal awareness campaign, health camps like communicable and non communicable diseases thus creating awareness on hygienic environment. She also helped five students in getting educational local for their higher studies.

Nominating Organisation and Address

Village Resource Centre
M S Swaminathan Research Foundation
145, Salai Road, Kurusady, Nagercoil - 629 004, Kanyakumari District
Tel: 04652 261072



Tamil Nadu

Ms. B. Vasantha

- *A dedicated social activist with a strong will to empower the economic status of rural women using the SHG concept.*

Social Worker



Age : 42
Education : 12th Std
Gender : Female

Address : D/o.Baskar
239,Attangudi Post
Pudukkottai District,
Tamil Nadu - 622003
Mobile: 9865416666
Email: vimaltrustpdk@yahoo.co.in

Vasantha is a good organiser and motivator. She believes that the root cause of the backwardness and poverty in his village is illiteracy and lack of income generation activities. Promotion of microenterprises and self employment in her villager has been achieved through her programmes on capacity building, skill promotion and providing market support. She is motivating her villagers to participate in programmes like AIDS awareness, eco-conservation, sanitation, education and organise agriculture.

School dropouts were identified and were guided by her to continue the education. Her basic skill in nursing assistance helped the ailing patients. Because of her tireless work and efforts, the Anganwadi centre was reopened. She has also participated in various training programmes such as rural entrepreneurship and marketing strategies, Tamilnadu Veterinary and Animal Sciences University (TANUVUS) technical training and Prime Minister Rozgar Yojana (PMRY) trainings. Many of the SHG members have benefited enormously with the best initiation of her counsel.

Nominating Organisation and Address

District Youth Co-ordinator, Nehru Yuva Kendra (NYK)
5895/3, Kattupudhukulam, Pudukkottai - 622001
Tel: 04322-221840



Tamil Nadu

Ms. R. Vasanthakumari

- A social worker with good leadership and networking skills, she is an instrument for organising 1000 women into a federation.

Social Worker



Age : 44
Education : 12th Std
Gender : Female

Addrss : 1/211, Pillaiyarnatham
Pithalaipatti Post, Athur Taluk
Dindigul - 624 002, Tamil Nadu
Mobile - 9688216423

Vasanthakumari is explicitly acting as a master trainer for conducting HIV/AIDS awareness programmes. At present, she is serving as knowledge worker in Pillaiyarnatham VKC established by MSSRF. She is also a member of the SHG federation operated by Gandhigram Rural Trust. She is instrumental for mobilising more than 1000 women bringing them into the federation.

She facilitated the construction of individual toilets in 85 households with government subsidy. Through her initiative, 650 trees were planted in Pillaiyarnatham village. She created awareness for 800 people on HIV. Helped to facilitate 20 villagers to get old age pension

She helped 30 groups opened a bank account and motivated five self help group members to initiate micro enterprises. She facilitated availing of the Kalaignar Kappettu Thittam for the 15 poor in her village.

Nominating Organisation and Address

Village Resource Centre
M S Swaminathan Research Foundation
1/292, Gandhiji Nagar, Madurai Road, Opp: Police station, Sempatti - 624 707, Dindigul District
Tel: 0451 2556773



Ms. M. Vasantha

- *A successful tutor in non formal education, she holds a strong and absolute objectives of developing her village in education, health and sanitation.*

Social Worker



Age : 32
Education : 12th Std
Gender : Female

Address : W/O.A.Murugaiya
Sothupalai, Sokanathanpatti Post
Pudukkottai, Tamil Nadu
Mobile: 9751326221

Vasantha has been zealously working at the grass root level for 15 years in the field of adult literacy and inducted the novel idea of “Activity Based Learning” methodologies for improving the learning capacity of the villagers. The mobile library established by her developed the reading habit among the people. She mobilised the village women to form self help groups and guided them to obtain financial assistance from the banking sector.

She has also successfully organised many income generation activities and made the SHG members free from financial hassle. She assisted the health sectors to successfully conduct polio and filarial eradication campaign. She is involved in the total sanitation programme of government agencies to construct 625 toilets on her panchayat area. She is also helping the village poor and aged in getting old age pension and monetary assistance to widows and differently abled persons.

