

# VIRAT FOUNDATION

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To,  
Sri.Narendra Damodardas Modiji,  
Hon'ble Prime Minister of India,  
South Block, Raisina hills,  
New Delhi – 110001.

Date: 20-11-2021.

Through Sri.Dinesh Kulkarniji,  
General Secretary, Bharatheeya Kisan Sangh  
Kisan Shakti Bhavan, Deen Dayal Marg,  
New Delhi.

Sub: Suitable Policy for "Gram-Swaraj" and creation of Agro – Industrial Village Community.

Dear Prime Minister,

Dreams of great souls – Mahatma Gandhiji and Pandit Deendayalji "Gram-Swaraj" and Agro-Industrial Village Community are unimplemented since longtime and in need of political policy for realization. But chanting as a slogan at the time of every elections by political parties and leaders – Rural / Agri sector degenerated and day by day dejected tendencies about farm sector are taken place in farming community which is a dangerous situation for the Nation.

On 19<sup>th</sup> November Hon'ble Prime Minister made announcement for repealing the previous Agri acts. Atleast if this opportunity shall be utilized in a right way with a suitable Agri / Rural Policy for realization of the dreams of great souls mentioned above as a solution for rural sector.

Index of Items for policy is enclosed for your perusal. We anticipate your call to explain in detail the proposed programme.

Thanks & Regards

M.Suryanarayana Reddy  
Chairman & Managing Director  
Charaka Dairy Pvt. Ltd.  
F.No: 603, Everest block,  
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Hyderabad – 500038.  
Mobile: 9246845503.




प्रधान मंत्री कार्यालय  
Prime Minister's Office

नई दिल्ली- 110011  
New Delhi- 110011

Sub: Petition of SHRI M SURYANARAYANA REDDY  
M/S CHARAKA DAIRY PVT LTD  
F NO 603 EVEREST BLOCK  
ADITYA ENCLAVE AMEERPET  
HYDERABAD  
TELANGANA-500038

A letter/gist of oral representation dated 03/08/2021 received in this office from SHRI M SURYANARAYANA REDDY is forwarded herewith for action as appropriate. Reply may be sent to the Petitioner and a copy of the same may be uploaded on the portal.

  
[ASHISH KUMAR MISHRA]  
SECTION OFFICER

SECRETARY, DEPARTMENT OF AGRICULTURE, COOPERATION AND FARMERS WELFARE

PMO ID No.: PMOPG/D/2021/0201151 Dated: 26/08/2021

Copy for information to :  
SHRI M SURYANARAYANA REDDY  
M/S CHARAKA DAIRY PVT LTD  
F NO 603 EVEREST BLOCK  
ADITYA ENCLAVE AMEERPET  
HYDERABAD  
TELANGANA-500038

Note:- Status of the grievance can be tracked through internet at <https://pgportal.gov.in/status> by entering registration no. PMOPG/D/2021/0201151

## **Uthistatha: Uthistatha: Uthistatha: - Call of 21<sup>st</sup> Century -**

For all citizens of Bharath / Hindusthan to think and involve / contribute in realization of great dreams of great souls of 20<sup>th</sup> century – 1) Father of the Nation Mahatma Gandhiji, 2) Dr.Keshav Baliram Hedgewarji & Madhavrao Sadashivrao Golwalkarji - Founders of RSS and 3) Pandit Deendayal Upadhyayaji – Ideologist of “Integral-Humanism” a third alternative to show the right path for world peace. Independence only for re-establishment of “Rama Rajya”- through “Gram Swarajya” – Mahatma Gandhiji, “param vaibhavanne thumethath swarashtram” only through National unity – Dr.Hedgewarji & Golwalkarji - Founders of RSS, “Only Decentralized Agro-Industrial Village Community” can become the backbone of our Nation Bharath – through creation of “Polity-Pyramid” of Bharath and Industrialize Agri / rural sector including Democracy in letter & spirit – Deendayal Upadhyayaji. **Humble request for proposed programme by “Virat Foundation” & Associates as responsible citizens of Bharath and Founders of “Social Platform” as a Federation for Bharath mentioned in enclosures** for your perusal and come forward as helpmates, especially who are interested in democracy in letter & spirit through creation of “Polity-Pymarid” of Bharath with bottom up approach method as a part of “Integral – Humanism” and freedom from problem of present vicious circle for Indian Polity. Ultimately social transformation and harmony as well as solution for all main maladies accumulated for decades / centuries and sustainable prosperity for one and all including social justice. Initiation of “Integral-Humanism” towards realization of “param vaibhavanne thumethath swarashtram” - Great dreams of great souls of founders of RSS and a part of daily prayer, praying since 96 years throughout the country Bharath / Hindusthan. And actualization of “Gram-Swaraj” towards “Rama Rajya” a dream of Father of the Nation Mahatma Gandhiji – Chanting as a slogan from before independence to till date by mere election politicians knowingly or unknowingly – resulted to present problem of Indian polity fall in clutches of vicious circle – As per history of Bharath one thousand years back was same situation like in the country Bharath – resulted to slavish lives to past

generations for thousand years. After sacrifices of Innumerable of great souls freed the country from the clutches of foreign rulers / Dictators on 15<sup>th</sup> August 1947 for self rule by the citizens of Bharath to demonstrate “Rama Rajya” (A federal system of democracy in letter and spirit as a polity pyramid from bottom to top level governance) through “Grama – Swaraj”/safety for the food production sector. And special request to all concerned of Indian Politicians and Political parties, all intellectuals of Bharath and all types of systems & establishments and persons of media and communication, to act as a key role players in creation of effective social platform through togetherness of all citizens of Bharath / Hindusthan for a noble cause mentioned above. Why only safety for the food production sector? As per history of late 20<sup>th</sup> century and also we are all eye witnessed the country Russia divided into so many countries and the country china also in the same lines in near future according to the available information about china, only because of failures of food providing sector.

- ❖ Hence we will put a full stop for adhocism / piece meal practices going on till date, by Holistic / sustainable methods on inclusive and accountable basis.

Sadar Pranams!

Yours,

-Sd-

M.suryanarayana reddy along with the Associates of Virat Foundation.

Founder - Virat Foundation

A Social plat-form, Hyderabad.

Mobile No: 9246845503.

