

vividha '97

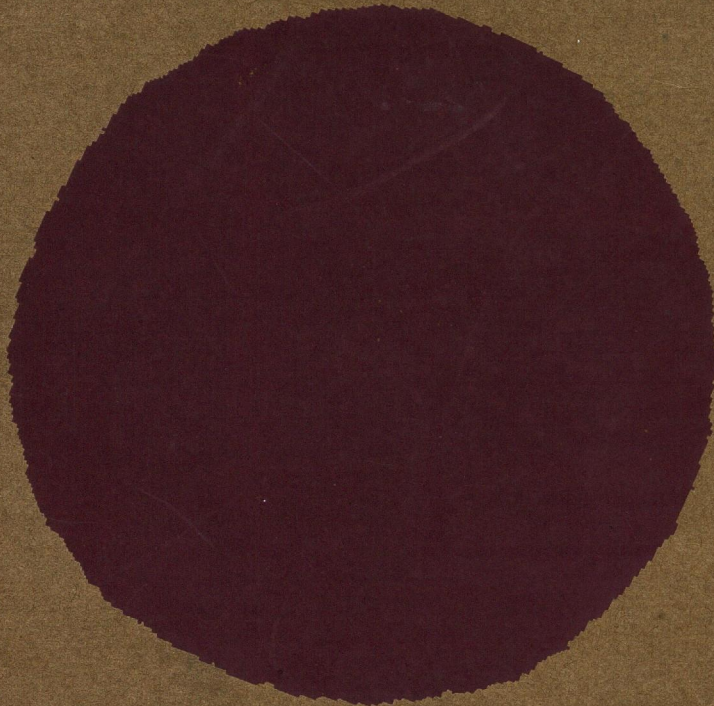
three exciting fairs

 featuring sustainable development options
travelling across Mumbai

convened by Comet Media Foundation
with the support of Aga Khan Foundation
& Books for Change

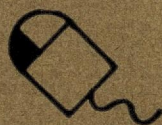


विविधा vividha विविधा vividha विविधा



Comet Media Foundation announces
the 1998 launch of

COMSDOC



Comet Science & Society Documentation Centre

There is a wealth of information and products
emerging from alternative perspectives to
mainstream development processes.

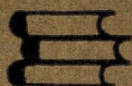


However, those producing such material
find it difficult
to disseminate their ideas.

Equally, there is a need for access

felt by others wanting such information.

COMSDOC aims to fulfill this need.



The focus areas of the documentation centre will be :
Aspects of science and technology directly related to
sustainable development,

control over natural resources and livelihood issues.

History of science and technology.

Health, well-being, sexuality and health alternatives.

Alternative educational efforts,

in the formal stream and on non-formal basis.

Media analysis and monitoring.

Advocacy in the media.



Material from NGOs and other organisations available
at COMSDOC will include reports, monographs,
campaign material, published and unpublished.

Books, periodicals, other print materials like posters, leaflets, tracts.

Videos, CD Roms and other non-print communication materials.

Internet material available for reproduction.

COMSDOC invites students, teachers,
groups working on issues of common interest,
and others on the lookout for such materials
to use the documentation facilities.

enquiries: Comet Media Foundation

phone: 386 9052 fax: 022 387 0901 e-mail: admin@comet.ilbom.ernet.in

viv

• lea

lea
he

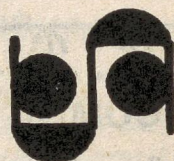
We w
whos

Credit

event
Devas

bookl
Priti K

Comet



vividha '97

three exciting fairs
featuring sustainable development options
travelling across Mumbai

**celebrating alternative ways of thinking
celebrating alternative ways of living
celebrating 50 years of Independent India**

**Oct 11 - 12 Tejpal Galleries
Gowalia Tank**

**Oct 18 - 19 National Library
Bandra West**

**Oct 24 - 25 - 26 Tata Institute of Social Sciences
Chembur**

• learning toys • live medicinal plants • health foods • handloom textiles •
organically grown grains • handmade paper • kolhu pressed oils •
leather goods • organic pesticides • vermiculture • solar energy devices •
herbal personal hygiene products • products made by special schools •
books, videos and posters on education, health, sustainable
development and much more

Acknowledgements
The Aga Khan Foundation
and Books for Change whose support made this fair possible
and the Tata Institute of Social Sciences
which generously opened its campus to host the third event

**We would also like to thank our advertisers
whose support made this publication possible**

Credits

event coordination
Devasmita Menon, Preeti Bhat, Jyoti Francis

booklet and vividha identity design
Priti Karande



support team
V.P. Jacob, Ratna Kaji, Geeti Char

printing
Nadeali Barodawalla at Mindwaves

Comet Media Foundation: phone: 386 9052. e-mail: admin@comet.ilbom.ernet.in



COMET MEDIA FOUNDATION

p r e s e n t s

धीरे धीरे ज़मानो बदले..

कोटड़ा की महिलाओं की कहानी



Slowly but surely...

The story of the women of Kotra

Slowly but surely...

Director : Chandita Mukherjee

Camera : Hari Nair

Editor : Vasundhara Phadke

Sound : Hari Kumar

Commentary and subtitles : Smriti Nevatia

Producer : Comet Media Foundation

Duration : 30 minutes

Versions : Hindi and English

Copies of Slowly but surely... are available at:

Comet Media Foundation

Topiwala Lane Municipal School

Lamington Road, Mumbai 400007, India.

Phone: 91-22-3869 052, Fax: 91-22-387 0901

and at:

British Council Division

17, Kasturba Gandhi Marg, New Delhi 110001, India.

Price inclusive of packing, postage and insurance,
Rs. 500 within India and \$ 20 outside India.

All payments to be made by demand draft only.

A WORD FROM THE CONVENORS OF VIVIDHA

vividha is a celebration. It is an assertion of the vitality of a variety of alternative efforts, some experimental, some quite fully viable, now working their way into the mainstream in this 50th year of independent India. Some of these concern themselves with education and communicating ideas, others seek means of livelihood for the disadvantaged, others disseminate environmentally sound technologies, all within a framework of participative, sustainable and equitable ways of living, thematically linked to certain continuing debates in Indian society from freedom struggle times.

Besides the products and experiences of such groups working in Mumbai and surrounding areas of Maharashtra, there will be participants from Bihar, Delhi, Rajasthan, Gujarat, Andhra Pradesh and Karnataka. Like the mandais of the deep heartlands of the subcontinent which travel in cycles, **vividha** too is travelling throughout October, reaching different localities in Mumbai. Like the mandai traders, **vividha**'s vendors too, will put on a show for two days, pack up and put together another show five days later, and do it once more. Most of the tables will be repeated, a few will drop out and few new ones will join in at each event, modifying the display according to the given space each time. And like the mandais, there will be something in the fair for everyone—something to eat, something to wear, something to read, something to play with.

The third fair at Tata Institute of Social Sciences will have an added attraction—a set of seven half day workshops. These will be on a range of subjects of interest to those working in development, education and communication, and others who just want the exposure. There is a page about these later in this booklet.

For Comet Media Foundation, **vividha '97** also marks the launch of comsdoc, a longstanding dream of building a documentation centre around the theme of science-technology-society. Combining material collected over the past decade with current materials, internet access and other features, comsdoc will open to the public in early 1998. For those who do not know Comet, we have been involved in producing communication materials on themes related to development and education, often in collaboration with other organisations and individuals.

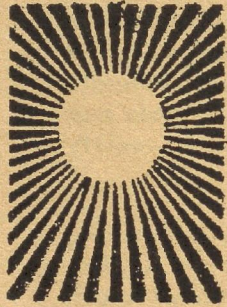
We hope that **vividha '97** is the first of a series of recurring events, though at what frequency it is difficult to say. The response from the NGOs and individuals has been tremendous. Perhaps the time is right for a fair that is not a craft bazaar, not a book fair, but a fair of ideas, of possibilities which have real results to show. Our expectation is that the fair will be a place of dialogue, and an opportunity for Mumbai dwellers to meet with innovators and development practitioners, to take home their materials, and to enjoy and even take part in what they have to offer.

We would like to thank Michael Norton of Books for Change who encouraged us with the idea of the fair and workshops from the start, and Vijay Sardana of Aga Khan Foundation who came in with a supporting grant just in time to make the fair a reality. We must also thank the Director of the Tata Institute of Social Sciences, Partha N. Mukherji, who generously agreed to host the third event, and his colleagues Sudha Ganapathy and K.P. Jayasankar for the wholehearted cooperation they have extended.

A special thanks to all **vividha** participants who made this happy event possible. This booklet contains brief profiles of almost all the participants in the three events. Those that are missing are the ones that reached, to our regret, too late to get to press. We would also like to thank our advertisers whose support made this publication possible.

Chandita Mukherjee
for Comet Media Foundation

With best compliments from



ARYAVART

**ARYAVART CHEMICALS PVT. LTD.
ARYAVART ADDITIVES PVT. LTD.**

Mfrs. of PAINT DRIERS & LIQUID & POWDER P.V.C. STABILISERS

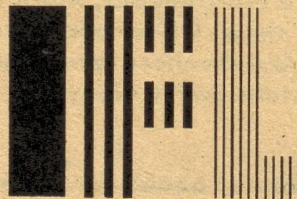
317 & 319, Arenja Corner, Plot No. 71, Sector 17,
Vashi, Navi Mumbai 400 705

Tel No. 91-22-7670384/7671410/7686561

Fax No. 91-22-7632809

E-Mail No. :aryavart@bom3.vsnl.net.in

With best compliments from



INDIA FOILS LIMITED

LEADERS IN FOIL SPECIALISTS IN PACKAGING

Caring for freshness Rearing for growth

Calcutta • Mumbai • Delhi • Bangalore • Hyderabad

ADITHI is an organisation working with poor and resourceless women in rural Bihar. It works with women in eight key economic sectors: small animal husbandry, agriculture and forestry, dairying, sericulture, fisheries, khadi and village industries, handicrafts and handlooms.