She is a good motivator and inspires the villagers to participate in village social activities. She has endeared herself to her villagers because of her tireless and dedicated work. Her sincere efforts fetched the “best panchayat library coordinator” award.

Nominating Organisation and Address

Tamilnadu Science Forum (TNSF)
Near Pudukkottai Panchayat Union Office, Pudukkottai - 622001
Mobile: 9443856303



Tamil Nadu

Ms. A. Vasumathy

- A credible and determined knowledge worker transforms her knowledge to the development of her village and creating awareness on social issues

Knowledge Worker



Age : 28
Education : BCA
Gender : Female

Address : No:339, North street
Keelapunalvasal, Thiruvaiyaru Taluk
Thanjavur - 613204
Mobile - 99441 98223
Email: vasumathy1982@gmail.com

Vasumathy is a knowledge worker of Keelapunavasal VKC. Computer literacy is her core skill. She has a specialisation and serves as a master trainer in Computer Aided Learning Programme, Microsoft Unlimited Potential Programme and knowledge dissemination.

She has a very good communication skill, an excellent computer trainer and a good Teacher.

Vasumathy started her social services through Nehru Yuva Kendra (NYK). She was a National Service Volunteer (NSV). She had formed 25 youth clubs in and around Thiruvaiyaru so far. Through this clubs, she conducted awareness programmes on HIV/AIDS, on sanitation and environmental issues. She assists the village health nurse (VHN) and along with them supply Iron tablets, provide Pulse Polio drops and given Filarial tablets to the people of her village.

As part of her contribution for village development, she also became a participant of health camps on general health, dental care, and eye care and propagates the importance of mother feeding.

In 2008, the village knowledge centre was started in her village. From then onwards, she worked as knowledge worker in the VKC. Through VKC, she organised health camps for women particularly on cervical cancer and made the women undergo tests. She trained 56 students on MUPP. She raised awareness on crop insurance. Through her initiative, 50 farmers insured their crop under Rain Insurance schemes.

Nominating Organisation and Address

Village Resource Centre
M S Swaminathan Research Foundation
No.82, North Street, Thiruvaiyaru - 613 204, Thanjavur District
Tel: 04362 261633



Tamil Nadu

Mr. S. Vengatesan

- *A model farmer in three dimensions - agriculture, herbal medicine and social work.*

Social Worker



Age : 46
Education : Diploma in Herbal Medicine
Gender : Male

Address : 20, Kumaran Street
Vettuvanam Village Post
Vellore District, Tamil Nadu - 635809
Mobile: 9842879894

Venkateshan is an organic farmer who is actively encouraging 19 young farmers from his village to involve in organic farming. To sustain this, he formed the farmers' club called Uzhavar Mandram and guided all the farmers with the support of Union Bank, and National Bank of Agriculture and Rural Development (NABARD), to cultivate in organic-farming method. He also made use of the advancement of modern science and the professional knowledge of the agriculture scientists and the scholars. The timely tricks he used helped all those farmers to get more profit.

He has a model plot in his field where he has been demonstrating the System of Rice Intensification (SRI) techniques to his fellow farmers. He has attended several training programmes offered by the Tamilnadu Agriculture University. He also spreads the values of herbal medicine among the community members, particularly the importance of Mulmurungai, Sothukathalai and Vallara keerai.

As part of his social service activities, he has been holding the ward member post for the past 10 years. This helped him serve not only to the farmers but also the school going poor students by organizing various healthy competitions and giving honours and prizes to encourage them to excel in their academic performances without interruption.

He also covered youngsters and SHG women, abandoned women, aged people, widows and differently-abled persons by getting the government funds on time.

Nominating Organisation and Address

Centre for Sustainable Rural Development & Research Studies (CSRDRS)
VIT University, Vellore-632 014, Tamil Nadu, India
Tel: 91-416-2202444, 2243091



Tamil Nadu

Mr. T. Venkatesan

- A farmer and an activist who has stood up for the rights of the tribal community

Social Worker



Age : 44
Education : 12th Std
Gender : Male

Address : Jamunamarathur
Natchamalai Village & Post
Chengam Block, Jamunamarathur Via
Thiruvannamalai - 635 703, Tamil Nadu
Mobile: 9047677870

