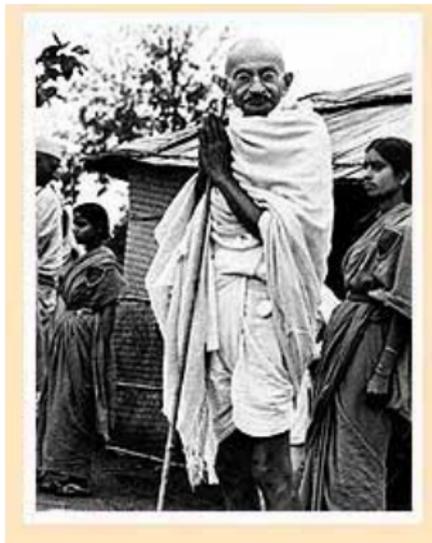


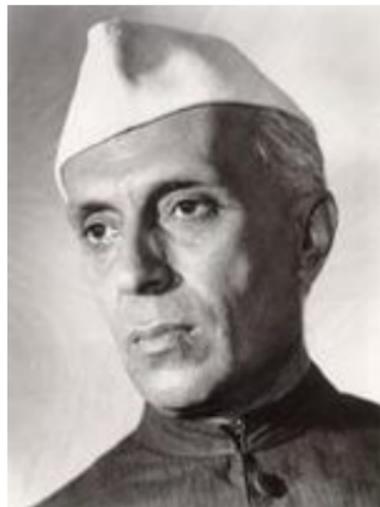
# Welcome to Freshies, 2006

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India lives in its villages.



The IITs will be the sentinels of India.



Ms. Ela Bhat

**SEWA** Self Employed Womens Association.

- ▶ SEWA concentrated on the resources and livelihood issues of rural women.
- ▶ Brought self-employment and dignity to lakhs of women and their family members.



- ▶ A unique response to a great social need.
- ▶ Led to womens' empowerment and a new direction in social development.



Dr. Varghese Kurien

- ▶ Founded the cooperative milk movement which now has over a million farmers in 60,000 cooperatives.
- ▶ Launched the Amul brand and then the Dhara brand from NDDB.
- ▶ Made India the largest milk producer.



- ▶ Pioneer of the cooperative movement.
- ▶ New ideas of market-interventions and mixed economy.



Medha Patkar

- ▶ Established the Narmada Bachao Andolan (NBA), a grassroots movement of the displaced.
- ▶ Fought for the rights and rehabilitation of hundreds of villages.
- ▶ Made NBA a source for alternative analysis of development projects.



- ▶ Brought rehabilitation into the national development debate.
- ▶ This led to a national discussion on meaning of development.



## Mr. Ganpat Kalekar

- ▶ Finished his 3rd drinking-water community check dam for tribal villages.
- ▶ Direct benefit to over 1000 people and 1200 livestock across 10 villages.
- ▶ Helped implement various Health/Nutrition/Livelihood programs.



- ▶ The importance of community participation and decision-making in development.
- ▶ Adaption of technology to local needs.



Mr. Sam Pitroda

- ▶ Started CDOT, the company which built the first Rural Automatic Exchange for 100 lines, India's first indigenous exchange.
- ▶ Led to a world-wide crash in telecom prices.
- ▶ Led to the communication revolution in India.



- ▶ Recognized and respected local needs and innovated for it.
- ▶ A vision of the benefits and opportunities of communications in the indian scenario.

## Whats common..

- ▶ The common society served as their source of inspiration.
- ▶ They all saw a great opportunity for innovation and creativity. right.
- ▶ They have great faith in local talent catering to local situations.
- ▶ They delivered a unique *technological solution* which was just
- ▶ They have enriched all of us intellectually and materially.

Eventually, such people will go on to define the new society.

# But what about us?

## Questions:

- ▶ Are we doing anything exciting and relevant?
- ▶ Do we really attract the creative and innovative people?

## Solutions:

- ▶ We must understand this connection between technology and our own social condition.
- ▶ We must see the creative opportunities that this generates.
- ▶ **We should step forward and assume our role.**

For otherwise ...

We will all be just mute spectators to the celebration that is India.