ADITHI has provided support to many small voluntary organisations, helping local initiatives to attain legal forms, fledging organisations to gain a foothold and old organisations owned and managed by women themselves. There are altogether 52 organisations across Bihar which are associated with ADITHI's initiative.

ADITHI's current focus is on eight districts of Bihar: Deogarh, Dumka, Katihar, Madhubani, Muzaffarpur, Nawadha, Patna and Sitamarhi. It also runs small programmes in West Bengal and with tribal women in Tamil Nadu.

ADITHI's programmes are built on the needs of rural women in their traditional economic activities of dairying, goat rearing, fishery keeping, vegetable, fruit and flower production, handicrafts and marketing. New programmes evolved from the experience of these groups of women, attempt to control the problems of rural life. Such new programmes address the social problems of rural women and identify new non-traditional livelihood opportunities.

ADITHI plans to consolidate its work with 225 groups and facilitate about half of them in non-traditional economic activities. Such group members will be exposed to critical issues in group dynamics and solidarity building alongside technical skills. They will also be trained in planning and technical feasibility assessment.

ADITHI
registered society
founded in 1988
women's
organisation
working with poor
and resourceless
women in rural
Bihar

To organise and
develop capabilities
and train rural
women through their
own organisations.

To set up a new type
of rural organisation
of women, for
women.

To provide support to
all rural women
working in the eight
economic sectors at
the grassroots level.

To enable rural
women to have self-
confidence and status
in their village; to
improve their position
in society through
economic activities.

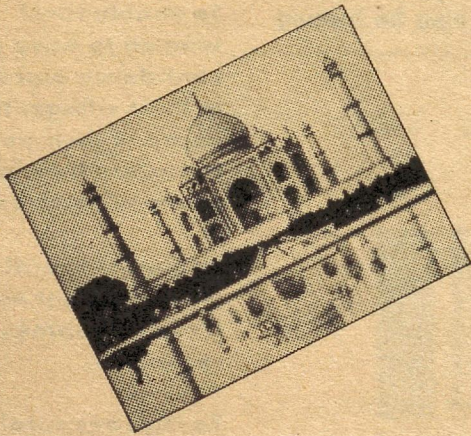
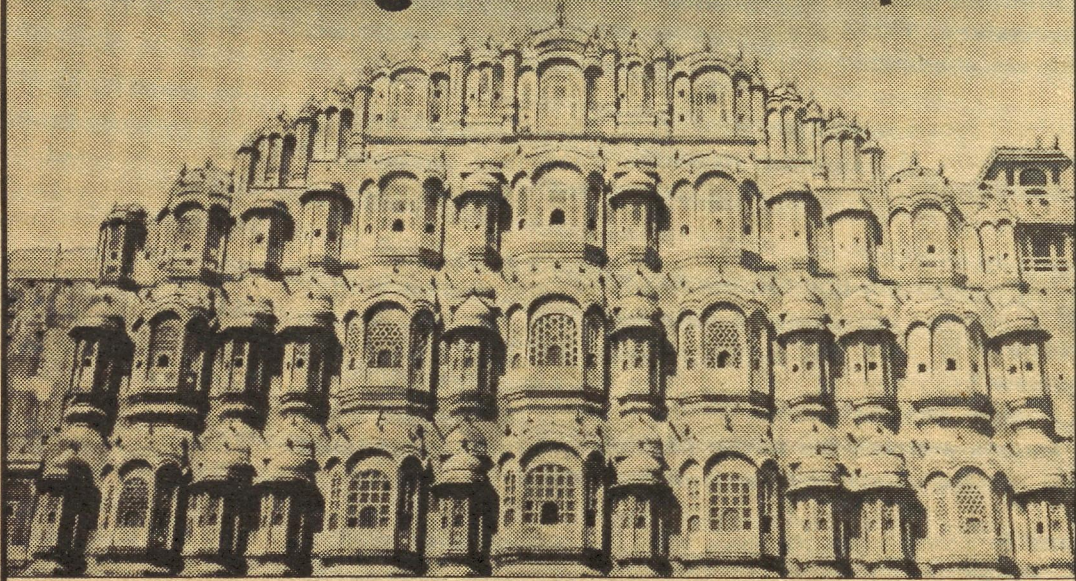
To support rural
women to get assets
and development
resources.

To improve rural
women's individual
and group leadership
and decision-making.

2/30 State Bank
Colony II
Bailey Road
Patna 800 014
Bihar

Telefax:0612-283018

भारत - एक सजीव दर्शन



भारत एक विशाल देश है। इसकी अनेकता में एकता की छटा भी निराली है। रूपहली धूप से सराबोर समुद्र तट, बर्फ से लदी चोटियाँ, तपते रेगिस्तान, शाश्वत स्मारक, पवित्र नदियाँ सभी कुछ मंत्रमुग्ध कर देने वाला है।

आइए, भारत के इस लुभावने परिवेश को भारत की एकमात्र सुविधा सम्पन्न एयरलाइन के माध्यम से देखें।

केवल यही एयरलाइन आपको सारे भारत का भ्रमण कराने में सक्षम है। 53 स्टेशनों को 52 जेट विमानों द्वारा जोड़ने वाली एकमात्र एयरलाइन।

 **इंडियन एयरलाइन्स**
Indian Airlines

भारत भ्रमण, हमारे संग

AHMEDABAD STUDY ACTION GROUP (ASAG) began its work as a housing project for the rehabilitation of flood affected people in the villages of Bharuch District of South Gujarat.

ASAG works on developmental issues with an emphasis on an integrated approach to housing, habitat and livelihood issues. This involves identifying social problems and evolving programmes to tackle them from policy (macro) level to grassroots (micro) level. ASAG's approach has been to make people's needs and local resources the principal basis of their programmes. Participation of local communities has been the backbone of such efforts.

ASAG's rural development programmes have tried to empower people through organising women's saving groups, income generating cooperatives, training of artisans and organising communities around issues vital to their survival. It has taken active part in promoting rural women's leadership by facilitating their participation in the panchayats.

ASAG's efforts in housing and disaster rehabilitation have been centred on alleviating people's hardships. They have also ensured people's participation by demonstrating innovative technical approaches. This has been done by emphasising participatory processes of selecting neighbours, producing building materials and collectively constructing the houses. Innovative financing has also been tried. Building technologies have been chosen taking into account people's own construction skills and facility with materials. In short, the effort has been directed at empowering the people.

ASAG also works with children from urban communities and street children living on railway platforms. Sarjan, ASAG's children's programme, has demonstrated the ways in which disadvantaged children could be provided a window for creativity at extremely low costs. ASAG markets greeting cards which are original works of art by children, encouraging the creativity in every child.

**Ahmedabad Study
Action Group
(ASAG)**
registered society
founded in 1968
a non-profit group
of multidisciplinary
professionals

To direct the skills of
professionals for the
ultimate benefit of the
poor.

To work with landless
labourers, marginal
farmers, rural artisans,
slum and pavement
dwellers and disaster
victims.

**Dalal Building
Relief Road
Ahmedabad 380 001**

**Tel: 079-550 7841
Fax: 079-550 7842
e-mail:
ksadps @ad1.vsnl.net.in**



With best compliments from



TATA INVESTMENT CORPORATION LIMITED

EWART HOUSE, HOMI MODI STREET, FORT
MUMBAI 400 001.

With best compliments from

VORA GROUP OF COMPANIES

VIDEO DUPLICATION / CONVERSION
BETACAM/ U-MATIC / S-VHS/ VHS TO VHS
(and vice versa)

HI-8 HANDICAM / VCD/ LD to VHS BETACAM/U-MATIC/S-VHS
NTSC to PAL or PAL to NTSC

MULTICOPYING : PAL / NTSC: VHS Format at a time
BLANK VIDEO CASSETTES

E-10, E-15, E-20, E-30, E-45, E-60, E-90, E-100, E-120, E-150, E-180, E-200

* all ready stock* prompt delivery *any odd length on request.

Card Board / Plastic Covers • Stickers with Printing Packaging
SHRINK wrapping (machine pack) facility available.

To and fro service available

VORA GROUP OF COMPANIES (Estd.: 1984)

50, Rasool Bldg., 3rd Floor. K. K. Marg, Jacob Circle, Mumbai 400 011.

—————New address November, 1997 onwards—————

1, ALLARAKHA, GRD. FLR. MAULANA AZAD ROAD, JACOB CIRCLE, MUMBAI 400 011

Mahalaxmi Rly. Stn.: 2 min./ Byculla (C.Rly) Stn.: 4 Min

PH. 306 1539 / 307 4454 / 305 0399, Fax: (91-22) 307 30 75

Pager: 9624 -26 74 51 / 9624- 26 74 52

ARTISANS ALLIANCE JAWAJA (AAJ), Beawar was founded in 1989 by the two groups of rural artisans—Jawaja Weavers Association (JWA) and Jawaja Leather Association (JLA)—which emerged from The Rural University, an experiment in educational innovation initiated by late Prof. Ravi J. Matthai of the Indian Institute of Management, Ahmedabad.