Venkatesan is a simple farmer from a remote village in the hilly tribal belt of Tamilnadu. Home to rich bio diversity, the hills are famous for the varied varieties of millets. Located afar and in remote location, mainstream facilities have not yet reached the doorsteps of several villages in and around the area. With this in mind, Venkatesan spent his life serving the tribal community. Having completed schooling up to higher secondary level, he has been engaged in farming in his field until an incident provoked him. Once, he approached the Tamilnadu Adi Dravidar Housing and Development Corporation (TAHDCO) for a loan to start self employment initiative, however, after a long time struggling with various processes and hurdles, he finally gave up. This incident made him to realize the struggle faced by his fellow compatriots. Realizing the need to present a united front for tribal welfare, Venkatesan started the "Tamil Nadu Tribal Farmers Association".

In Jawadhu Hills, most people are involved in agriculture which is a major source of income. Since, the agricultural land belongs to forest department and tribals are not entitled to it, Venkatesan took steps in sending petitions to District Collector and other government officials and organized several processions to get patta. As a result, the district authority awarded patta to 36 farmers in his region.

He has been actively involved in creating awareness on tribal rights, deforestation, organic farming and conservation of traditional crop varieties. Venkatesan is a determined and diligent person with outstanding leadership qualities. He has a strong will to work for the development of the tribal community.

Nominating Organisation and Address

Centre for Sustainable Rural Development & Research Studies (CSRSD&RS)
VIT University, Vellore - 632 014, Tamil Nadu, India,
Tel: 91-416-2202444, 2243091



Tamil Nadu

Ms. C. Viakulamary

- *A woman who has dedicated her life in serving the people affected by HIV-AIDS and creating awareness among the community on health and traditional medication.*

Social Worker



Age : 43
Education : 7th Std
Gender : Female

Address : 5/3533, Raja Nagar
Thangachimadam - 623 529
Ramanathapuram Dist
Tamil Nadu
Mobile: 9789644637

“Dedication and selfless service to community” is the mantra under which Viakula Mary has served the community for the last few years. She is a trained AIDS surveillance specialist and counselor, malaria surveillance specialist and health worker. Even though she has completed formal education only till 7th grade, she has taken it upon herself to learn about various health related issues and serve her community.

Known for helping the rural community, she was selected by the District Malaria Department to conduct blood tests to identify the presence of malaria and distribute necessary medication. Through her efforts, she was able to identify 50 malarial infected persons and as a result necessary intervention and the malarial department provided treatment to them.

She is attached along with various NGOs a field worker and works without any remuneration. Through her intervention, she has identified 24 male and 27 women 13 widows and 4 children affected by HIV infection and helped them receive proper treatments. She also provides regular counseling to the infected persons. She has faced several hazards in her work and chastised by the village community for taking up issues such as AIDS and Sexually Transmitted Diseases. This however has not stopped her in her mission to help HIV infected persons.

She also provides advice to rural community on Traditional and herbal medication. She is a preferred resource person for Adolescent girls’ health and hygiene. Today people from in and around Thangatchimadam village approach her for advice and counseling regarding various health issues. She is also the being used as a field intervention specialist by a number of Non- profit organisations and government departments. She became a widow at

a very young age; however, she serves without expecting any remuneration and is content with serving her community.

Nominating Organisation and Address

Village Resource Centre
M S Swaminathan Research Foundation
3/1944 Iraiয়ারasu Valagam, Main Road, Thangatchimadam - 623 529, Ramanathapuram District
Tel: 04573 251 799



Tamil Nadu

Mr. G. Vijayan

- His knowledge on indigenous plants and their medicinal value has helped many, and with this, his goal of preserving them comes as a reality. He is always ready to share his knowledge with anyone.

Social Worker



Age : 54
Education : 10th Std
Gender : Male

Address : 29 / 1, New No. 28
Behind Surendra Cloth Store
Pondy Road, Marakkanam - 604 303
Tamil Nadu
Mobile: 9443291422 / 9948876944

Vijayan was born and brought up near Krumbaranai Kadu, a protected forest reserve known for diverse plant species with medicinal value. Inspired by his mother who was an expert on medicinal plants, he started learning natural healing and medicine through apprenticeship with his mother and later under a traditional healer. He runs a successful natural medicine practice in his village using locally available plants. In today's age where there is a rapid commercialization of natural medicines and secrecy is held tight, Vijayan strives to pass his knowledge to others so that the future generations could benefit from it.