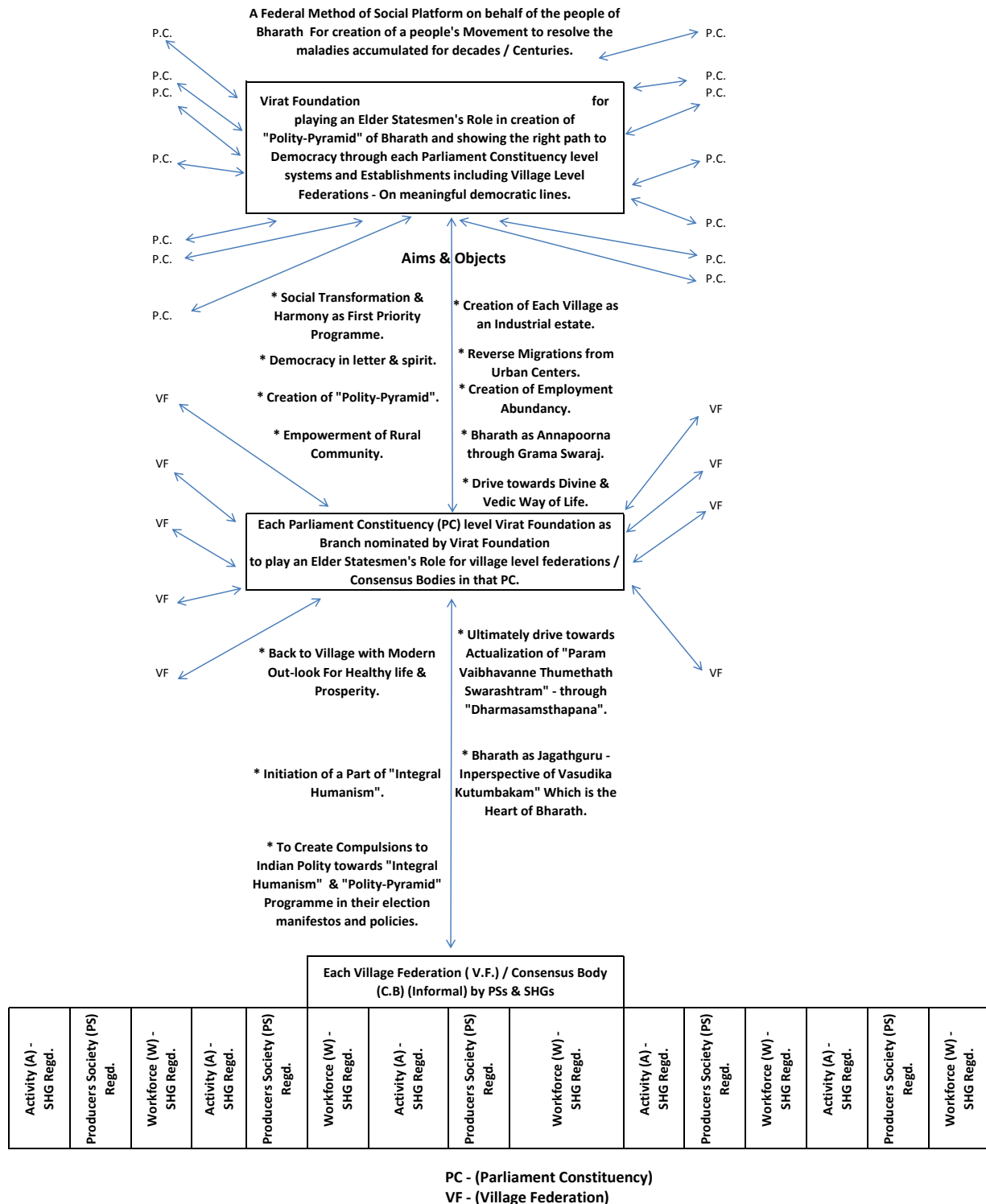
**Enclosed Index of Items**

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## System of Virat Foundation - Model

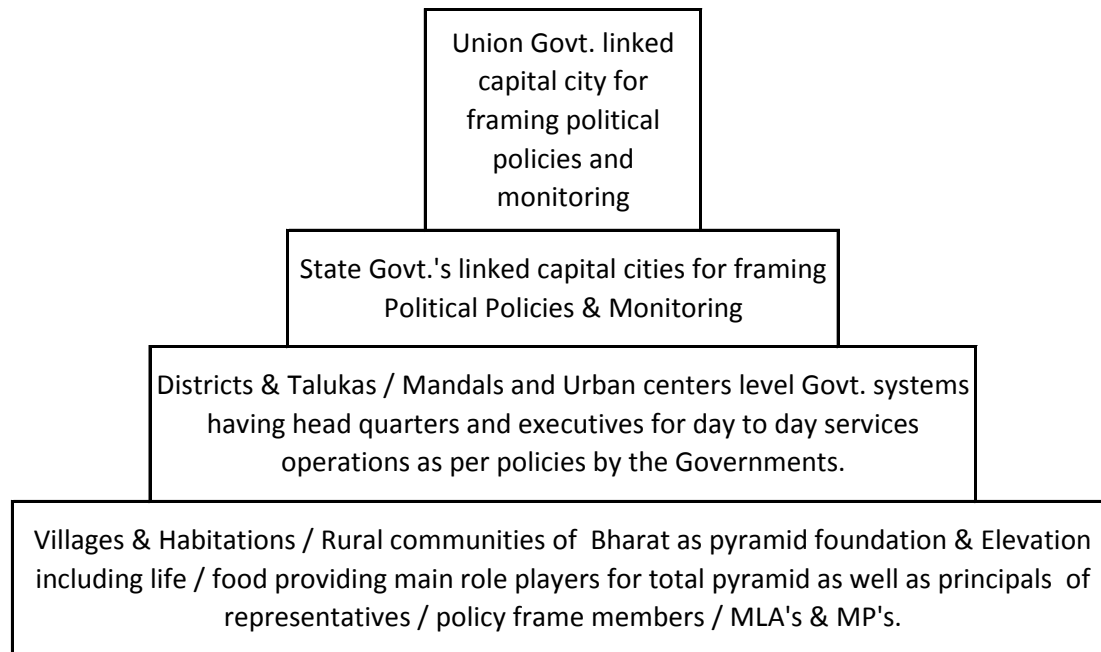
### At a Glance



**Note : 1) - Establishment and Operational Methodology of Virat Foundation as a Model - Shown Above - in Brief.**

**Note : 2) - For Details - In "VIRAT" (Village Integrated Resources Augmentation Technology) Concept & Programme developed by Virat Foundation - Annexed.**

## POLITY PYRAMID - IN BRIEF



- \* Organised & Well designed villages can become as a polity pyramid in a reformistic manner, each village will be as a key role player in polity pyramid of bharat for realisation of democracy in letter & spirit through bottom up method approach as a peoples movement. which is a call of 21st century for Re-establishment of "DHARMA" towards - "NEW ERA"  
"DHARMO DHARAYETE PRAJAH" - That which sustains the society is "DHARMA".
- \*Rural Community of Bharath towards savoir-faire / Live & Innovative / Sanathana lines, for realization of decentralized agro-industrial village community, ultimately become the backbone of Bharath. A dream of Pandit Deendayalji – Ideologist of “Integral - Humanism”.



Let us take an example:

There is an incident in "**Rama Rajya**" dreamt by the prophet of Gram Swaraj Mahatma Gandhi, which is the programme basic to the above discussion. A dog got audience with Sri Rama to make a complaint. The complaint was that its master fed it with leftovers from his plate. Sri Rama asked with astonishment – are other masters not feeding their dogs with leftovers from their plates? Then the dog replied – I am not concerned with other dogs and their masters. It is their business. But, my master is being considered a **Brahma-Jnani**. I too thought likewise and served him with devotion. He fed me with leftovers from his plate but never ate leftovers from my plate. Thereby he betrayed my trust.

Sri Rama was the emperor of the whole world. On this touch-stone, we can assess the responsibilities/powers of the present persons and see for ourselves the amount of truth in their words.

Another relevant incident: Before the **Kurukshetra** war, in the assembly of kings, Lord Sri Krishna spoke these prophetic words – "All the kings have become character-less and despotic. They have completely forgotten why the State comes into being. The kingdom is for the people. It is not intended to treat the people, the land and all the moving and non-moving creatures as objects of pleasure. The king is only a symbol. Ministers, representatives of urban assemblies, seers, pundits, framers of policy, experts belonging to various occupations—these are all partners in governance. The king is the person who mobilizes them and protects the people according to law and justice. He is the paid servant of the people. This war would be the instrument for lighting a new torch of wisdom. We should act with the firm resolve that we are fighting for the establishment of **Dharma**, without ulterior motives. Death is casting its shadow on the crowns of kings. It seems that no one can escape it".

Let us free ourselves from the clutches of this dismal state of affairs filled with insecurity and centralization and devoid of accountability—which is the legacy of past despots and dictators. Let us reform the government through re-establishment of decentralized, integrated and accountability-based processes. Let us make the government a meaningful facilitator and a service-provider. Thereby, let us fulfill ourselves. Let us hope and pray that—all those in respective responsible positions would set a new trend ushering in a new era, utilize correctly the opportunities given to them and become men who create history.



## **Over View of the Proposed Programme – Call of 21<sup>st</sup> Century**

- ❖ Sustainable Development through holistic method approach – Instead of compartmental and piecemeal approach without accountability in vogue till date and main cause of all maladies, mainly farmer's suicides – shameful to the nation bharath – Once upon a time called "Annapoorna".
- ❖ Bottom up approach method for all activities including village development planning, "Polity Pyramid" of Bharath creation and its activities – Instead of top-down approach in vogue till date under clutches of bureaucracy and irresponsible politicians In the name of democracy as a farce – Solution to Main Maladies and will be attracted and nourished real service oriented interested politicians and political parties and towards reverse migrations from urban centers – towards realization of a dream of Mahatma Gandhiji "Gram Swaraj" and realization of Bharat as "Annapoorna".
- ❖ Involvement of Concerned all beneficiaries as stake holders in their development activities with accountability and skill development facilitation – under accountability based corporate consultancy companies / organizations – instead of present non involvement of beneficiaries practices in vogue till date, which are cause of all types of corruptions and many roads for escapers as no mans property.
- ❖ Establishment of master facilitation center (MFC) at each Parliament constituency head quarters as holistic services, supplier's provider's available place and a catalyst role player of Corporate Agro Servicing System.
- ❖ Preparation of village wise Master Plan (VMP) through Science & Technology based feasibility studies, revealing horoscope of the village on all aspects.
- ❖ Creation of each village as an industrial estate for employment abundancy and treating each village as a family for social transformation and harmony under accountability based corporate consultancy companies of Agro Servicing System and social, spiritual, charitable organizations, a part of initiation of "Integral Humanism" / "Vedic Way of Life". "only organized and decentralized Agro Industrial Villages communities can become the back bone of our nation as Polity Pyramid" – Pandit Deendayalji Upadhyay – Bharatheeya Ardhaneethi (Page – 144) – Solution for all maladies accumulated till date playing key role in polity pyramid for realization of democracy in letter and spirit.
- ❖ Initiation in Telugu States, Karnataka and Madhya Pradesh states or any other state, whoever state come forward with whole hearted facilitation as per requirement and suitable political policy can be implemented as showcase for the entire country with in a stipulated period. But role of the Governments - Facilitation and monitoring of activities only.