AAJ artisans fabricate a range of woolen and leather products. The skill upgradation and training was imparted to these artisans by several institutions such as National Institute of Design, Central Leather Research Institute, Weavers Service Centre, National Institute of Fashion Technology.

AAJ is a novel attempt by rural artisans to establish and manage a promotional and development body of their own. Both groups (JLA & JWA) elect their representatives for a period of one year, meet regularly and take all decisions.

AAJ executive committee consists of 6 elected representatives, 3 from each group, who are elected for a period of three years. The committee meets every month whereas general body meetings are held thrice a year.

AAJ's unique feature is its group dynamics. All decisions are unanimously taken in matters such as fulfillment of commitment or repayment of bank loans.

AAJ has an advisory council consisting of eminent administrators, designers, consultants and academicians who provide guidance on all key areas.

AAJ proposes to construct its own training-cum-production centre covering some more crafts. AAJ also proposes to bring women folk in its fold by initiating income generating activities and organising Mahila groups similar to self-help groups.

**Artisan's Alliance
Jawaja
registered
organisation
founded in 1989
working with
rural artisans**

**To enable villagers to
learn help themselves
and others**

**To help vilagers to
establish and
manage an artisan's
guild**

**To foster and spread
appropriate crafts
through training, skill
upgradation,
extension,
technological
acquisition, market
development and
capacity building.**

**59 Adarsha Nagar
Road No.1
Beawar 305 901
Rajasthan**

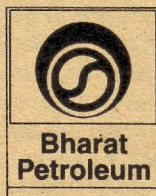
**Tel: 01462-228 38
Fax: 01462 511 13**





**THIS MAY BE THE WORLD
YOUR CHILDREN WILL INHERIT**

To change it, all you need is the will.
The will to plant more trees.
To save the existing ones. To nurture **NATURE**.
Let's do it. Starting today.



If we don't save the environment, who will ?

CREATIVE HANDICRAFTS works for the upliftment of marginalised women.

CREATIVE HANDICRAFTS empowers women to become economically independent, socially responsible, politically aware, culturally enthusiastic and spiritually conscious. The women in Creative Handicrafts not only run the institution, but are also the owners of the organisation.

CREATIVE HANDICRAFTS has been imparting training to marginalised women since 1984. The women produce soft toys, handicrafts, ready-made garments and other customised embroidery and fabric-painted products. While such business training is imparted, it is not the primary objective of the organisation.

CREATIVE HANDICRAFTS considers its core task to be the building of communities through education, to impart leadership training, to develop health and legal awareness and to train people in other development activities.

Creative Handicrafts
registered society working for women's self-employment

To organise communities to build self-sustainable and self-reliant communities.

To provide opportunities to underprivileged women for entrepreneurship and community business.

To encourage self-employment among poor and needy women.

To train interested and needy people of marginalised community to build, operate and own business.

To extend relief to the poor.

To tackle social and environmental issues and to provide local services.

D/1 Achanak
Chawl
Mahakali Caves
Road
Andheri East
Mumbai 400 093

Telefax: 837 9268



HELPING WOMEN STAND ON THEIR OWN FEET



In keeping with its commitment to the upliftment of women, Bank of India has designed an exclusive scheme for women entrepreneurs. The scheme is applicable to small scale industrial undertakings, artisans, village and cottage industries, small road transport operators, small businesses, professionals and self employed, retail traders and agricultural & allied activities.

BANK OF INDIA'S
Priyadarshini
YOJANA

FINANCIAL ASSISTANCE TO
WOMEN ENTREPRENEURS



Bank of India
The Bank that cares...

CENTRE FOR LEARNING RESOURCES (CLR) supports voluntary agencies working at the grassroot level and government agencies providing pre-primary and elementary education.

CLR is based in Pune. It provides in-service training of teachers and trainers and develops low-cost innovative teaching-learning materials in various curricular areas, including audio-visual materials for environmental education. CLR has also been involved in developing teacher training material in the video medium.

CLR has been providing inputs for DPEP (District Primary Education Programme) in Maharashtra and Assam. It has also collaborated with the Karnataka government to strengthen Early Childhood Education (ECE) in the Mandya district of Karnataka.

CLR training and material were diffused on a fairly large scale in Hindi in Uttar Pradesh. CLR conducts training programmes for balwadi teachers on activity-based learning in early childhood. It has also conducted classes for non-formal education (NFE) centres in slums.

NAVNIRMITI was founded by a small group of women workers faced with the closure of their pharmaceutical factory. Refusing to accept their termination dues, they found that they needed a source of sustenance. Thus they combined with other women in an informal cooperative, which took up the economic activity of making solar filters to view the 1995 solar eclipse .

NAVNIRMITI's solar filters were distributed all over India with the cooperation of Comet Media Foundation. The Bharat Gyan Vigyan Samitis and other organisations communicating science took up distribution of the filters to every corner of the country and these filters even found their way to neighbouring countries.

NAVNIRMITI used the profits from this venture to develop its next project JODO. This unique learning module is the outcome of nearly two years of research and development work.

NAVNIRMITI is intent on setting up visible, surplus generating production and distribution cooperatives, which pay fair wages.

NAVNIRMITI's prime concern is not profit but viable, sustainable, non-subsidised employment, managed scientifically with democratic self managing structures.

Centre for Learning Resources (CLR) functions as a support organisation assisting field agencies working for socially disadvantaged rural and urban children

To provide in-service training to teachers, and trainers.

To introduce educational innovation and change at the classroom level.

To improve the quality of education in primary schools and non-formal programmes.

8, Deccan College Road
Pune 411 006

Tel: 62 7221
Fax: 66 1899

Navnirmiti a cooperative founded in 1995 an organisation primarily of women

To promote economic activity amongst urban unemployed through democratic self managing structures.

To promote science communication with socialist commitment.

2/3, Rani Niwas,
Ganesh Nagar
Quarry Road
Bhandup West
Mumbai 400 078

Tel: 569 0145



**UNION BANK
PRESENTS**

Aishwarya

Yesterday's Luxuries Are Today's Necessities



No Guarantor
No Collateral
No Painful Paper-work
For loans upto Rs. 50,000/-

Union Bank presents Aishwarya. A scheme to launch you into the lap of luxury. Under this scheme, you can avail of Finance at convenient equated monthly instalments to purchase brand-new Consumer durables and electronic items, in aggregate costing Rs. 10,000/- and above.



UNION BANK OF INDIA
Good people to bank with

For further details of the scheme, contact your nearest Union Bank branch today.

FOUNDATION FOR RESEARCH IN COMMUNITY HEALTH (FRCH) is a research institute which works in the field of health care.

FRCH specially emphasises the socio-economic and cultural factors which affect the delivery of health care services. It evolves alternative health care models and methods suited to the specific needs of our country.

FRCH believes that social, educational economic and other factors are as important as medical technology factors in determining the kind of health care services to be provided.


FRCH creates awareness about the relationship of health issues to social factors, and it attempts to influence governmental policy.

FRCH educates people about the problems affecting their health. It encourages self-help by disseminating information about proper utilisation of available public and private medical services.

OASIS INDIA strives to achieve its objectives by vocational training and production activity. The organisation runs projects where it imparts vocational training and subsequently gives production experience to individuals in need. One of these projects is for older street boys and another for women living in slums.

Oasis India also works with street children. The organisation works in two street communities amongst children who have no opportunity to attend school. The involvement includes literacy and some medical assistance.

Oasis India is involved in community health work in two communities on the outskirts of Mumbai. It runs community health programmes that include preventive as well as curative care. Oasis India is setting up a residential care centre for women and children diagnosed as being HIV Positive.



Foundation for Research in Community Health registered society founded in 1975 a research institute in the field of health care

To collect, collate and analyse available data on the problems of health and illness of our people.

To study the cost-effectiveness of various models being used in India and other countries.

To undertake field experiments to test the feasibility of new models and techniques.

To create a people's health movement.

3-4 Trimiti B
85 Anand Park
Aundh, Pune 411 007

E-mail: frchpune
@giaspn01.vsnl.net.in

Oasis India registered society founded in 1994 works in the cities of Bangalore and Mumbai

To express the love of Jesus by word, deed and action to people of all races, colour, social classes, ages and backgrounds.

To promote the welfare of marginalised, disadvantaged or otherwise oppressed within society, by a holistic approach to their needs.

Takshila 15 B-1
Mahakali Caves Road
Andheri (east)
Mumbai 400 093

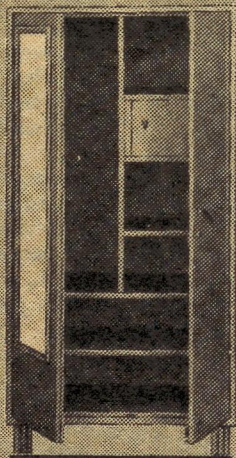
Tel. 642 1813



There's a lot more
to a *Godrej* **STORWEL**[®] than
just good looks.

I should know it! Even after years, my Storwel looks stunning. I'm sure they use superior steel, which is specially protected against rust. And what superb construction! No gaps for pests.

Adjustable shelves — so I can create the storage space I need. And a Godrej lock, so I needn't worry. In fact, with so much value for money, I've decided my second cupboard will also be a Godrej Storwel. There are so many models and colours I'm sure to find one right for me. And so will you!



Godrej
STORWEL[®]



ULKA-13634

GOOD LOOKS OUTSIDE. GREAT VALUE INSIDE.

GRAMEEN NETWORK SERVICES (GRAMEEN) is an organisation spun off from Grameen Development Services, an NGO based at Lucknow and working in the rural areas of Uttar Pradesh since 1993.