A deep lover of nature he actively advocates the protection of plant species in Kurumbaranai forest among the village community. Due to his efforts, there has been a dramatic drop in the number of trees cut in and around Kurumbaranai forest. He actively promotes the concept of herbal garden among children and so far has conducted awareness programmes for children in more than fifty schools. Vijayan views his work as a service to the community and does not charge any fee from those who cannot afford to pay. He is committed to passing his knowledge to future generations and has trained more than twenty five youth in natural medicine and traditional healing practice under an intensive one year gurukul system.

He can speak Tamil, Telugu and Kannada fluently. He is approached by a number of non profit organizations for creating awareness on herbal and natural medicine. He conducts regular workshops across the state and the country without charging a single paisa. As a resource person, he has trained a number of women Self Help Group members on herbal medicine as a micro enterprise. Being a knowledge powerhouse himself, Vijayan is very humble and leads a simple life, one that is intertwined with the nature and its gift to mankind

Nominating Organisation and Address

Covenant Centre for Development
18-C/1, Kennet Cross Road, Ellis Nagar, Madurai - 625016



Mr. Bhupendra Singh

- *His motto is selfless service to the poor families.*

Knowledge Worker



Age : 39
Education : UG
Gender : Male

Address : Banna Khera, Banna Khera Post
Bazpur Tehsil, Udham Singh Nagar
Uttar Pradesh
Mobile: 9837464043

Born to a Sikh family whose father shifted from Punjab in 1962 to settle down in the village by purchasing lands. His father served in the Army for seven years before settling in the village as a farmer. He expired when Bhupendra was a young boy. The father and his two uncles together have 50 acres land which is looked after by Bhupendra now. Bhupendra graduated with B A Degree but he is a farmer from the very beginning. He is also managing four cows and a buffalo which together gives 8-10 litres of milk per day, which is used in the family.

Bhupendra has been more of a social worker in the village helping the community in getting food, cloth and medicines during floods collected from the people for distribution. A group of his friends contribute Rs 200-400 for doing social service to the community. In the last 5 years, he has mobilised fund for conducting 20 marriages in the village by helping the family with material and food. He has been instrumental in collecting Rs 15,000 from the village community to help a lady for her Cancer treatment in 2009. This has helped her to recoup from the ailment and is now on treatment.

Bhupendra is an e-choupal Sanchalak since 2004. He has been helping farmers in getting good prices for paddy, wheat, tomato, mustard, potato and soybean. He also provides weather information to the farmers, collected from internet provided by ITC. The farmers' problem in agriculture is routed to the experts through internet in the e-choupal for which the solutions are provided by the experts. He gets about Rs 10,000-15,000 per month as commission from ITC Ltd.

He believes in organic agriculture and has started reducing his chemical inputs. He has motivated 25 farmers in organic farming. He has constructed four vermi-compost pits and uses manure, Neem extracted spray and weed control from locally produced mixtures. He takes interest in the demonstration of new seeds. He has practically learned the preparation

of mineral mixture for his livestock. He has also taught this to his fellow farmers who have been following to increase the milk production.

Bhupendra Singh is a good motivator of village farmers, a group of them meets everyday in the Gurudwara after the games and discusses about crop cultivation, share their experiences in organic farming and doing business. He is confident in his conviction to help village community in any circumstances to improve their life.

Nominating Organisation and Address

ITC eChoupal
31, SD Road, Secunderabad - 500 003
Tel: 040-27806917 Ext. 505, Mobile: 9949994140



Mr. Kripal Singh

- He has been more of a social worker than a knowledge worker in e-choupal. He has good communication, networking skills which he has been using to help people in the village

Knowledge Worker



Age : 45
Education : Intermediate
Gender : Male

Address : Rampur Heera, Dalelapur Post
Shajahanpur, Uttar Pradesh
Tel: 05844-295657

Kripal is a father of two sons and a daughter and is living with his father who migrated from Punjab in 1965. They have settled in the village to do farming. He has been cultivating mainly paddy, wheat and sugarcane. Using his experiences in agriculture, he advises farmers whenever there are problems. He owns two tub well fitted with electric pump for irrigation with which he takes three crops. Alternatively, he has kept two diesel engines as spare for timely irrigation if there is no electricity. He has five buffaloes; the milk is used for house consumption only.