## News Paper Clipping

గురువారం | అక్టోబర్ | 16 | 2014 | www.sakshi.com V

### వ్యవసాయ విధానాల్లో మౌలిక మార్పు రావాలి: ఎఫ్ఎఓ

విక్యరాజ్య సమితికి అనుబంధమైన ఆహార, వ్యవసాయ సంస్థ (ఎఫ్ఎఓ) వైఖరిలో ఇటీవల స్పష్టమైన మార్పుచింది. ప్రపంచవ్యాప్తంగా వ్యవసాయ పద్ధతులను ఆరోగ్యదాయకంగా, చిరకాలం ఆధారపడదగినవిగా మార్చడానికి ప్రభుత్వ విధాన నిర్ణేతలు దూరదృష్టితో చర్యలు తీసుకోవాలని ఎఫ్ఎఓ పిలుపునిచ్చింది. ఎఫ్ఎఓ డైరెక్టర్ జనరల్ జోసె గ్రజియానో డ సిల్వ ఇటీవల ఒక సమావేశంలో మాట్లాడుతూ ఇలా అన్నారు: 'ఖరీదైన ఉపకరణాలను, అధికంగా ప్రకృతి వనరులను ఉపయోగిస్తూ వ్యవసాయోత్పత్తిని పెంచే వ్యవసాయ సమూహం(ఇన్పుట్ ఇంటెన్సివ్ మోడల్)పై ఇక ఏమాత్రమూ ఆధారపడలేం. దీనికి పరిమితులున్నాయి. సాగునీరు, రసాయనాలను తక్కువగా ఉపయోగిస్తూ ఉత్పాదకతను పెంపొందించడమే ఇప్పుడు మన ముందున్న అతిపెద్ద సవాలు. అన్ని దేశాల వ్యవసాయ విధానాల్లో ఈ దిశగా 'మౌలిక మార్పు' రావాలి. 'వ్యవసాయక ప్రజాస్వామ్యం' కావాలి

విక్యరాజ్యసమితి ఆహార హక్కు ప్రత్యేక ప్రతినిధి ప్రొఫెసర్ హిలల్ ఎల్వెర్ ఇలా అన్నారు: 'వ్యవసాయక ప్రజాస్వామ్యం' తేవాలి. ప్రపంచ ప్రజలకు 70% ఆహారాన్ని అందిస్తున్నది చిన్న రైతులే. అయితే, ప్రస్తుతం వ్యవసాయ కంపెనీలకే అత్యధిక సబ్సిడీలు అందుతున్నాయి. ఈ అసమానత పోవాలి. చిన్న రైతులకు, ముఖ్యంగా గ్రామీణ యువతకు ప్రోత్సాహకాలను, కొత్త అవకాశాల ను ప్రభుత్వాలు కల్పించాలి. పెరుగుతున్న డిమాండ్కు తగిన విధంగా వ్యవసాయ దిగుబడులను పెంపొందించే సత్తా ప్రకృతి వ్యవసాయ పద్ధతులకుందనడానికి శాస్త్రీయమైన సరికొత్త రుజువులున్నాయి'. అంతర్జాతీయ కుటుంబ వ్యవసాయ సంవత్సరం-2014 సందర్భంగా ఎఫ్ఎఓ వైఖరిలో వచ్చిన ఈ మార్పు చిన్న, సన్నకారు రైతుల ప్రయోజనాల పరిరక్షణకు ఉపకరిస్తుందని చిన్న రైతుల క్షేమం కోరే 70 మంది వ్యవసాయ నిపుణులు హర్షం వ్యక్తం చేయడం విశేషం.




- ❖ Top level rich man of China Mr.Jakma dedicated his life and total wealth for improvement of Agri-Sector of China – As per information through TV Media on 6<sup>th</sup> Nov 2021.

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## ***Dharma will guide the people to lead the Bharatheeya/Vedic way of Life***

- ❖ In the whole world, Dharma is a term which is used frequently only in Bharath. The term Dharma can be interpreted in different ways, word Dharma is depending upon the context. A concise definition of Dharma in the social context-Dharma is the Super system of social, political, economical and spiritual systems-transparent, qualitative, integrated, united and active-Governing all activities and actions of all individuals and institutions to nurture, protect and en-flourish all human beings and lead them to the ultimate goal of godliness. “*Abhayam*” – (In brief Na Dartha Na Daraatha) is the first and foremost quality of godliness described in Bhagavat Githa by Lord *Sri. Krishna*.

***“DHARMO DHARAYATE PRAJAH” – That which sustains  
The society is dharma.***

## **Why “Integral Humanism” As a Third Alternative? Proposed by the Ideologist in nineteen sixties itself**

- ❖ 17<sup>th</sup> to 19<sup>th</sup> centuries the ideology “capitalism” and its performance / practice resulted to so many cruel and inhuman activities. During those period philosophies of great souls agitated and presented before the people as alternative in the name of “Communism/Marxism”. During early 20<sup>th</sup> century – Communism/Marxism implemented in the country Russia and later on, in so many countries, it resulted in so many times cruel than at the ages of 18<sup>th</sup>, 19<sup>th</sup> centuries by capitalism for example, because of failures of food production sector Russia divided into so many countries. Many people are eye witnessed in late 20<sup>th</sup> century.
- ❖ At that time in 1960’s a great soul / Rishi pandit Deen Dayal Upadhyaya ji invented and placed before the people for debate and discussions and named “Integral Humanism” as third alternative to the previous Isms for the welfare of human kind with comfortable, peaceful life towards Divinity on the lines of Vedic way of life. We, the present generation of people, at least who believes in *vedas and Divinity* are more responsible for realization of “Integral Humanism” and contribute to humankind through political policy and programs by responsible authorities and attracting / accommodating all walks of life as stake holders. Ultimately to achieve global peace towards Vasudika Kutumbakam which is part and parcel of our culture and heart of Bharath.

**“Only a decentralized Agro-Industrial village community can become the backbone of our Nation/Bharath”- Bharatheeya Ardthaneethi (page-144) - Pandit Deendayal ji Upadhyaya – Ideologist of Integral Humanism.**

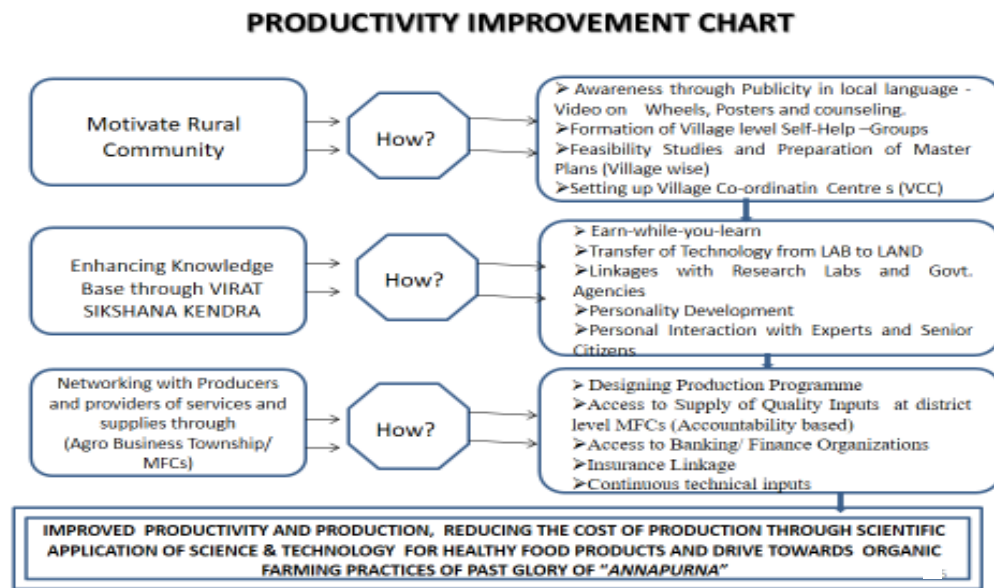


## **Solutions for Seven Main Maladies**

### **Solutions Through Successful Implementation Of This Sustainable Rural Development Programme – “VIRAT / Smart Village”**