Grameen Development Services (GDS) has been working through a process of community mobilisation by building self-help groups around savings and credit. These groups are trained by GDS to build up self-managing and decision-making capacities. Groups who want to start income generating activities are helped by GDS to run such micro enterprises. The focus areas are the eastern parts of Uttar Pradesh and the target groups are women and traditional artisans.

GDS believes that their collaborative groups should have a focused approach, be small, flexible, sensitive, non-bureaucratic and should be able to sustain their activities without the aid of grants at some stage. To be able to do this effectively and to offer specialised services, small groups are encouraged to spin off from the parent organisation.

GDS was initially engaged in building up artisanal communities, helping the groups to market their products to various alternative trade organisations abroad. The moment the export activity became sustainable, Grameen Crafts was spun off in 1995, as an export promotion organisation to help rural producer groups sell their products overseas.

GRAMEEN was similarly registered in Lucknow, to provide domestic marketing services to rural producer groups and other small NGOs who would like to use their services. Its mission is to empower the rural poor through processes of self-sustaining enterprise development, by increasing the access of marketing services to them, and enhancing their capacity to manage their own development.

Grameen Network Services
registered society
founded in 1997
working with
artisans and rural
producer groups

To focus on creating a strong, mutually supportive network of rural producer groups and NGOs in the field of income generating programmes.

To focus on the issue of marketing of rural products and to revive the skills and trade base of artisans.

To provide support services in marketing and institutional linkages to producer groups and NGOs.

To provide partnership linkages with the private commercial sector.

To help create viable, self-managed, collective enterprises within this network.

525/KHA/110 Sector B
Plot no. C 1040 C
Mahanagar
Lucknow 326 001

Tel: 380823

A 23 Jalada
RBI Officers' Flats
Prabhadevi
Mumbai 400 025

Tel: 432 3443

Pest Control India... much more than the name signifies

**Today our products and services
are as wide and varying
as the pests and problems themselves.**

Man's battle against even the most common pests has gained gigantic proportions, in his effort to create a cleaner environment. A more healthy way of life. A better world for generations to come.

This precisely, has been the constant endeavour of Pest Control (India) Ltd. (PCI). A company that has grown from pioneering ventures to successful test marketing of consumer products and sophisticated techniques of Pest Control.

Justifiably so. Today PCI is the largest company of its kind in India with a wide national network of 78 branches, personalised service - winning the confidence of the common man.

Service Division

Termite Control

Pre and Post construction 'Termiseal' treatment shields and protects property for years.

Disinfestation

For control of pests like cockroaches, bugs etc. in homes, factories, hospitals, hotels etc.

Rodent Control

Integrated measures against rats & mice menace.

Fumigation

PCI undertakes fumigation of warehouses, flour mills and commodities like food grains, spices etc.

'Sterifume'

A treatment for rendering an aseptic atmosphere in hospitals and pharmaceutical units.

Weed Control

Eliminates unwanted weeds, thus reduces risks of fire, corrosion and enables better maintenance.

Vector Control

Against mosquitoes and flies in townships and colonies

Marine Pest Control

For rodent and cockroach control aboard ships and fumigation of ship-holds against stored product insects.

Carpet Treatment

For protection of carpets and woollens against carpet beetles and cloth moths.

Research & Consultancy Services

An R&D department for improved control methods and development of new products.

Marketing Division

Household Insecticides

'Pestseal' - Spray and aerosol.

Termiticides

'Termiseal' combats termites and wood borers.

Rodenticides & Glue Traps

'Roban' - single dose anti-coagulant and 'Trubble-Gum' - glue traps against rats & mice.

Electrical Flying Insect Control Systems


'Pest-O-Flash'.

Sterilising Equipment & Gases

'Freoster' Ethylene oxide sterilisers. 'Etoxide' & 'Freoxide' Sterilant gases.

Biological Control

Parasites, Predators, Pheromone Traps and lures against agricultural insects and pests.

Pest Control (India)  Limited

Head Office : Yusuf Building, M.G. Road, Mumbai-400 001.

Food, health and people our primary concern

KHADI AND VILLAGE INDUSTRIES COMMISSION (KVIC) is a unique organisation which has its roots in the national movement. Its units are found in villages throughout India, giving it a wide organisational base. It is responsible for the planning, promotion, organisation and implementation of programmes for the development of khadi and other village industries (KVI) at the national level. It works in coordination with other agencies engaged in rural development.

KVIC plays an important role in three major areas. It builds a reserve of raw materials for supply to producers, creates common service facilities for processing of raw materials as semi finished goods and provides marketing support for KVI products.

KVIC organises training of artisans engaged in these industries and encourages cooperative efforts amongst them.

KVIC encourages and promotes research in production techniques and development of equipment employed in the KVI sector. It also disseminates the research findings to its producer groups. Notable efforts in this direction have been made in the use of non-conventional energy.

KVIC provides financial assistance to institutions and persons engaged in the development and operation of rural industries and in implementation of KVI schemes.

KVIC activities involve a substantial number of beneficiaries. Around 32 per cent belong to the Schedule Castes and Scheduled Tribes. The participation of women in KVI activities is about 45 per cent.

KVIC has created a strong organisational base of 30 State KVI Boards, 3,699 registered industries and 30,080 industrial cooperatives. Besides this, there are over 15,180 sales outlets in the country.

**Khadi & Village
Industries
Commission (KVIC)**
founded in 1957

**KVIC aims to meet the
following objectives:**

**the social objective of
providing employment**

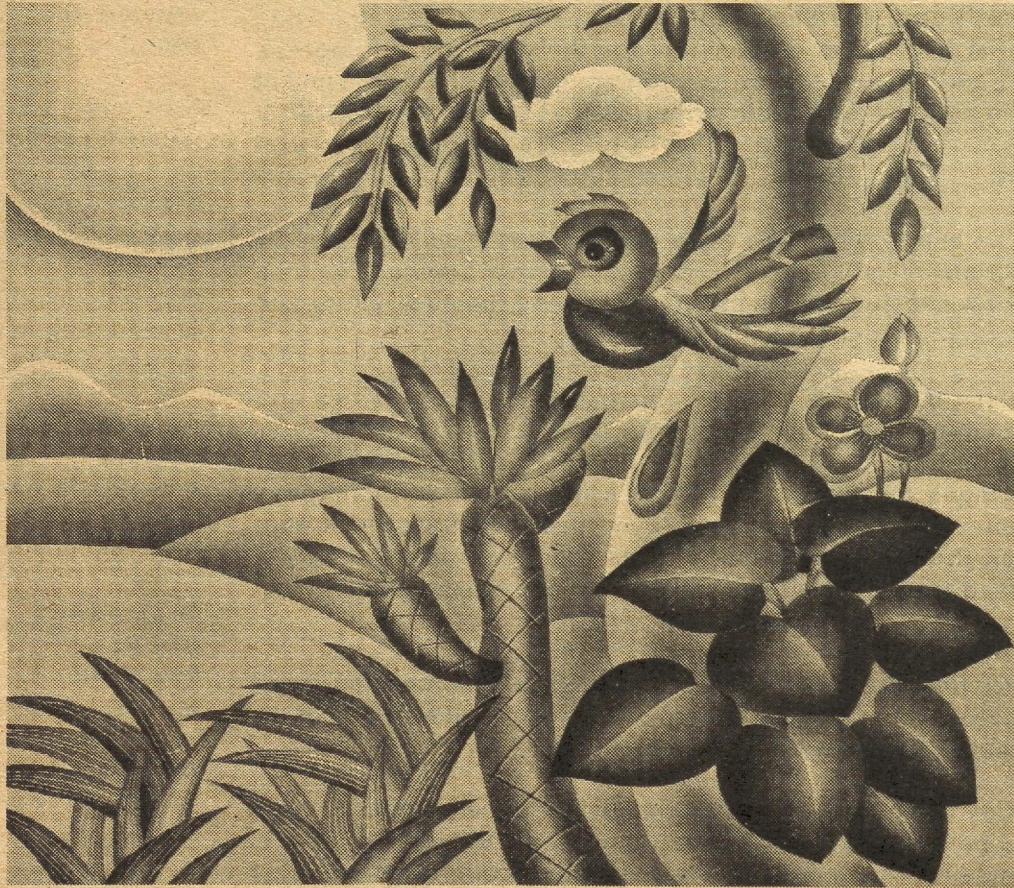
**the economic objective
of producing saleable
articles**

**the wider objective of
creating self-reliance
amongst the people and
building up of a strong
rural community spirit.**

**Gramodaya
Irla Road
Vile Parle
Mumbai 400 056**

tel. 671 4109





"Earth provides enough to satisfy
every man's need,
but not for every man's greed."

(Mahatma Gandhi)

Committed to a clean environment...
in thought & deed.



Indian Oil Corporation Limited

MOBILE CRÈCHES is a voluntary organisation addressing the needs of the children of migrant construction workers. Moved by the sight of children lying or playing in the rubble and dust of construction sites, Meera Mahadevan opened the first crèche on a Delhi worksite.

MOBILE CRÈCHES' founder realised that the unskilled workers on construction sites camped in rough shelters devoid of the very basic amenities. Forced to share their parents nomadic existence, the children of such workers seemed doubly deprived. Devoid of both a permanent home or education, these children were left to fend for themselves. While their parents built homes for others, they remained homeless.

MOBILE CRÈCHES is so named because it follows construction workers from a completed project to a new one.