A friend of Kripal Singh who was running the E-Choupal of ITC suggested and introduced him to ITC to start an e-choupal in his village which he started in 2006. Through internet connectivity provided to e-choupal, he was giving market prices for wheat and paddy. This was beneficial to the farmers to get better prices from ITC Ltd. He was also helping the youth by providing employment opportunity, the service provided by the ITC through their Rojgari Duniya program. He was also instrumental in liaising with the bank manager to get bank loan without any mediator and commission on an average of eight farmer per month.

He has good relation with veterinary doctor who is invited for camp and for vaccination.

About a and half year back, he prepared Vermi- composted manure which interested six farmers to start on their own. His house is located at his farm which is the centre of three villages. So his services are availed by three village communities.

He also acquired computer knowledge and operate internet to get information from various sources apart from the agriculture advisories from the experts nominated by the ITC.

Nominating Organisation and Address

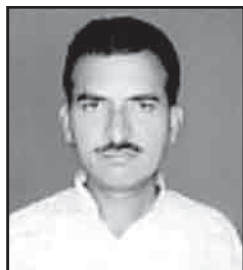
ITC eChoupal
31, SD Road, Secunderabad - 500 003
Tel: 040-27806917 Ext. 505, Mobile: 9949994140



Mr. Mahaveer Singh

- A man with a perfect balance of sharing practical knowledge in agriculture and community development for bringing economic stability to the community

Knowledge Worker



Age : 44
Education : 12th Std
Gender : Male

Address : S/O Mr. Geetam Singh
Laramda, Bichpuri Post
Agra - 283105, Uttar Pradesh
Tel: 0562-2962736

Mahaveer serve as the sanchalak in ITC e-chopal since 2000 in which he has been connecting the farming community with the relevant resource agencies such as Government, Non Governmental organisations, Krishi Vigyan Kendra (KVK). He is instrumental in providing the best of knowledge on farming practices and techniques based on community requirement. He has a good knowledge on different types of agriculture practices and he indicates that his area of strength lies in land reclamation, raise bed farming, water harvesting techniques/structures, farming based on water quality. He facilitates people to test their water quality and provide agro advisories to the farmers based on requirement.

He is also a Kisan Mitra in his village. He assists in getting Government schemes relating to agriculture from the agriculture department and Krishi Vigyan Kendra. He has made more than 450 farmers realise these benefits. He has facilitated economically marginalised farmers to avail Rs. 1.7 lakhs loan for investing in their livelihood.

His work in mobilising the grassroots into community based organisations is commendable and his proactive knowledge sharing adds value to them. He has formed 43 Self Help Groups.

He has been a catalyst to the development process of the community he serves and he was able to measure the impact he has made, well presented and has the potential to replicate and expand his skills. He has a strong communication and mobilisation skills.

Nominating Organisation and Address

ITC eChoupal
31, SD Road, Secunderabad - 500 003
Tel: 040-27806917 Ext. 505, Mobile: 9949994140



Mr. Nagendra Nath Saraswat

- *A man with a belief that agriculture development is possible, when land and water management are given the right care and embrace it in his daily routine and action.*

Social Worker



Age : 50
Education : B.A., L.L.B., and B.ed.
Gender : Male

Address : Nagla Sanja Village & Post
Mathura, Uttar Pradesh
Tel: 08126821588

Nagendara Nath is an ideal candidate who likes to work for the improvement of agriculture and development of community. He also puts his acquired and learnt knowledge into practice to serve the community. His emphasis is more towards land and water. He has been facilitating the building and strengthening of water harvesting structure/techniques such as check dam, roof top, field bunding for recharging ground water thereby improving agriculture. In terms of water treatment, he facilitated to construct 5 trenches.

He facilitates farmers to test their soil and water and based on the test result, he provides advisories to increase the soil health and its fertility. He ensures the congruence of knowledge – supply – resource for addressing the community requirement by tapping the relevant capacity from different places.

He uses the organisation he is linked to as a tool to link with other agencies like Krishi Vigyan Kendra (KVKs), government/line departments for making the community realise the benefits. His determination to land and water makes him distinct in his vision, motive and good work.