- ❖ Problem of degradation of respectability for farming sector & farming community – solution through social transformation & confidence building activities for reestablishment of social harmony and attraction of all concern like investors & technology towards Agro-Sector a prime industry and a profitable avenue as par as to any other sector comparatively.
- ❖ Problem of present un-employment at rural areas – Solution through creation of abundant employment throughout the year in their villages by creation of each village as an Agro and Handicraft based industrial estate/Smart village.
- ❖ Problem of inequalities & insecurity and exploitation of labour of work-force, resulted to irresponsibility and dejection tendencies on the farming works by the work-force and exodus to urban centers – Solution through SHGs based contractual system of methods for all works, linked with skills improvement training system & accountability towards dignity of labour and work culture with sustainable remuneration as par to any other promising sector.
- ❖ Problem of exploitations by middlemen at the time of marketing for produces & inputs as well as at the time procurement of required finances and insurance claims including anti-social elements-solution through creation of organized sector & empowered community with social harmony including improved bargaining power as per above mentioned programmes and providing required supportive infrastructure facilities at district & village levels of “VIRAT” smart village programme by the adoption of sample display whole-sale marketing system at the time of marketing of produces & inputs of Rural-Agro sector.

- ❖ Problem of low productivity & high cost of production and unhealthy produces – solution through village wise planning and Parliament constituency /district wise programme on scientific application of appropriate science and technology by holistic & accountability based consultancy services & supplies of “VIRAT” which is an important programme of smart village in maximizing productivity of soil, water , person and preservation of soil fertility with appropriate practices on lesser cost & healthy food production towards realization of organic farming practices and a need of the day.



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- ❖ Problem of shortfall of employer attitude - Solution through Role of Education System with required amendment to education policy by the governments for incorporation of “Avadhana Prakriya” in syllabus of Seventh to Twelfth class, which is more popular in Telugu Language. “Avadhana Prakriya” through education system will be created employer / entrepreneur attitude and decisive power (Instead of present clerkly mind creating through education system of Lord – Mechalay) for self employment outlook employer mindset young Turks – Solution to present unemployment problem facing the Nation today.

- ❖ Problem of present vicious circle of polity which is a field of nobody is happy and a dangerous situation to democracy- Solution through organized & empowered community of VIRAT programme of smart village, setting a new trend by the rural community and root out the money, muscle power of present days politics by establishing real democratic lines.
- ❖ Invitation and red-carpet welcome to service oriented politicians and political parties as a liaison service providers, by villagers / Rural community as a polity pyramid and come forward contributing all the regular preliminary financial requirements and also at the time of electioneering expenses for real political leaders and political parties as well with a slogan of Back to Village for healthy & peaceful living in a harmonious environment of village life, especially in a period of entire world is one village, which is specialty of 21<sup>st</sup> century of opportunities.
- ❖ Thus utilizing all the opportunities and successful implementation of this smart village programme “VIRAT” in each Parliament constituency /district in **Telugu states as first priority and Karnataka, Madhyapradesh** states - whoever come forward will become a model to replicate in the entire country - fulfilling the dream of great soul Pandit DeenDayal Upadyaya Ji – only a decentralized “Agro – Industrial village community can become the back bone of our nation” - “Bharath as Annapoorna” and forefront leader of the world towards “Vasudhaika kutumbakam”- An Initiative of “Integral Humanism”.

**Corporate Agro servicing system – Call of 21<sup>st</sup> Century – In Brief**  
**(Alternate to Neo Feudalism / Corporate farming / Contract farming and**  
**solution to present problem of unorganized small farm unit holders which are**  
**unable to absorb the modern techniques to compete the global market)**

❖ Corporate agro servicing system – in brief.

- a. Accountability based consultancy for targeted production on minimum guarantee – insurance linked.
- b. Consultancy companies / Groups available at district / Parliament constituency head quarters as master facilitation center (MFC) for holistic services.
- c. Corporate consultancy companies / groups with all subject specialists and establishments including village coordinator for daily operational assistance to villagers through producer societies & SHGs on accountability and competitive charges.
- d. Consultancy on-start with micro-planning and preparation of village master plan (VMP). Eligibility and interest based selection of entrepreneurs for Nonfarm activities of processing units / Handicraft units etc..., climate and soil suitability, water availability and market demand based patternised cropping systems finalizations with the involvement of producer societies and SHGs in that village. Entrepreneur / farm unit wise and producer society (P.S) and SHG wise D.P.Rs preparation and finance arrangements through Financial Organizations / Banks.

❖ Marketing system assisted by consultancy :

- a. Sample display based marketing system at MFC on percentage of commission basis for traders.
- b. Finalization of prices of products shall be concerned Producer Society (PS) and /or SHG.
- c. Grading & packing of products at village itself and grade wise samples will be sent to sample display center / MFC, assisted by village coordinator under consultancy.

❖ This method of Agro Servicing System can compete the global market for farm sector of Bharat using all modern scientific fruits even half acre unit holder also can be accommodated without displacing their farm unit in an organized manner. So this method of Agro servicing system is the solution for present maladies facing the nation today and accelerates sustainable development fulfilling the target fixed by the Govt. of India 2022, doubling the farmer's income along with creation of employment abundance and providing food safety and security for the Nation.

❖ With a slogan of “Back to village” from all corners of the society –

1. Scientific community as consultants and other service providers
2. Corporate companies for processing industries and accountability based corporate consultancy coordinating activities.
3. Traders for inputs and outputs and exports marketing.
4. Financial Organizations / Banks and insurance organizations.
5. Investors for establishment of warehouses and cold storage godowns and cold chain.



6. Qualified youth from urban centers as entrepreneurs for farming sector as industry with modern outlook with a slogan of Ruralisation & Scientific application of science & Technology. Ultimately each village will be established as an Industrial estate – Initiation of “INTEGRAL HUMANISM” – Call of 21<sup>st</sup> Century.

#### **Operational Methodology of The Sustainable Development Programme Of on going Practices**

- ❖ The district / Parliament Constituency level supportive infrastructure/MFC would provide working space/ business place on lease base for Science & Technology professionals, quality testing labs for inputs and outputs, soil, water including mobile lab facility, Accountability based corporate consultancy companies funding and insurance organizations, model grading and packing warehousing & cold storage, deep freeze container facilities, sample display whole sale marketing shopping complex for inputs & produce/ products and air conditioned shops for perishable produce of rural sector, traders as commission agencies and export houses, latest information provider on market intelligence & market watch centre having network at the State/National/Global level. Above all activities would be run on commercial lines on competitive charges of would be created the market.
- ❖ Based on village-wise master plan (VMP) prepared by super specialty expert professionals under accountability based corporate consultancy company, viable and manageable segments would be formed. The farmers in that segment would organize themselves producers’ societies with the help of the professional coordinator who is a representative of accountability based Consultancy Company, the consultancy company is available at “MFC” in the district / Parliament Constituency headquarters. The selected company appoints a village coordinator to head the Village Coordination Centre (V.C.C) with all the necessary infrastructure. The executive committee of the informal society formed by village elders initially would be responsible for finalization of consultancy, in association with the village panchayat under Govt. of India and concern state Govt. after finalization of consultancy contract only they will be entered in to village for preparation VMP work on accountability basis as per all conditions will be mentioned in that legalized agreement.
- ❖ Thereafter, accountability based consultancy company would prepare a Detailed Project Report (D.P.R) which includes costs, estimations, cropping systems suitable to local climate, resources availability, local practices and market demand. Based on this report, patternised cropping systems- mixed cropping, mixed farming, mono cropping etc., - would be evolved and implemented. Thus science & technology inputs based on D.P.R. would be utilized under the guidance of subject specialists of the consultancy through their coordinator on a continuing basis including on the job training with the involvement of individual unit holders/ farmers and the producer societies (Regd.) including SHGS of activities and workforce(Regd.)