MOBILE CRÈCHES staff operate from the work-site of the workers. They are allocated a shed in an unfinished part of a building by the contractor. Within hours walls brightened, the floor leveled, cooking and bathing arrangements made, an area is set aside for babies, and the rest for children upto 12 years. From 8.45 a.m. to 4.30 p.m., six days a week, this centre becomes a home and school for children on the worksite. Trained staff conduct a daily programme of non-formal education, nutrition and hygiene at this centre.

MOBILE CRÈCHES, MUMBAI runs 18 centres in Mumbai and its suburbs and 10 centres in Pune. Two of these are housed in slum colonies while the rest are at the construction sites.

MOBILE CRÈCHES, MUMBAI also conducts Balpalika, a training course for teachers which is affiliated to the SNTD University. Conducting and attending workshops helps the staff keep in touch with the changing trends in pre-primary education. Puppet shows are a regular part of their programme.

MOBILE CRÈCHES, MUMBAI involve parents in issues relevant to their children and the community through group discussions and their popular mobile theatre unit, Lok Doot. It also encourages its students to join local municipal schools and ex-students are given scholarships for further studies.

**Mobile Creches
registered society
founded in 1969**

**To develop a day-
care programme
especially suited to
the needs of children
of migrant
construction
workers.**

**To provide integrated
child care with a
good deal of
emphasis on health
care including
nutrition.**

**To organise mobile
creches for working
mothers.**

**2nd Floor
Oxford House
Apollo Bunder
Mumbai 400 001**

Tel: 202 0869





COMET MEDIA FOUNDATION

media for development and change

Comet Media Foundation is a non-profit organisation involved in producing educational communication materials in print, film and video media. Working since 1985, our concerns are centered around developments in science and technology and their meaning for Indian society.

The subjects of our productions have ranged from science in prehistoric, medieval and colonial times to present day issues such as people's rights over natural resources. The evolution of Indian identities over time and questions of gender equity have been significant sub-themes in our work. We are also involved in media monitoring and analysis as part of a nationwide network.

Comet's work promotes alternative visions for a more equitable society. Our approach has been not so much instructional, but oriented towards encouraging pluralism, covering a diversity of views, and the debates between them, as part of the process of understanding any phenomenon, and taking a position on it.

While seeking solutions to make complex ideas accessible to wider audiences, we have also worked towards the distribution of the materials we produce. These have reached a wide range of voluntary organisations, government bodies, educational institutions and others who have used these in their work with the community. These exchanges have in turn fed our production processes, and helped us to sustain our efforts.

Activities of the organisation

Films

Comet's inception is linked to making of the series, *Bharat ki Chhap* or *The Identity of India*, the encyclopedic thirteen part series of films on the history of science and technology on the Indian subcontinent. The series was made during the period 1985 to 1989. These cassettes can be used to very effectively to complement high school and college history courses.

In 1992 Comet made the set of two films, *Another way of learning* and *There's more to school...* This set of films profiles an innovative educational programme being carried out in the government schools of rural Madhya Pradesh by the Eklavya group.

Our school is a happy place, another short film on education covering a school enrichment programme undertaken by the Zilla Parishad of Amravati.

Slowly but surely... is a film about an attempt to organise women involved in tendu leaf production in the Aravalli Hills by the ASTHA group, and the resulting movement for social change. The film also deals with issues of participatory management of common natural resources, and has been found useful in women's economic empowerment activities and in programmes to raise awareness of gender issues.

AVEHI: empowering people through media, a film made for AVEHI, on how this unique audio-visual education resource centre supports the work of a range of community-based organisations in Mumbai. The film traces the development of AVEHI's vision and activities over the years, showing how a small group of committed people has been able to use media creatively to widen horizons and promote social awareness.

Publications

Bharat ki Chhap or The Identity of India, a companion book to the the encyclopedic thirteen part series of films on the history of science and technology on the Indian subcontinent.

Beyond Illness, a book addressed to learners who are seeking to combine health awareness with other projects for community involvement. Mainly designed for women health activists in urban areas, the book also is useful for organisations conducting training of para-professional health workers.

Media Advocacy:

Media monitoring & analysis

Comet has been involved in monitoring and analysis of print and electronic media to ascertain the dominant trends in coverage and portrayal of women's issues in the media. This activity is on since 1993 as part of the nation-wide Women in Media Networking Initiative, an effort started by Media Advocacy Group of Delhi.

Training programmes & workshops

A series of workshops have been conducted for persons engaged in the field of education and development on the themes of media analysis, media advocacy and laws concerning media.

Advocacy & campaigns

Following the monitoring and training workshops, Comet also took up advocacy and campaigning activity on women's issues through the media. It works in close collaboration with the activists in the city and takes up the role of a facilitator to the activists in highlighting the issues with a gender perspective in the mainstream media.

Research

Comet supports research by individuals on developmental issues. The **Beyond Illness** health manual published by Comet was a result of one such initiative, leading to publication for wider circulation. Currently, we are working towards revising the manual and bringing out other forms of communication materials such as flashcards, posters and exhibition panels.

Similarly, research towards various subjects for documentary films is in progress all the time.

Promotion of educational materials

Comet has also been involved in sale of educational toys made by Eklavya, a voluntary organisation in Madhya Pradesh. These toys are designed so that children can enjoy themselves; feel challenged and curious yet unpressured; and also learn the basic principles of science. The toys are made of wood and are crafted and hand painted by rural artisans.

Looking ahead

comsdoc

Comet Documentation Centre

An important source of knowledge on developmental issues is the large body of literature and audio visual materials brought out by voluntary organisations involved in activist and academic work across the country. However, such material is not easily available even to those who have an interest in such issues, much less to those unaware of its existence. The Comet Documentation Centre collects material on science-technology-society issues and will be open to the public in early 1998.

*For the last 55 years we've been
making products*

Irons ✦ Water Filters

✦ Room Heaters ✦ Storage Water Heaters ✦ Toasters ✦

Immersion Heaters ✦ Round Ovens ✦ Domestic Ovens ✦

Mixers ✦ Gas Appliances ✦ Bulbs ✦ Fluorescent Tubes

✦ Fluorescent Tubes ✦ Miniature Lamps ✦

✦ Mercury Vapour Lamps ✦ Sodium Vapour

Vapour Lamps ✦ Metal Halide Lamps

Commercial Fittings ✦ Industrial Fittings

Fittings ✦ Decorative Fittings ✦ Street

Street and Public Lighting Fittings ✦

High Mast and Mobile Mast Lighting System. ✦

Total Turnkey Lighting Project Services ✦ Ceiling

and Table Fans ✦ Ventilation Equipments ✦ 2500

dealers and 20 branches ✦ 4 Regional Offices and

100 service centres reaching out to over 10 million Indian

*households. ✦ ✦ ✦ *history... and sense.**



bajaj electricals limited

WE DELIVER WHAT WE PROMISE

New From SAGE

COLLABORATION IN INTERNATIONAL RURAL DEVELOPMENT

A Practitioner's Handbook

GEORGE H AXINN and NANCY W AXINN

This book provides an immense wealth of practical information and insights into all professional aspects for all those engaged in international development cooperation. What distinguishes it from other work on the subject is that it combines the authors' personal observations with the scholarship and experiences of others as reflected in the literature.

1997 ■ 336 pages ■ Rs 395 (C) ■ Rs 195 (P)

CONTEMPORARY TELEVISION

Eastern Perspectives

edited by DAVID FRENCH and MICHAEL RICHARDS

A competent, authoritative book... An absolute must for media watchers, planners, commentators, policy makers, software producers and students of television in India.

Hindustan Times

1996 ■ 372 pages ■ Rs 395 (C) ■ Rs 200 (P)

AUTONOMOUS DEVELOPMENT

Humanizing the Landscape: An Excursion into
Radical Thinking and Practice

RAFF CARMEN

In his lucid, original and challenging style, Raff Carmen strips away the comfortable myths of world development and replaces them with a compelling call to 'humanize the landscape'.

Wendy Harcourt, Editor of *Feminist Perspectives
on Sustainable Development*

1996 ■ 256 pages ■ Rs 295 (C)

PARTICIPATORY COMMUNICATION FOR SOCIAL CHANGE

edited by JAN SERVAES, THOMAS L JACOBSON
and SHIRLEY A WHITE

Provides a broad scope in theoretical and practical aspects of participatory communication. The materials are drawn from the major world regions, with Africa and Asia getting deserved attention. Many of the contributions are remarkable in the simple and lucid use of language. This is a well-edited volume that offers many fascinating new insights and illustrations. This is a good read.

Media Development

1996 ■ 288 pages ■ Rs 325 (C) ■ Rs 185 (P)

ELUSIVE DEVELOPMENT

MARSHALL WOLFE

This deeply thoughtful book explores some of the very difficult questions thrown up by the development process. For students in need of an overview, activists wanting a context for their practical work and specialists wishing to reflect on their own roles, this book is invaluable.

1996 ■ 204 pages ■ Rs 280 (C)

ENVIRONMENTAL POLITICS

People's Lives and Development Choices

SUMI KRISHNA, Independent Journalist

and Researcher, New Delhi

A timely addition to the student's shelf... Written with an elegant turn of phrase, the book squarely addresses the question of why environmentalism has not had a greater impact on development policy and people's lives.

Seminar

1996 ■ 300 pages ■ Rs 350 (C) ■ Rs 185 (P)

METHODS FOR DEVELOPMENT WORK AND RESEARCH

A Guide for Practitioners

BRITHA MIKKELSEN

Providing an overview of a variety of field study methods the book is useful for teaching development studies... It is an enthusiastic, vibrant supplement to methodology texts... The formulation is concise, comprehensive, and yet substantial... By merging the participatory methods with conventional field study practices, the book has a practical approach to the mundane business of research... This book will surely carve a niche for itself.