Though he has learnt law and registered a bar council, because of the ancestral influences and his likeness to agriculture, he prioritises land and water management, the two major natural resources in agriculture has to be taken care of and he used his capacity and resources to put into place and to make a difference to the farming community.

Nominating Organisation and Address

ITC eChoupal
31, SD Road, Secunderabad - 500 003
Tel: 040-27806917 Ext. 505, Mobile: 9949994140



Mr. Omprakash

- *A knowledgeable farmer, Om Prakash has good network and relations with the Government Departments which he uses to help the farmers by providing information and knowledge and also linking with them.*

Knowledge Worker



Age : 48
Education : Bcom
Gender : Male

Address : Karab Village & Post
Mathura, Uttar Pradesh
Mobile: 09411442974

Om Prakash owns 10 acres of land in which he cultivates paddy, wheat and vegetables. He also takes sorghum and millet in a small patch of land. His family is quite big with 9 members, which include his parents.

He was made Kissan Mithra (Farmers' Friend) by the Agriculture Department about 12 years back to help farmers in getting innovative practices and timely advisories. He has helped the farmers in soil testing from the nearby Regional Research Station at Raya.

The knowledge and innovative practices/new technologies that he gained through training programmes were shared with fellow farmers. He is responsible for organising the farmers meeting in the village in which the Agriculture Office participates to share schemes and crop cultivation practices. He is a master trainer in Agriculture, Animal Husbandry, Horticulture and Fisheries trained by the Department.

He was instrumental in forming Seed Growers/Producers Committee which produces good quality seeds. The seeds produced by the 10-member committee is graded and packed by the Agriculture Department for selling to the farmers.

He became e-choupal Sanchalak in the year 2005. He has been helping the Fast Moving Consumer Goods (FMCG) Mobile van of ITC in the sale of goods in the village with which he earns Rs 5000-6000 per month at 1% commission. Through the internet facility in the e-choupal, he provides market price information to the farmers to get better prices for their produce. He also provides weather information to the farmers.

He has motivated 10-15 farmers in the cultivation of hybrid variety of tomato and brinjal crops which he experienced himself in his field. He has formed a Kissan Club which helps

farmers to get loans from the bank with ease. He has good relation with the Veterinary Hospital with which he organises camps and calls the Doctor whenever required.

He has been awarded twice by the District Magistrate for Best Paddy cultivator. He has been recently made as Special Police Officer in the village by Mathura Police.

Nominating Organisation and Address

ITC eChoupal
31, SD Road, Secunderabad - 500 003
Tel: 040-27806917 Ext. 505, Mobile: 9949994140



Mr. Ram Chandra Sharma

- He lives with this mantra, "Seeing is believing"; Ram tries to convince his fellow farmers by being a model for implementing modern techniques and good practices.

Knowledge Worker



Age : 48
Education : Intermediate
Gender : Male

Address : Onai Village, Gurubakshganj Post
Raebareli, Uttar Pradesh
Mobile: 09451655990

Ram has been progressive farmer and proactive in acquiring knowledge in agriculture and putting them into practice, sharing the experiences. He choose to link with different resource agencies/institutions such as universities, Krishi Vigyan Kendra, Agriculture department, newspapers, and agro-exhibitions to keep his information bouquet updated relating to crop varieties, schemes, techniques and try to practice it as well as share with fellow farmers. He has played a central role in making Kisan Credit Card available to 21 farmers.

His farm acts as a model for all the farmers to see the modern technologies he practices. He says that he has improved productivity of his farm from 15 quintal per acre, doubling it to 30 to 35 quintal per acre by introducing hybrid seeds and quality fertilisers. At present, he is advocating among farmers to replicate his success in order to realise the benefits. He has expertise on organic farming and sharing it to farmers as he has been practicing it in his own farm, composting agricultural waste and bio-gas plant.

As most of the houses in his villages are kachcha houses, during the summer season, incidents of fire are quite frequent. He is campaigning locally to mobilise resources to support those who are affected by these kinds of incidents. He has good knowledge on traditional medicine especially for poisonous bites and stings, and other ailments.

Combining traditional knowledge and skills using ITC as a medium, he serves the community by providing the market price of agricultural produce for proper decision making. He has good communication and networking skills.