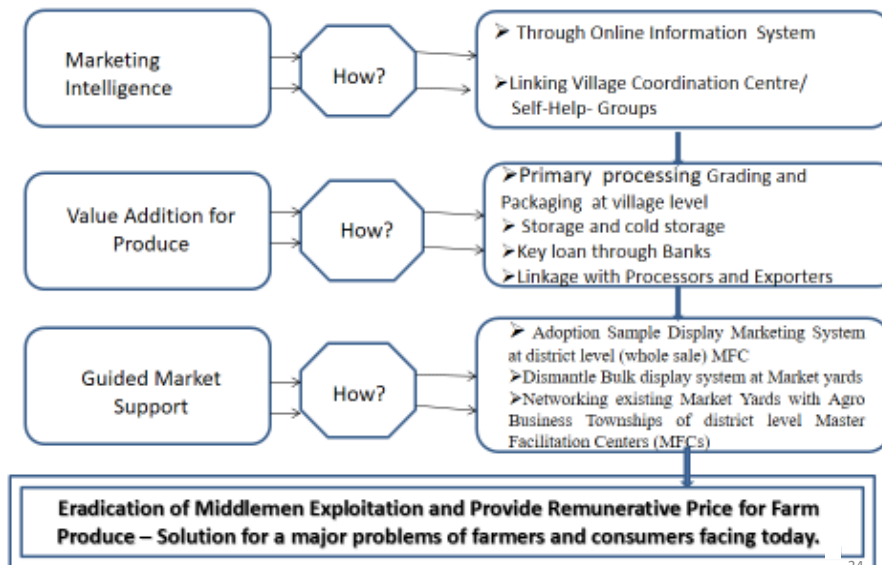
- ❖ Inputs would be purchased in bulk from the production/manufacturing point after selection at the district sample display marketing centre called “MFC” on guarantee and agreement basis by the executive committee of the village level informal federation formed by PSs, SHGs (Regd.) including accountability based consultancy organization on behalf of member –farmers of the Society. This would avoid the present practice of adulteration and exploitation by middlemen at the time of input marketing- a major reason for the unprecedented suicides committed by farmers.
- ❖ Primary processing, grading & packing, unit/farmer-wise labeling & numbering, (for quantity and quality) and inputs storage would be taken up at the segment level as a common infrastructure of the PSs and SHGs including air-conditioned room for perishable produces-under the guidance and presence of the consultancy coordinator, representative of the Informal Federation. These facilities for the produces mentioned above would be done by individual unit holders/ farmers along with ongoing farm practices on their own responsibility and accountability. Graded stocks would be sent to storage, cold storage systems. From those stocks grade wise samples would be sent to sample display wholesale marketing centre on commission basis for their marketing services at district / Parliament Constituency level called MFC.
- ❖ The storage and cold storage facilities would be within the village or between a cluster of village based on viability and demand by entrepreneurs / producers’ societies themselves. The banks would provide stock loans for the stocks of Society-members as per their individual needs and requirements based on bankers’ norms and controls. The stocks would be dispatched on order after finalization of the price and payment guarantee involving bankers. And/or they would be dispatched to the processing industries as per prior agreements. The finalizing authority would be executive committee of the concerned producers’ society including accountability- based consultancy organization intimating concerned owner of the produce/ products. Both are jointly responsible and accountable for the members of the society. This would facilitate best returns by avoiding exploitation by middlemen. Bulk display-based marketing practices in vogue at present are being used by exploiters to create a vicious circle around unorganized farmers/producers.
- ❖ The System mentioned above would transform the rural sector into an organized sector. It would maximize quality and productivity and income levels. It would attract entrepreneurs, finance & insurance organizations on commercial lines like any other promising sector. It would solve all the problems facing the agricultural /rural sector presently. As a result, the agro sector would be able to face the challenge of global competition, which is inevitable.

**Master Facilitation Center (MFC) at each Parliament Constituency (PC)  
Headquarters for Playing a Catalyst Role – Establishment by Central & State  
Government's Responsibility**

Each parliament constituency (PC) / district will have master facilitation centre (MFC) with necessary infrastructure for operational excellence and accountability based 'single window' services and will act as a catalyst for village level activities of the district / PC.

- ❖ Necessary inputs also will be provided on accountability based whole sale market price to the farmers through producers sample display show – rooms and this process will eliminate middle men exploitation and adulteration and is an alternate solution for the distressed economy of rural farmers – towards fulfilment of the target of 2022 GOI of India.
- ❖ MFC will play a role as catalyst for knowledge society of rural community through scientific application of science & technology, which includes integrated plant nutrition and pest management (IPNPM), improvement of soil fertility and productivity by linking Gau /cow based integrated yogic krishi farming methods to produce healthy food and food products, and also in modernization of technology and market accessibilities to products of rural crafts & primary processed & packed goods. The services like insurance, ware-housing, cold-chain are also linked for creating abundant employment opportunities in smart villages and MFCs.
- ❖ MFC – A key role player of VIRAT “(Village Integrated Resources Augmentation Technology)” a holistic programme for creation of Smart / Agro – Industrial village community.
- ❖ Work Place for Scientific community as consultants, Commission based traders for sample display whole sale marketing, quality testing labs providers, corporate consultancy companies as accountability based consultancy co-ordinators.
- ❖ MFC is constituted with commission based sample display units by traders for remunerative price fixed by the farmers produce determined on scientific grading and packing base under Consultancy Company like ISI.

## STREAMLINED MARKETING CHART





### **Preparation of Village Wise Master Plan – Part of Micro Planning**

- ❖ Start up with holistic programme of preparation of village master plan (VMP) is first step of science & technology based feasibility studies which are a part of micro planning village wise with co-ordination & facilitation by the Govt of India through village panchayat as local govt. and village elders / informal association under accountability based corporate consultancy companies (CCC).
- ❖ VMP will highlight the horoscope of each village and villagers, their potentiality of lands & water, climate conditions, present problems, availability of required facilities human resources skills etc...
- ❖ Based on VMP different segment wise producer's societies (PSs) like water-shed development segments (Regd) and craft/ activities are formed including Self Help Groups (SHGs) (Regd) and work force Self Help Groups (SHGs) under the consultancy company at MFC through village co-ordination centre (VCC) – “GRAM-SWARAJ” / Agro – Industrial village community.
- ❖ The holistic programme will bring transformation of reverse migration of educated youths from cities to rural areas by creation of abundant employment opportunities and healthy life – smart village in the era of global village.
- ❖ Each village will be remodelled / reconstructed to an Agro-Industrial estate and each farm unit and home as a work place and production unit for home based cottage industry under the programme of transformation of Agro- industrial village community.
- ❖ Based on producer societies and SHGs and as per available resources DPRs will be prepared with the consent of beneficiaries by the consultancy company. Required ware-housing /cold storage, Farmer wise primary processing, grading & packing arrangements will also be included.

- ❖ Based on VMP restructuring of farm lands programme with accessibility to each hectare as a part of modernization including farm ponds, ground water recharging structures, village water storage reservoirs etc... will be the start up activities.
- ❖ No farmer of any extent of holding will be replaced from their farm unit, common amenities area will be deducted as per % ratio. All day today works will be on work contract basis by SHGs only not the present practices of daily or monthly per head wages, Dignity of labour, work culture and social harmony through social transformation.
- ❖ Producer societies and SHGs – required services & supplies will be on shared cost basis collectively including available water on ratio basis, society wise as unit in the village, patronised cropping system will be adopted in view of maximization of production and their income based on market demand, resources permissibility and climate suitability.
- ❖ Ultimately each village will become an industrial estate with abundant employment opportunities creating work culture and dignity of labour for one and all using appropriate technology and instruments for speedy work and more output and lessening the drudgery of work force who will be formed as SHGs (Regd.) - Agro-Industrial village with social harmony and smart village for healthy atmosphere to attract reverse migration of urban youth and confidence building in rural youth.
- ❖ The holistic program would help to develop smart sustainable agriculture models to implement integrated farming practices including integrated plant nutrition and pest management (IPNPM), organic farming practices for improving productivity and soil health.
- ❖ Proposed market strategy with village wise brand image would help to motivate the farmers to take up organic farming.

- ❖ Continuous research to taken up to improve integrated farming systems and quality of organic fertilizers produced by farmers at village level and enhance income levels of the farmers through sample display wholesale marketing system available at MFC for remunerative prices through eradicating exploitations by middle-man and more viability.
- ❖ The proposed agriculture clusters and training programs across the states will promote confidence levels of the farmers to take up organic farming as a sustainable activity.
- ❖ Maximum extent of chemical fertilizers and pesticides will be replaced by organic fertilizers / pesticides within 10 years in a phased manner by adopting a method of integrated plant nutrition and pest management (IPNPM) that too without yield / production sacrifice for farmers and nation at large. The country will save large amount of foreign exchange apart from healthy agriculture / food produce along with creating abundant employment in the rural areas.
- ❖ Treating each village as a project for economic development and as a family for social transformation and harmony.