Business Line

1995 ■ 296 pages ■ Rs 450 (C) ■ Rs 250 (P)

THE IMPACT OF TELEVISION ADVERTISING ON CHILDREN

NAMITA UNNIKRIISHNAN and SHAILAJA BAJPAI

This work...has indeed broken new ground. The book is both informative and educative... Of use to many different kinds of people including parents, teachers and older children.

Journal of Human Values

1996 ■ 428 pages ■ Rs 450 (C) ■ Rs 245 (P)

COMMUNICATION FOR DEVELOPMENT IN THE THIRD WORLD

Theory and Practice

SRINIVAS R MELKOTE

Succeeds in placing between two covers the kernels of both the theory and practice of communication for development in the Third World. The task was accomplished with measured grace and economy. The text would serve as an excellent introduction to the field or as a cultural awareness primer in a more general international communication course.

Canadian Journal of Communication

1991 ■ 292 pages ■ Rs 325 (C) ■ Rs 195 (P)

Available from Comet Media Foundation

Or



Sage Publications India Private Limited

New Delhi ■ Calcutta ■ Madras ■ Hyderabad

With best compliments from

TATA CHEMICALS LIMITED

the company that cares

PARAMPARA AYURDUGDHA VIGYAN (PARAMPARA)

believes in setting up environmentally sustainable enterprises. It encourages activities which cause least harm to the five elements of Indian tradition, the panchamahabhutas--*prithvi, jal, vayu, agni and akash*.

PARAMPARA employs traditional methods of farming for producing quality agricultural products. These techniques emphasise preservation of soil fertility and ground water.

PARAMPARA's activities include publication of literature, production of ayurvedic medicines, herbal tonics and consumables. It also trains people in the science of ayurveda.

PARAMPARA's work in animal husbandry includes improving the health and nutrition of animals, developing better breeds and developing alternative sources of energy. It also markets animal products like milk, ghee, mava and sweets. However, it does not undertake selling of meat, fish and poultry.

PARAMPARA's present outreach is in Maharashtra and Gujarat. It holds exhibitions and conducts sales of various organic and agricultural products, rural artcrafts and ayurvedic products.

Parampara
Ayurdugdha Vigyan a
subsidiary of
Mahajanam
founded in 1997

To set up environmentally friendly enterprises based on the principles of non-violence, founded on traditional scientific knowledge.

To promote activities related to *krishi* (farming) and *pashupalan* (animal husbandry).

To promote the art and science of ayurveda.

To organise sales and hold demonstrations of such products and services.

29, Mani Mansion
Dr. Wilson Street,
Mumbai 400 004

Tel: 361 9741, 368 5220
Fax: 367 7409

PARYAVARAN EDUTECH gathers environmental education (EE) software, adapts it for mass production and then disseminates it. While several organisations develop innovative EE material and programmes, such material often remains unknown, and undistributed.

EDUTECH works to find audiences for EE. It enables the Centre for Environment Education, EDUTECH's parent body, and other organisations to disseminate their EE material. At the same time, it also enables educators and others to easily access quality EE material to support specific programmes.

EDUTECH attempts to reach out to institutions, organisations, professionals and a wide cross section of concerned citizens, children and youth, with appropriate, high quality environmental education materials and products.

EDUTECH materials cover a wide range of environmental issues and use a wide variety of media, from print to video to exhibitions. In addition to marketing educational material developed by non-profit organisations, it also develops special environment-related products like calenders and cards on request.

Paryavaran Edutech
a non-profit company
the educational
products division of
the Centre for
Environment Education

the organisation was set
up with the primary
objective of dissemination
of EE material.

Centre for Environment
Education
Thaltej Tekra
Ahmedabad 380 054

Tel: 079- 644 2642
Fax: 642 0242

With best compliments from

PROFESSIONAL MOTION IMAGING

KODAK INDIA LIMITED

159-A, CST ROAD
KALINA
MUMBAI 400 098

SELF EMPLOYED WOMEN'S ASSOCIATION (SEWA) has been organising poor self employed women in urban and rural areas of Gujarat, and helping them to become aware of their worker role and status, for the past quarter century.

SEWA has been working on a regional development programme in Banaskantha district, north Gujarat since 1988. Its focus is on women's socio-economic development and leadership. Banaskantha is an arid desert region experiencing frequent droughts. Rainfed agriculture is the main activity here. When the monsoons fail, local communities are forced to migrate.

SEWA has attempted to arrest the poverty and enforced migration in the region by launching non-farm economic activities. The effort has been to improve people's socio-economic conditions and occupational status, the focus being providing work to the poorest women.

BANASCRAFT was thus founded in 1988. To turn precious traditional skills found amongst these women into income generating activities, SEWA initiated the Artisan Support Programme. The programme is based on women's available skills and marketing support from SEWA. The women produce crafts such as applique work, ari embroidery, mirror embroidery and leather embroidery, using traditional motifs.

BANASCRAFT has set up a craft development centre at Radhanpur, in Banaskantha district to support these activities. To sustain their work, the women are organised into local groups under the government's rural development scheme, DW CRA (Development of Women and Children in Rural Areas). Today over 4000 women of Banaskantha district have found gainful employment through these efforts.

KUTCHCRAFT came into being subsequently, when similar work was started in the Kutch region of Gujarat. This organisation represents the association of women artisans of Kutch district organised by SEWA. Over a period of time, KUTCHCRAFT has built up a wide range of handmade products, garments, soft furnishings, making the urban market aware of the cultural traditions of Kutch.

ABODANA is the cooperative of women block printers of Ahmedabad organised by SEWA. It works on the similar lines as the other cooperatives of SEWA.

BANASCRAFT, the Ahmedabad craft shop, is the direct marketing outlet for the craft products made by the SEWA family of craft producing organisations.

**Banascraft,
Kutchcraft and
Abodana representing
Self Employed
Women's
Association a
trade union of self
employed women
founded in 1972**

**To provide means of
livelihood to women
below the poverty
line and to socially
and culturally
deprived and
disadvantaged
families.**

**To make rural poor
women equal partners
in the development
process through
redistributive
interventions.**

**SEWA
Reception Centre
Opp. Victoria
Garden
Bhadra
Ahmedabad 380 001**

**Tel : 5506477
Fax: 5506446**

WITH BEST COMPLIMENTS FROM

MAHINDRA & MAHINDRA LTD.

REGISTERED OFFICE:

Gateway Building, Apollo Bunder, Mumbai 400 001

Telephone: 202 1031

Telex: 011-82361 011-85944

Fax: (022) 287 5485 (022) 202 8780

VIKAS ADHYAYAN KENDRA (VAK) believes that people are both the subjects and makers of history. Their creative energies are expressed in their day-to-day activities as well as in their struggles and movements. These are experiences of immense value. However, often these remain dormant and diffused.


VAK believes that there is a crucial need to crystallise and consolidate these experiences to lead towards a critical social theory to help realise a vision of society based on the principles of equal rights and justice. VAK seeks to contribute to this process throughout the facilitation of a continuous dialogue and interaction between theoretical research and living experience of people.

VAK believes that since 1991, a watershed year for politics in the country, there have been a number of developments which are detrimental to the people and country as a whole. These range from the IMF/World Bank imposed structural adjustment programmes to the transnational corporation-promoted engineering paradigm of biotechnology, and from communal discourse to gender inequalities. These developments have necessitated serious analysis and working out of strategies to counter them.

VAK's objectives include the critiquing of the various development paradigms and their application to the Indian situation. It also monitors various development alternatives and initiatives including indigenous knowledge systems, both within "mainstream" society and Adivasi cosmologies.

VAK's activities are oriented towards western India, that is Maharashtra, Gujarat and Goa. These regions represent the achievements of the prevalent path of development and gross examples of the resultant destruction of the environment and dislocation of the lives of people.

VAK's major activities include study, research, consultation, publication, documentation, education, campaign and advocacy work. VAK endeavours to provide support to groups working with the marginalised section of society through these activities. It maintains a modest library and documentation cell for this purpose.



**Vikas Adhyayan
Kendra (VAK)
secular voluntary
organisation
founded in 1981
engaged in the
study of
contemporary
development
issues**

**VAK's major areas of
concern are:**

dalits and adivasis

women's issues

**environment &
ecology**

religion and society

**secularism &
communalism**

**theory and practice
of social
transformation**

ideology and culture

**D-1, Shivdham
62, Link Road
Malad (W)
Mumbai 400 064**

Tel: 889 8662

Fax: 889 8941

E-mail: admin

@vak.ilbom.ernet.in

With the compliments of

SU-RAJ

D I A M O N D S

RANJIT SHAH

SU-RAJ DIAMONDS (INDIA) LIMITED

73, C CROSS ROAD
OPP. SEEPZ WAREHOUSE, MIDC
MAROL, ANDHERI EAST
MUMBAI 400 093

WOMEN'S INDIA TRUST (WIT) is a charitable organisation which has provided employment opportunities to women from the economically weaker sections of society since its inception 28 years ago.

WIT's motto is to help women to help themselves by enabling these women to earn a regular income.

WIT provides home-based work in tailoring and related activities on piece-rate basis. This enables the workers to complete their work in their homes, in their own time. This has succeeded in drawing many women into the mainstream of economic activity.

WIT Centre at Panvel, started in 1983, trains women from rural areas in a variety of skills. It provides training in block and screen printing, nursing, catering, balwadi teachers' training and toy making. These courses are conducted free of cost. Additionally, some needy students are also paid a stipend.