Nominating Organisation and Address

ITC eChoupal

31, SD Road, Secunderabad - 500 003

Tel: 040-27806917 Ext. 505, Mobile: 9949994140



Mr. Ram Sharan Shukla

- *An enthusiastic e-choupal sanchalak has helped fellow farmers to get better prices for their Soybeen crop. He has updated latest techniques in seed treatment and benefits of hybrid variety seeds to increase the production.*

Knowledge Worker



Age : 40years
Education : Intermediate
Gender : Male

Address : S/O- Shri Hari Hari Har Narayan
Vill+Post- Karampur, Tehsil-Auraiya
Distt- Auraiya, Uttar Pradesh
Mobile: 0929736739

Ram Sharan Shukla is a farmer by himself learnt on his own in his filed. He became ITC e-choupal sanchalak during the year 2007. He has been helping the farmers to get better market price for the Soybeen crop and link them to e-sagar centre of ITC. He has also promoted crop insurance and ITC products through his e-choupal

Mr.Shukla has created awareness on the use of hybrid Soybeen and Vegetable seeds and best practices to get maximum yield there by increased income. He has demonstrated on the use of hybrid seeds in his land and shared with the fellow farmers. An enthusiastic person in the village, he is helping children to learn computer operations with e-choupal.

Nominating Organisation and Address

ITC eChoupal
31, SD Road, Secunderabad - 500 003
Tel: 040-27806917 Ext. 505, Mobile: 9949994140



Mr. Rishi Kumar Mishra

- *A committed e-choupal Sanchalak, Rishi Kumar has been helping his fellow farmers in getting good prices for their crops and interlinking them with services/schemes with different institutions.*

Knowledge Worker



Age : 35
Education : HSC
Gender : Male

Address : Betouni Village, Powayan Post
Shajahanpur, Uttar Pradesh
Mobile: 09651097165

Rishi inherited an eight acre land from his father in which he cultivates paddy, wheat, and sugarcane. He has two tubwell for irrigation by which he gets good yield to meet his family expenses. He owns two buffaloes which fulfill his family requirements of milk and cow dung cake fuel.

In the year 2004 he was offered to established e-Choupal in his house to provide market prices and crop advisory services to the farmers. The problems of the farmers are sent to experts nominated by ITC through e-mail and phone. The advisory sent through the mail by the experts are shared with the concerned farmer. For every quintal sale of wheat through e-choupal, he gets Rs 5 as commission by which he makes about Rs 5000 per annum.

He has helped 50 families to get life insurance from the agents. He has introduced the Fast Moving Consumer Goods (FMCG) mobile van of ITC Ltd to the shop Keepers under his e-Choupal villages. For which he gets 1% commission. The mobile van comes to villages twice a month.

Nominating Organisation and Address

ITC eChoupal
31, SD Road, Secunderabad - 500 003
Tel: 040-27806917 Ext. 505, Mobile: 9949994140



Mr. Shailendra Mani Tripathi

- A good social worker and motivator who has concern for the poor families.

Knowledge Worker



Age : 34
Education : PG
Gender : Male

Address : Mahuwamui Village
Bargadwaharriya Post
Maharajganj, Uttar Pradesh
Mobile: 09415763464

He was inspired by the Scout work which he continued even after his college days. He has done Post-graduation in Sociology and since then, he has been doing social work in the village. He is living with his parents and his family of four with two sons. His father has 25 acres of agriculture land in which they cultivate paddy, wheat and pulses with irrigation from 8 tube wells in which a diesel pump is fitted. He owns a tractor, a car and a motor cycle.

He has carried out house-to-house survey in six villages looking for Leprosy patients during his college days with the guidance of the Chief Medical Officer of the District. He has helped 15 families in getting hospital services and medicines from the Government Hospital. He continues his social service by giving awareness to parents and children on Sarva Shiksha Abhiyan by organising rally in 11 villages. This motivated parents are continuing the education to their children. A rally has been conducted every year to create awareness in the villages. He has mobilised and motivated the workers to do quality work in pond digging which was part of the Block Development work. His motivation to the workers was to recognise that it was their developmental work than mere wage work.

He is the Sanchalak of ITCs e-choupal since 2004. He has been, through the Choupal, helping the farmers to get immediate cash from the sale of wheat purchased by the company. He says that the benefit to the farmers by selling through the e-choupal to ITC is that they get better price as per the quality, correct weighing and immediate cash.

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