#### **Day to Day Activities Approach of “Smart-Village”**

- ❖ Treating each district / Parliament constituency as Master facility center (MFC) for operational excellence with required infrastructure support to accommodate providers of expert professional services, sample display inputs and produce marketing systems.
- ❖ Establishment of village producers’ societies (Regd) will be based on category of land and suitability of crops.
- ❖ VPSs shall be formed by farmers with an area of about 500 ha and each VPS shall have 5 to 10 activity wise self-help groups (Regd) (SHGs).

- ❖ Village coordination centre (VCC) with internet facility and digital camera will be setup by the district level accountability based consultancy company to coordinate with VPSs.
- ❖ Provides consultancy services under single window system at a reasonable charge on accountability basis.
- ❖ The coordination centre will provide necessary back up in association with VPSs, govt., and other external agencies.
- ❖ The village coordination centre will play a role of local responsible facilitator under the guidance and support from Consultancy Company available at district / parliamentary constituency level master facilitation centre (MFC).
- ❖ The village coordination centre with the help of subject specialists under consultancy group at MFC will co-ordinate in the preparation of village master plan with the support of the government departments and village panchayat / local govt.
- ❖ Organized groups enhances bargaining capacity
- ❖ Reduces cost of inputs and root out adulteration
- ❖ Helps to get fair price for the graded and packed produce restricting middlemen exploitation through sample display method under MFC – Refer Streamlined Marketing Chart .
- ❖ Attracts investors, insurance & financial institutions, consultancy organizations, traders and processing industries through re-establishment of sincerity and social harmony.
- ❖ Prevents and uproots social evils, like drinking, gambling etc. Through 24/7 programs with tight schedule on various cultural activities etc with the social & charitable organization guidance.

**Each Revenue village as an Industrial Estate – Sustainable development with  
bottom up method approach program – Model**

- ❖ To be established by individual entrepreneurs as per their choice for selection of items for production / processing and Handicrafts / Artisans on SHGs basis – under accountability based corporate consultancy company for start with programme of preparation of project report of unit wise as well as SHGs wise, on all aspects including critical analysis, technology, day to day requirements of inputs and outputs marketing arrangements, including exports, And financial services through financial organizations / banks, insurance organizations – Available at master facilitation center (MFC) at each District / Parliament constituency headquarters which will be played a catalyst role to transform into self sufficient villages on sustainable lines.
- ❖ Village wise micro planning and preparation of village master plan (VMP) is the first priority programme for selection of real beneficiaries / entrepreneurs as per their interest and eligibility based on resources permissibility and climate suitability for farm products and market demand – treating each home will be home based or handicraft production unit. And each farm unit will be converted into a tiny industry like – with modernized intensive farming practices suited to compete the global market.
- ❖ Through generation of abundant employment opportunities at village level, migrations of work force will be discouraged and attract the qualified youth from urban centers – **“BACK TO VILLAGE”** Mode.

## **“GRAM SWARAJ” – MODEL OF HOLISTIC APPROACH**

### **“GRAMA SWARAJ TOWARDS RAAM RAAJ” – GANDHIJI**

Only a decentralized “Smart Village / Agro – Industrial Village” Community can become the backbone of our nation – **Pandit Deen Dayal Ji Updyaya** – An Ideologist of **“INTEGRAL HUMANISM”**.

- ❖ How to actualize the dream of great souls stated above? For solution to all maladies accumulated for centuries and more particularly for so many decades.
- ❖ We the present generation come forward as responsible citizens of Bharath and especially political policy makers unitedly, accommodating all the concern as stake holders with accountability at all activities transparently and decentralised manner. For solution to all maladies and the past glory of Bharath **“Annapoorna”** can be re-established towards **“Raama Raaj”**.

### **GRAMA SWARAJ / “SMART – AGRO INDUSTRIAL VILLAGE” – MODEL OF HOLISTIC APPROACH TOWARDS SELF SUFFICIENCY AND AS A POLITY PYRAMID.**

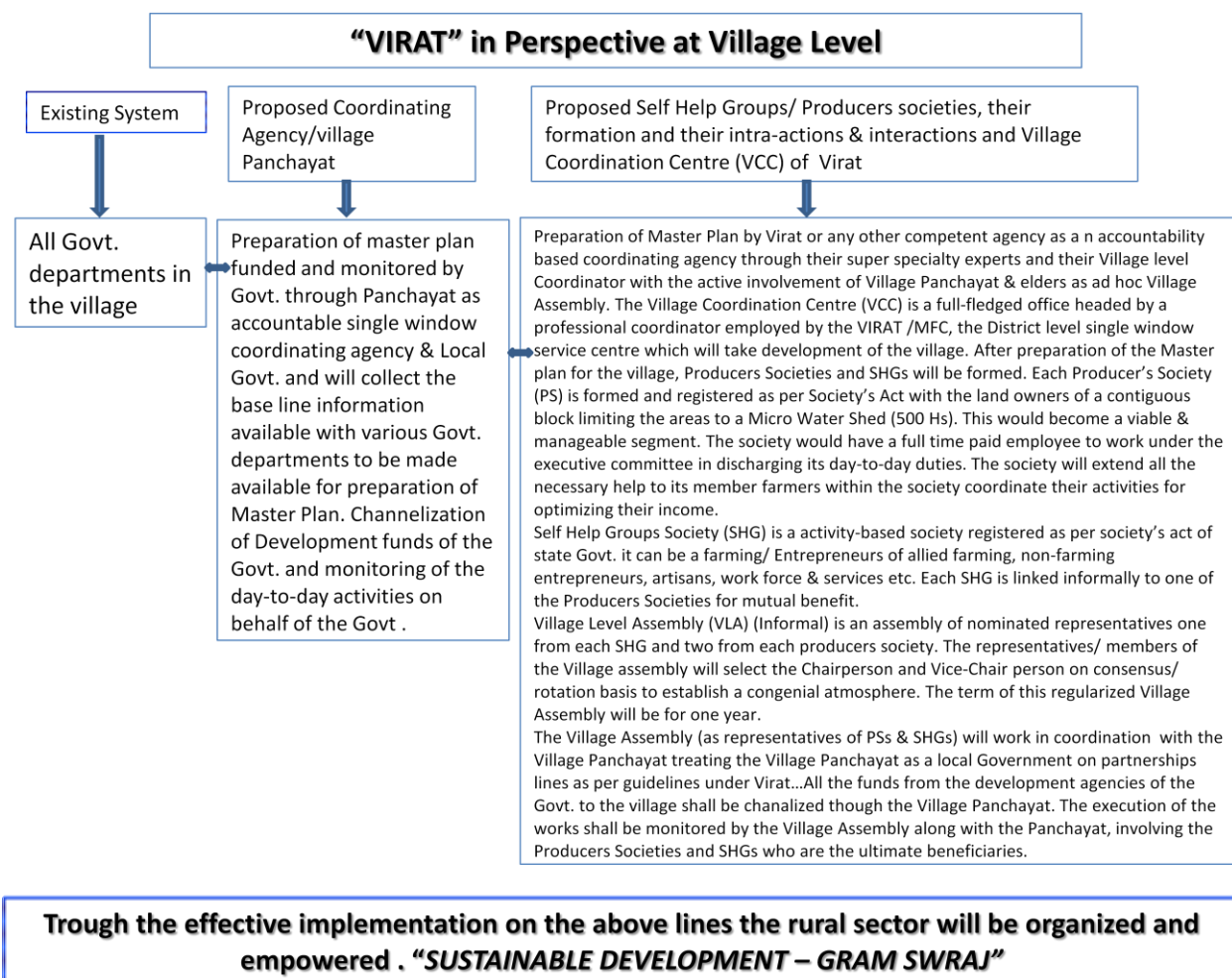
<ul style="list-style-type: none"><li>❖ Gram Panchayat as local Government.<ul style="list-style-type: none"><li>a) Gram Sachivalay</li><li>b) Volunteers</li><li>c) All other Government Services to Village level providers for accountability based facilitation.</li></ul></li></ul>	<ul style="list-style-type: none"><li>❖ Grama Sabha / Federation (Informal) to be formed by representatives of shown below organizations.<ul style="list-style-type: none"><li>a) Producer societies - PSs (Regd.)</li><li>b) SHGs (Activity wise Regd.)</li><li>c) SHGs (Work force groups Regd.)</li></ul></li><li>❖ Village co-ordination center with Full time co-ordinator – under accountability based corporate consultancy Contractor Company / group at master facilitation center (M.F.C) District / Parliament constituency level.</li></ul>
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**Note:** Treating each village as an industrial estate and a project for economic development and each village as a family for social transformation and harmony with the involvement of scientific community, Corporate / Industrial sector, Insurance & financial organizations for economic Development. And treating each Parliament constituency as an operational unit for Holistic services.