WIT also runs two production units at the Centre, a stitching unit and a food production unit. At the former, women are provided tailoring work. The food production unit is equipped with a spacious well designed, hygienic kitchen.

WIT produces appliqué bedspreads, patch work quilts, shopping bags, cushions covers, oven gloves and soft toys. It also produces excellent quality food products including marmalades, jams, pickles and squashes which are distributed directly to a number of retail outlets.

WIT products are marketed through its retail showroom at Tardeo and through regular sales organised in different parts of the country and abroad.

**Women's India Trust
registered society
founded in 1969
works with under-
privileged women**

**To provide
employment
opportunities to needy
and unskilled women.**

**To make the women
self sufficient by
providing skill and
income-generating
activities.**

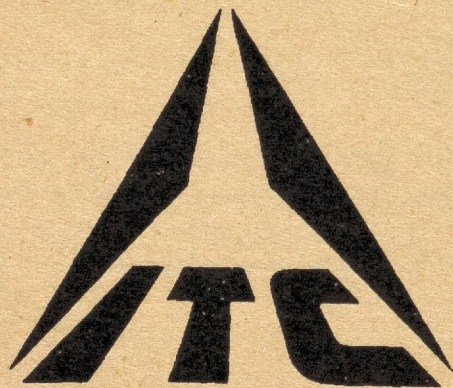
**110/111 New
Udyog Mandir
Moghul Lane
Mahim
Mumbai 400 016**

Tel: 446 2506



With best compliments

ITC Limited



**Royal Insurance Building
14 Jamshedji Tata Road
Churchgate Reclamation
Mumbai 400 020**

YUSUF MEHERALLY CENTRE (YMC) began its existence with cultural activities. After the mid 60s, it became active in rural development activities.

YMC has established a rural centre at Tara, near Panvel in Maharashtra. Here it works in providing education and health care activities. Issues of local importance like pollution of the river are also taken.

YMC has been active in the area of employment generation through village industries, consisting of units for ghani oil, a bakery, a carpentry unit and a soap unit.

YMC has set up a 30-bed hospital, it conducts eye camps and has started a dispensary in Ratnagiri district. YMC has set up a school in Tara, and is in the process of setting up a vocational training centre for the tribals in the region. Some 250 houses have been constructed for tribals and more are to be built.

YMC has attempted to promote environmentally sound development by disseminating techniques of organic farming and afforestation through micro-watershed development in the Konkan region. It has run a plant nursery which prepares 50,000 to a lakh of seedlings every year, for nearly a decade.

YMC's urban activities in Mumbai include a community center at Tardeo which provides assistance in the form of medical aid, scholarships and counselling. Women are helped in working out solutions to domestic problems.

YMC also actively market their products and also products of other rural industries through their shop at Babulnath in Mumbai. They also distribute through a network of co-operatives and other outlets and through sales at gates of factories and offices.

YMC has also been active in disaster management during the past three decades. It worked for Bangladesh refugees and has carried out famine relief activities a number of times.

Yusuf Meherally Centre founded in 1961 in memory of Yusuf Meherally, the well known freedom fighter.

To promote national integration

To study the problem of urbanisation.

To transform rural areas through mobilisation of urban resources with the participation of local people.

**National House
6, Tulloch House
Apollo Bunder
Mumbai 400 039**

Tel. 202 0617



WITH BEST COMPLIMENTS FROM



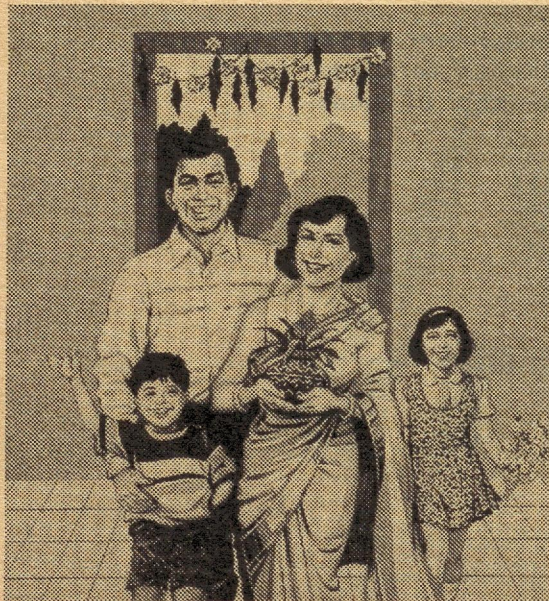
MIRAGE

MIRAGE CLOTHING CO. (PVT.) LTD.

403, KEWAL INDUSTRIAL ESTATE
SENAPATI BAPAT MARG
LOWER PAREL-MUMBAI-400 013

Tel. No. 494 6520/494 6972/494 2470
Tlx No: 11-71313 MCPL IN
Fax No. 91-22-493 7132/ 494 8960
E-Mail: UBEROI@giasbm01.vsnl.net.in

FOR THE HOME YOU'VE SET YOUR HEART ON



Home loan plans from HDFC. In the shortest possible time. Yes, for over nineteen years, our housing finance has helped individuals, co-operative societies and companies.

We have helped over million families to set up home. Quite a comforting thought isn't it!

 **HDFC**

Regd. Office: Ramon House, 169, Backbay Reclamation,
Mumbai 400 020. Phone: 2820282, 2836255

WITH YOU RIGHT THROUGH.

BIO-SPHERE PROJECTS

producers of vermiculture



vermiculture is the culture of domesticated and genetically improved varieties of earthworms for use in agriculture and other related fields

Uses of vermiculture

- improves fertility of soil, soil structure and reduces soil erosion
- converts farm waste to bio-fertilizer
- reduces labour costs
- increases water retention capacity of soil
- makes agriculture chemical free
- improves quality of farm produce
- enables plants to become healthy

Specialities of earthworms

- prolific breeders
- highly fertile eggs/capsules
- high survival rate of neo-nates
- form colonies around the root-zones of plants, do not migrate
- vigorously active in soil, consuming large amounts of wastes
- adaptable to various environmental and food conditions
- simple to cultivate, require no special skills

This is an efficient modern technique based on established traditional method.

Each carton is prepared under direct supervision of an expert and inspected prior to despatch.

BIO-SPHERE PRODUCTS
72/578 Motilal Nagar 1, Goregaon (W),
Mumbai 400 104
Tel. : 91-22-874 3107
Fax : 91-22-873 5675

ALSO AVAILABLE AT VIVIDHA '97

With best compliments from

TATA STEEL

The First and still the foremost

With best compliments from



KORN/FERRY INTERNATIONAL

151-152 MITTAL TOWER, C WING, NARIMAN POINT,
BOMBAY (MUMBAI) 400 021, INDIA

Tel: +91 22 282 6689/90/91 + 91 22 204 6704 Fax.: +91 22 204 6703

TEACHERS, PARENTS & COMMUNITY WORKERS

If you are interested in innovative efforts to revive the joy of learning you might like to see:

Another way of learning

लीक से हटकर शिक्षा

and

There's more to school...

शिक्षा कैसी हो ?

Comet Media Foundation's award winning films about the innovative work of the voluntary organisation, Eklavya, in the government school system in rural areas of Madhya Pradesh.



Directed by Chandita Mukherjee, the films examine Eklavya's programmes which are designed to relate to the lives of rural children and stress learning by doing, rather than rote learning. They also explore the pedagogical issues which arise from such work, and the development of new class room materials.

Both films have been found to be useful in teachers' education and community-based programmes attempting to improve schooling conditions.

These films were made with an initial grant from the Sir Dorabji Tata Trust, and completed with supplementary funding from Pirojsha Godrej Foundation, K. C. Mahindra Education Trust, Sir Ratan Tata Trust and N. M. Wadia Charities.

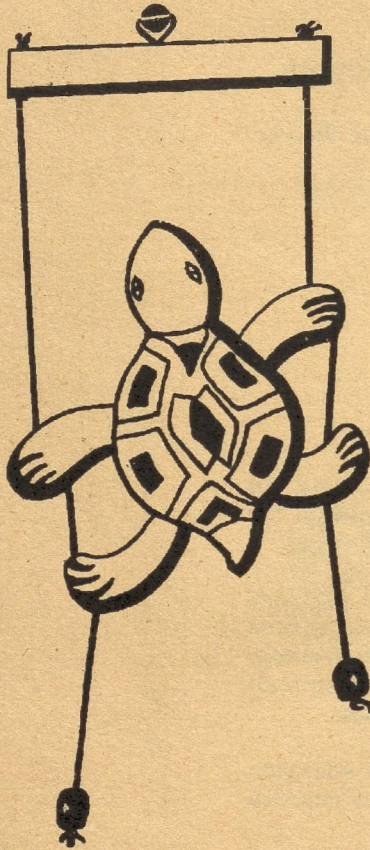
Another way of learning was awarded the Rajat Kamal, the National Award for the Best Scientific Film of 1994, as well as the Best Audiography prize for a non-feature film in the same year. The film was also honoured with the first prize in the education category at the International Festival of Videos on Science, Development and Society held at Trivandrum, 1995. It was nominated for Best Documentary, Best Direction of Documentary and Best Sound Design awards of the Onida Pinnacle Awards 1995. The film has also participated in Earth Vision 95, Tokyo and Fajr International Film Festival, Teheran 1996.

There's more to school... was included in the Indian Panorama 1995, a selection of films made by Govt. of India to represent the country in international film festivals and other cultural gatherings. The film has also participated in the Festival International de Films de Femmes, Creteil, France 1995 and the International Festival of Videos on Science, Development and Society held at Trivandrum, 1995.

