

Amma's Dream

"Everyone in the world should be able to sleep without fear, at least for one night. Everyone should be able to eat to his fill, at least for one day. There should be at least one day when hospitals see no one admitted due to violence. By doing selfless service one day, everyone should help the poor and needy. It is Amma's prayer that at least this small dream be realized."



Mata Amritanandamayi Math

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Amrita Self-Reliant Village Transforming Rural India



Amrita SeRve
An initiative of the Mata Amritanandamayi Math

Agriculture & Environment

Goal: To increase agricultural yield with a focus on food production to ensure food security and economic empowerment by promoting cash crops, cow breeding.

Activities:

- Encourage agricultural practices based on soil/water survey with a focus on immediate food security.
- Permaculture and food forest (fruit bearing trees, kitchen garden) cash crops, herbal plantations.
- Implement rainwater harvesting techniques to improve ground water table, tree plantation.
- Zero waste village in connection to disease prevention (composting, waste segregation and recycling).
- Use of indigenous inputs, fertilizers eliminating the need for chemical fertilizers and harmful pesticides.
- Dairy farming, cow breeding to reduce malnutrition and immediate economic empowerment.



Infrastructure & Innovations

Goals: To increase access to education, modern health facilities and hygiene standards; to increase understanding of information technology; and to improve the general quality of community life to reduce migration to cities.

Activities:

- Building and rehabilitating all-weather roads, street lighting and drainage system.
- Building homes for the poor.
- Building sanitation facilities.
- Setting up community centre, school, library, health centre, Amrita Village Resource Centre.
- Setting up Yoga and Meditation centre.



Skills Development

Goals: To improve employability of village youth in industry, and thus enhance the earning potential of the self-employed/village industry.



Activities:

- Identify skills in demand in the local market and provide vocational training.
- Support village-based industry by training; enhance skills to improve product quality to ensure better marketability and price.

Sustained Livelihood

Goal: Transition from subsistence farming to commercial agriculture to ensure sustainability of project gains.

Activities:

- Empowerment through setting up of business groups (self-help groups), milk co-operatives and farmers clubs.
- Facilitate marketing of village produce to get remunerative price for farmers.
- Facilitate employment through self-employment schemes and industry placements.



Self-empowerment

Goals: To inculcate a value system in community members; to enhance their self-esteem and their quality of life by bringing them closer to Indian culture and traditions through various programs.

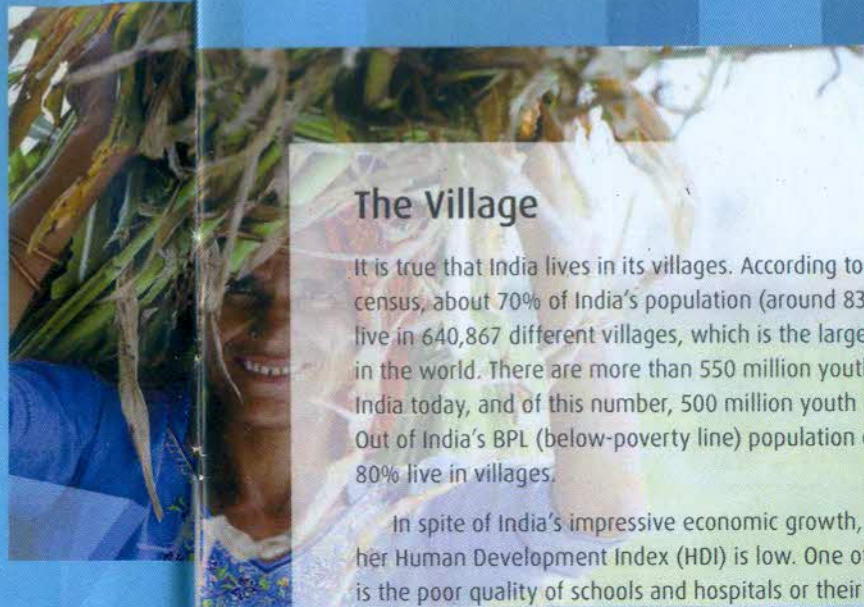
Activities:

- Conduct yoga and meditations classes.
- Promote cultural awareness workshops and community festival participation.
- Organize village-level sports events.
- Conduct personality development classes, as well as children's and youth camps.
- Set up libraries.



"There is more to life than the bright lights of the big cities. There are also rural villages and agricultural communities. It is the people who live there who produce the fruit, vegetables and grains that feed the entire world. Without them how can we continue to exist? Amma's humble suggestion is that we spend time in such communities. We should interact with them and listen to their problems. This will provide us with insight into aspects of life that otherwise would remain concealed to us."

—Amma



The Village

It is true that India lives in its villages. According to the 2011 India census, about 70% of India's population (around 833.1 million people) live in 640,867 different villages, which is the largest rural population in the world. There are more than 550 million youth (below 35 years) in India today, and of this number, 500 million youth live in rural areas. Out of India's BPL (below-poverty line) population of about 300 million, 80% live in villages.

In spite of India's impressive economic growth, the fact remains that her Human Development Index (HDI) is low. One of the reasons for this is the poor quality of schools and hospitals or their absence in villages. The problems of poverty, malnourishment among children, and the lack of educational facilities are acute in villages. In addition, there are problems of under-employment and unemployment among youth. We need to create a sustainable development model that is unique to each adopted village to ensure holistic and integrated development.

Over the years, during Her annual Indian tours, Amma has personally listened to the problems of millions of poor villagers. In fact, all the humanitarian activities of the Mata Amritanandamayi Math (MAM)—whether building homes for the homeless, or distributing pensions to destitute widows—have been the direct outcome of stories of suffering Amma has heard from the poor throughout the length and breadth of India.

Over the last 30 years, MAM has gradually gained the expertise and experience needed to develop a nationwide infrastructure that can help to eradicate poverty and illiteracy, promote cleanliness and hygiene, and develop a self-reliant economy. On the auspicious occasion of Amma's 60th birthday, MAM will launch the **Amrita Self-Reliant Village Program**, i.e. **Amrita SeRVe**. In many ways, it marks the culmination of MAM's charitable humanitarian mission thus far.