And Social, Spiritual & Charitable Organizations for social transformation and harmony on day to day healthy life of the villagers as a peoples movement. Concern all will be available at M.F.C. (Master Facilitation Center – Page No:    )

**BACK TO VILLAGE** from urban areas towards reverse migration for healthy life and employment abundance.

## ❖ “VIRAT” – Village Integrated Resource Augmentation Technology





**Demonstration farm / Training center**  
**By Charaka Dairy Pvt Ltd in Association with Virat Foundation**  
**at Andhole, Sangareddy Dist, Telangana state**

- ❖ At their own farm having 25 acres of land and 200 Desi gau dairy farm - already established full fledged training center including processing system of enriched panchagavya and Agnastram etc... to take up training of Yogic Krishi / organic growers / master trainers.
- ❖ Encouraging to establish district / Mandal level organic farmers clusters (100 No's) in **Telugu states** to cover a minimum of 150-200 acres of land area in each cluster of minimum 3 – 4 villages using the Yogic krishi practices as a facilitating strategy.
- ❖ At least one batch of 40 farmers / change agents (every 40days covering 200hrs) will be taken up at model center for training organic growers / master trainers on the lines of Agriculture sector council of India guidelines as a part of skill development programs Govt. of India.
- ❖ Master trainers are expected to take up training at district / mandal level centers to train organic farmers mainly in cultivation practices and preparation of organic fertilizers and pesticides including on the ideology of “INTEGRAL HUMANISM” for village transformation towards self reliant Republic – “RAMARAJYA”.
- ❖ It is proposed that at least 400 Farmers / Change Agents will be trained across two **Telugu states** with the help of various Govt. schemes mainly to cover four farmers for each cluster initially over a period/400 days.

## **Social Component of Village Master Plan**

- ❖ Empowerment of women – in Annexure – 1.
- ❖ Social transformation through youth power – in Annexure – 2.
- ❖ Multi pronged movement for eradication of alcoholic addition – in Annexure – 3.
- ❖ Augmentation of cattle wealth- A multi purpose programme – in Annexure – 4.
- ❖ Insurance for Agricultural Sector – in Annexure – 5.
- ❖ Finance for Agricultural Sector – in Annexure – 6.
- ❖ These social development programs involving social and spiritual organizations practiced at village level on day to day basis will create and sustain a healthy and harmonious environment in the village towards creation and key role player of “Polity-Pyramid” – Bharath.

## Empowerment of Women – Annexure – 1

- ❖ As a beginning, health and safety of the peasant women would be assured.
- ❖ Women would get on-form training to upgrade their skills and take advantage of latest technology.
- ❖ At the district level marketing center with training facilities, training and marketing assistance for their crafts and products would be provided for women. Simultaneously steps would be taken to modernize cooking practices and child rearing.
- ❖ Education at the nursery level would be entrusted to women.
- ❖ They would be inspired to impart good “samskars”- predispositions – to children and mould them **into ideal citizens**.
- ❖ Leadership qualities in women would be encouraged through the activities of women’s societies.
- ❖ Competitions would be conducted in order to bring out the latent artistic and managerial talents in women.
- ❖ As a result of all these programs, women would acquire a standing and status in society.

Thereby, they would be able to influence the man-folk and wean them from evil habits like drink and group rivalries. And in due course, women entrepreneurs would emerge out of the rural women on a large-scale transforming the village scene beyond recognition.

## Social Transformation through Youth Power - Annexure – 2

- ❖ Rural youth would be trained in martial arts and recruited to security wings created for self-protection at the village level and higher levels.
- ❖ Competitions conducted periodically would bring out the hidden talents of rural youth.
- ❖ Cultural programs conducted in the evenings would attract the youth to rural art forms, imparts, **“SAMSKARS”** – predispositions –in them, and would also wean them away from unhealthy habits.
- ❖ Health clubs, yoga and sports would keep the youth hale and healthy, full their minds and bodies with energy and vitality.
- ❖ Adult education would be entrusted to educated youth.
- ❖ As a cumulative result of all these constructive and man-making activities, self-improvement and self-exceeding would become the lofty goals towards which the energy of rural youth would be directed.
- ❖ The commitment idealism and dynamism of such youth would be harnessed for creating a harmonious, and ecologically balanced society.

**MULTI-PRONGED MOVEMENT FOR THE PREVENTION OF**  
**ALCOHOLISM ETC.. - Annexure – 3**

- ❖ Implementation of project “VIRAT” would open up numerous opportunities for the villages to utilize their talents and skills to the maximum extent, and upgrade them through training. Thereby, they would acquire confidence about the future. They would become aware of their social obligation towards the next generation. They would realize their responsibility to see that younger generation grows in an atmosphere surcharged with health and harmony.
- ❖ Under Project “VIRAT”, villagers would become busy twenty-four hours a day-fruitfully engaged in constructive, social, cultural and spiritual activities, according their temperaments and aptitudes, enjoying utmost freedom. They would follow a timetable with a tight schedule. They would thus be accustomed to an orderly and disciplined life cultivation of such self-discipline would discourage the drink habit.
- ❖ Milk and Milk products, fruits and vegetables would be available in plenty at affordable prices to all classes of people. As a result, habits would be changed radically, tending to discourage the drink habit.
- ❖ This trend would discourage the drink habit
- ❖ Empowerment of women is one of the objectives of project ‘VIRAT’. As the Project gets implemented, the status and standing of women in the community would progressively increase. As a corollary, the moral pressure of women would tend to discourage the drink habit.
- ❖ Cultural Health clubs and yoga would develop healthy and virile minds bodies, programs conducted regularly and purposefully in the evenings would involve folk art forms, and would attract the people. They would provide healthy entertainment and mass education. Moral and spiritual values would be imprinted on the minds and hearts of the people through these programs. Their impact would definitely tend to discourage the drink habit.

## **Augmentation of Cattle Wealth – A Multi Purpose Programme-**

### **Annexure – 4**

- ❖ Would be managed mainly by rural women. This development would enhance their position in the family, and eventually in the village. This transformation would have a healthy and wholesome impact on the rural atmosphere.
- ❖ Milk and milk products would provide nutritious food for all, thereby improving the health and stamina of the people, especially children who are the builders of future national prosperity.
- ❖ Bulls can be utilized for agricultural and allied activities like plowing, tilling and local transport. The use of costly machines can be reduced. Dairy Industry would be a natural and inseparable ancillary industry to agriculture . Thereby, chemical fertilizers and fuel imports can be reduced
- ❖ Bio-gas generated from animal dung can be utilized to meet the fuel and energy needs of the village, and make it self-sufficient in this field.
- ❖ e. Compost can be utilized for improving soil fertility, and eventually for initiating natural farming practices. The natural farm produces are in great demand throughout the world. Hence, the produces for natural farming have tremendous export potential and can earn the much-needed foreign exchange.
- ❖ f. Cattle rearing would preserve ecological balance.
- ❖ In order to ensure the above benefits to the rural people and the nation at large, the necessary arrangements would be made by MFC/chief promoter of the district/Parliament Constituency.

## **INSURANCE FOR AGRICULTURAL SECTOR- Annexure – 5**

- ❖ Unlike other commercial activities, today there is no insurance cover to protect the farmer for agricultural produce.
- ❖ **Reason:** Lack of confidence and control.
- ❖ Under the VIRAT programme, this sector would be fully organized and would become eligible for insurance cover, primarily because of the responsibility taken by Agro Business Township/MFC through the consultancy and monitoring services provided by them.
- ❖ Insurance under-writers would look at this sector more favorably. This would also be considered favorably by financing organizations for funding.



## **FINANCE FOR AGRICULTURAL SECTOR - Annexure – 6**

- ❖ When the theme of VIRAT is understood and properly implemented, it is bound to show results. This ensures returns for the repayment of investments. Once export capability is achieved, earnings in foreign exchange are also ensured. Through this method alone, will both local and foreign investors look at this sector as a profitable avenue for investing their money.

## A Word

The goal is parama vaibhavam for bharath. The method is radical reform. The medium is the creation of a mighty people's movement through man-making, all-round development, organization and collective leadership. The guide and philosopher is Rashtreeya Swayamsevak Sangh. The inspiring ideal is Sri Krushna.

It is well-known to even the common man that dirt cannot be cleansed by dirt. The same message is contained in the saying of Sri Guruji that a strong chain cannot be formed by weak links. Sri Guruji compared **Rashtreeya Swayamsevak Sangh** with the **Poorna Avatar** of Lord Krushna. This comparison should lead us to self-introspection. Is it not the responsibility of **Sangh** to act, not like the **sanths** who recite **Bhagawat**, but like Bhagawan Sri Krushna in evolving and implementing programmes suited to the times with holistic approach and accountability – based methodology? Our primary programme should be the realization of the dream of Deendayalji in the words:

Only a decentralized agro – industrial village community playing a key role in “polity-pyramid” can become the backbone of the country - Bharath.

Is a good society created by a good government? Or, is a good government formed in a good society? The long-term remedy lies in finding out the root cause of the disease, giving appropriate treatment, regenerating the systems and consolidating them. As mentioned above, in a degenerate society, the government entrenches itself as supreme and all powerful. The responsibility and accountability of creating a good society should be taken up by the present governments which have removed the previous governments. They have created confidence and inspired them to conduct movements. And, previously all power was with the government. Therefore, it is the responsibility and accountability of the governments to direct the creation of a good government through appropriate reforms, through decentralizing of power ensuring participation of all sections of the people, and through giving some incentives in the early stages. Only after that can the process mentioned above would be consolidated. Through good leadership can be established good government and thereafter good society / Re-establishment of “Dharma” for practicing Vedic way of life towards divination – Realization of “Param vaibhavanne thume thath swarashtram”.



## *Vedic way of Life*

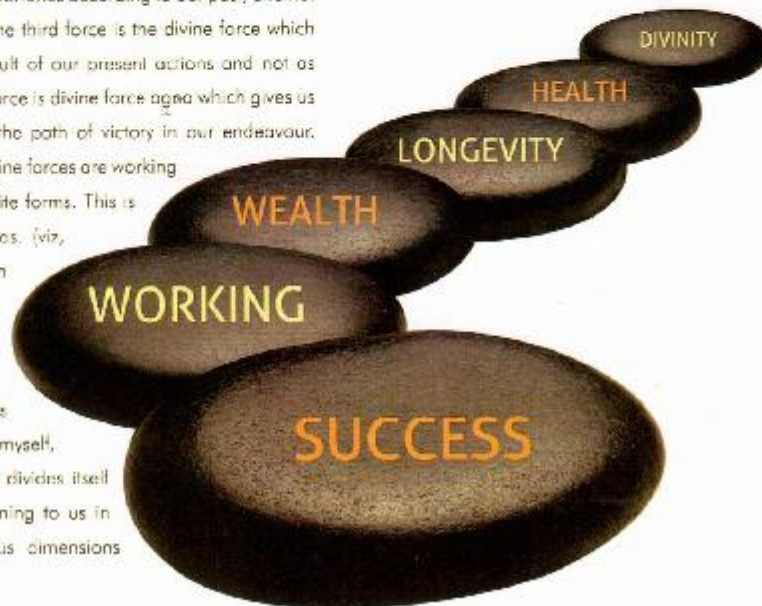
The Vedic way of life, in brief, will promote sustainability and ever green / lively practice of all needs of human beings and other creatures, including environmental upkeep and maintaining ecological balance. Thereby all human beings will become nature friendly, recognizing their responsibility about nature and social an organized and decentralized manner. Then they will become eligible to drive about divinity which is the ultimate goal of godliness. When we use the term vedic way of life we must know the message and essence of veda:

*Decision*

*Effort*

*Attainment  
of results*

Decision, Effort, Attainment of results are three human forces. The energy source for the three human forces is the divine force fire. This is the first force, and the second force is the divine force which limits the dimensions of our fortunes according to our past, and not according to our wishes. The third force is the divine force which shapes our future as a result of our present actions and not as planned by us. The fourth force is divine force agni which gives us intuitive understanding of the path of victory in our endeavour. These seven human and divine forces are working in this vast universe in infinite forms. This is the essence of vedic mantras, (viz, agni eele purohitam ..... ishwa ..... urjetwa ..... agni aayash....). This is the essence of Veda. It means that Veda tells me about myself, tells us about ourselves. It divides itself into many parts for explaining to us in detail about the numerous dimensions inside me / us.





## INVITATION

### Introspection-Synthesis-Right action

**Hindutwa** should inspire and ennoble all the activities of the people in various fields of human endeavor. Efforts in this direction being made deserve wholesome appreciation and support. And it is duty of all those who swear by **Hindutwa** to see that it is translated into concrete plans and projects which enhance the quality of life of the people and which address their day-to-day problems. In other words, **Hindutwa** ideology should benefit the common man in the economic sphere also. Lofty ideals like “**serve sukhinah santu**” and **Vasudhaiva Kutumbhakam** should be made applicable to the daily life of the last man. There should be an economic context, a developmental content to **Hindutwa**. A Hindu model of growth and sustainable development should be placed before the people. And we the followers of Swami Vivekananda and **Dr. Hedgewar**, must explain to the people why **Hindutwa** is a way of life that should be followed by all human beings to reach the ultimate goal of godliness. This is our firm view.

The reason is simple an ideology is as good as its implementation. An ideology without corresponding policies and programmes is reduced to a mere catch-word, to an empty slogan, to a jugglery of words used by careerists. We are chanting such words from centuries in Bharat. Nevertheless, society degenerated and social harmony was disturbed.

Hence, great leaders like **Pandit Deendayal Upadhyaya** and **Thengadiji** had applied the principles of **Hindutwa** to contemporary life and evolved theories and concepts which, if implemented, can ultimately lead us towards a Hindu model.

Unfortunately, those concepts and ideas have largely remained unimplemented. They have been reduced to mere slogans. Now-a-days even those slogans are not being heard. Integral Humanism, **Dharma Rajya**, labourisation of industry, industrial family, village commonwealth, appropriate technology, agro-industrial village, decentralization, **swavalamban**, **swadeshi**, social harmony, making the village the strong and stable foundation of our polity-pyramid - these are some of the more glaring examples.

What would be the impact of this non-implementation on the people? Why should people believe these words if they remain mere slogans, if they make no difference to their day-to-day lives?

Where are we heading for? Is there no need for timely appraisal and time-bound course-correction?

Procrastinatory, beaurocratic, outdated, seeking maximum benefits and comforts without any risk, self-centered, hypocritic, self-deceptive, narrow minded, inhuman and similar attitudes of majority of upper classes and persons at the helm of affairs are presently nick-named globally as Hindu way of life. People at the helm of affairs working to distribute the fruits of **Hindutwa** to the world humanity should distance themselves from these attitudes and wipe off this nickname by materializing **Sanathana**- live & innovative, collective/Virat, transparent, accountable, decisive and result oriented actions of **Karmabhoomi-Dharmabhoomi-The Real Hindutwa**. They should realize and play an appropriate decisive role suitable for the present society to empower Rural Bharat reflecting the Hindu way of life through the demonstration of a replicable model realizing **sanathana** in real terms and placing before the country and the world a third alternative which is the need of the hour. This was conceptualized by the enlightened soul **Deendayal Upadhyaya** to establish **Bharat (Viswasya Ajeyyaam Shakthim)** as the leader of the world and materialize the prophecies of great futurologists like **Nostradamus** and others who declared that “**21<sup>st</sup> century would be the century of Hindutwa**”.

As a believer in **Hindutwa (with Samuthkarsha Nis shreya)**, I have pondered over these and related questions. In particular, I have been disturbed and agitated by the deterioration in the agro-rural sector to which I personally belong and in which I have been actively involved. I may mention here that I have been the founder-member and President Andhra Pradesh Committee and All-India Vice-President of **Bharateeya Kisan Sangh** from 1973 to 1995. In August 1995 I had taken a firm decision to demonstrate at least a portion of the book “Integral Humanism” written by **Sri K Ramachandra rao** a senior journalist, which was dedicated to me and was released at that time by Revered **K S Sudarsanji** (presently **Pujya Sir Sangh Chalakji** of RSS) in the presence of **Mananeeya Dattopanth Tengdiji** at Hyderabad. Hence, I wanted to implement (with **ABHEE**) some of the concepts mentioned