*Please write
for copies to:*

**COMET MEDIA
FOUNDATION**
Topiwala Lane
School,
Lamington Road,
Mumbai 400 007,
India.
Tel: 386 9052
Fax: 387 0901

One video cassette
with two films, each
of 25 minutes
duration.
Available in PAL and
NTSC formats.



Toys that are FUN

Toys that TEACH

Toys that make a child's creativity BLOSSOM

Don't miss out on

Eklavya's educational wooden toys

made by rural artisans from Madhya Pradesh

You can get them for home, schools or non-formal educational centres



Available at

Comet Media Foundation,

Topiwala Lane School,

Lamington Road, Mumbai 400 007

Write for catalogue and price list!

With best compliments from



GAURI STUDIO PRIVATE LTD.

NATRAJ STUDIOS COMPOUND,
194 SIR M. V. VASANJI ROAD, ANDHERI (EAST)
MUMBAI 400 069.
TEL.: 634 50 72/834 87 51

CENTRE FOR EDUCATION AND DOCUMENTATION (CED)

is a documentation centre which has information on all development related issues which emphasise themes like social change, environment, health, women, third world problems and urbanisation.

CED is used extensively by social scientists, researchers, students, development workers, health and environment groups, labour unions, journalists and concerned progressive people.

CED aims at the average reading person, who will find plenty of understandable material on the most complex problems. For the researcher, there is academic and scholarly information, as well as original documents.

CED also has a publications distribution section where publications brought out by the voluntary sector are available, as well as other publications on development and related themes.

CED is part of Indialink, an electronic network of non-profit organisations. It aims to provide interconnected electronic communications networks dedicated to a free and balanced flow of information. Indialink's member organisations serve people working toward rural development, environment, achievement of social and economic justice, elimination of poverty, promotion of sustainable and equitable development, health, education, human rights, women's rights, children's rights and advancement of participatory democracy.

NEEM FOUNDATION was founded in 1993, by the renowned authority on neem, Dr. Ramesh Saxena, with some eminent scientists, conservationists, environmentalists and philanthropists, all ardent believers in neem.

NEEM FOUNDATION 's basic objective is to chalk out a master plan for better understanding and effective utilisation of the neem tree for global good. It aims to be in the forefront of all neem-related activities around the world.

Centre for Education and Documentation
a documentation centre
founded in 1978.

To provide information
on all development
related issues.

To provide an
interconnected
electronic
communication
network to
non-profit
organisations.

Suleman Chambers
4, Battery Street
Mumbai 400 001

Tel: 202 0019
287 5288

email
admin
@cedbom.ilbom.ernet.in

Neem Foundation
a voluntary
organisation founded
in 1993
working with neem
related activities
around the world

To provide global
awareness about neem
and other botanical
alternatives.

To promote practices for
total sustainable human
development.

To bridge the gap between
research and industry.

To establish a premier
research centre for neem.

To work jointly and
collectively with like-minded
organisations to facilitate
linkage development.

Setting up of an
International Advisory
Board consisting of eminent
experts and
environmentalists, to
provide a proper direction to
the Foundation's objectives.

67-A, Vithalnagar,
Road No. 12
Juhu Scheme
Mumbai 400 049

Tel: 620 6367
6207867

akshara

A Women's Resource Centre

Akshara is one of the many outcomes of the spontaneous outburst of women's consciousness in the early and mid 1980s.

It grew out of activism and the need for theoretical material into a library specialising in information on women.

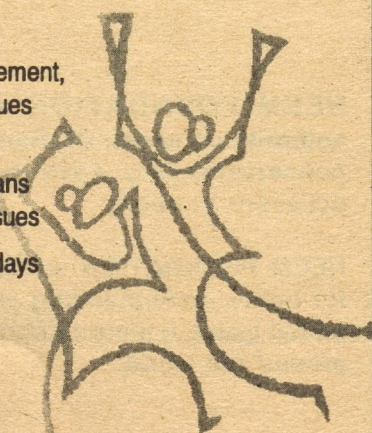


Other Activities

- to support campaigns of the women's movement
- research and documentation
- training in information management and gender and development
- publication of educational and other material
- translations
- space for discussion

The Akshara Library

- offers lending and reference services
- with a collection of over 3,000 books, about 10,000 documents and 25 journals from India and abroad
- in English and Marathi
- with a focus on the women's movement, health, labour and development issues
- can be used by students, activists, journalists, researchers, academicians and those interested in women's issues
- open from Tuesdays through Saturdays between 11 am and 7 pm



Publications

- The Akshara Handbook: An Alternative Classification and Documentation System
- A Source Book: In Search of Feminist Visions, Alternative Paradigms and Practices.
- Not Just A Matter of Faith: Essays on Communalism
- Shadow Workers: Women in Home-based Production (English & Marathi)
- The Quota Question: Women and Electoral Seats (English & Marathi)
- What is Patriarchy? (Marathi)

vividha '97 WORKSHOP SERIES

at Tata Institute of Social Sciences

24-25-26 October

<u>Date and time</u>	<u>Subject</u>	<u>Resource Person</u>
Oct 24th		
10 am to 1 pm	BASIC GUIDELINES TO DESIGN: the basics in designing communication materials.	Deepa Balsavar
3pm to 6pm	PRACTICE BASED RESEACH: an orientation to placing research within developmental practice.	Rajshree Mahtani
Oct 25th		
10 am to 1 pm	WRITING AN INFORMATION LEAFLET ABOUT YOUR ACTIVITIES: how to get your organisation and its work known, dealing with the practical aspects of writing effectively.	Michael Norton
10 am to 1 pm	GENDER CONCERNS IN COMMUNITY WORK: examining concepts in gender roles analysis and gender planning.	Maveen Pereira
3pm to 6pm	USING YOUR HEAD: workshop on information management for organising your own knowledge system.	Lakshmi Menon and Nandita Gandhi
Oct 26th		
10 am to 1 pm	GETTING STARTED IN FUNDRAISING : a practical guide on how to begin and to improve your chances of success.	Michael Norton
3pm to 6pm	ENVIRONMENTAL IMPACT ASSESSMENT: an exposure programme for community workers.	Radha Gopalan

To participate in these workshops, and for further details, please contact Preeti Bhat at:

COMET MEDIA FOUNDATION

Topiwala Lane School, Lamington Road, Mumbai 400 007

Tel: 386 9052; Fax: 22-387 0901; E-mail: admin@comet.ilbom.ernet.in



THE POSTMAN BRINGS A BOOK

books at your doorstep from



COSMOS



COMet'S Mail Order Service

Want to be informed about current issues and debates
in the field of development?

environment

science & technology

education

health

consumer rights

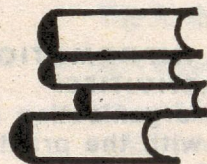
organic farming

feminism

human rights

workers' rights

media studies



Order your books through our mail-order book service
or drop in for a browse
amongst books from the leading publishers in these areas

Akshara, Books for Change, Centre for Environment Education, Centre for
Science and Environment, Eklavya, Kali for Women, Manushi, National
Institute of Design, Foundation for Revitalisation of Local Health
Traditions, Other India Bookstore, Popular Prakashan, Rupa, Sage, Stree,
Samya, Voices and many more

Other print communication materials like posters, leaflets, tracts from
activists, NGOs and persons involved in innovative, pathbreaking work

Added attraction: books for children from Children's Book Trust, Eklavya,
National Book Trust, Tara and Tulika



We also have a range of educational videos

Don't miss our learning toys from Eklavya and other makers

enquiries: Comet Media Foundation
Topiwala Lane School, Lamington Road, Mumbai 400 007
phone: 386 9052 fax: 022 387 0901 e-mail: admin@comet.ilbom.ernet.in



AMERICAN
EXPRESS
BANK

Branches in India at

MUMBAI
Oriental Building
364, Dr. D. N. Road
Mumbai 400 001
☎ 204 9421

NEW DELHI
Hamilton House
Connaught Place Block A
New Delhi 110 001
☎ 332 7602, 332 3999

◆

CALCUTTA
21, Old Court House St.
Calcutta 700 001
☎ 248 6281

◆

CHENNAI
187 Mount Road
Madras 600 006
☎ 852 4320, 852 4313

◆

INDIA HEADQUARTERS
Maker Chambers IV, 7th Floor
Nariman Point
Mumbai 400 021
☎ 283 3230, 283 3293

◆

BHARAT KI CHHAP

THE IDENTITY OF INDIA

The highly acclaimed film series on the history of science & technology in the Indian sub-continent now available on VHS

Conceived and directed by Chandita Mukherjee, the series was produced as a result of extensive research and travel by the Comet team with the guidance of leading Indian scientists and historians.

The series was supported by the National Council for Science and Technology Communication, Department of Science and Technology, Government of India.

THE EPISODES

- | | |
|---|---|
| 1
Introduction | 8
Synthesis
& Growth
1200 to 1600 |
| 2
The Stone Age
till 3500 B.C. | 9
Stagnation & a
Changing World
1600 to 1800 |
| 3
The Harappan Civilisation
3500 B.C. to 500 B.C. | 10
Colonialism & the Industrial
Revolution
1800 to 1900 |
| 4
The Iron Age
2000 B.C. to 500 B.C. | 11
The Freedom Struggle & the
Scientific Community
1900 to 1947 |
| 5
The Age of Codification
500 B.C. to 300 A.D. | 12
Independent India
1947 to the present |
| 6
Ayurveda & Astronomy
300 A.D. to 700 A.D. | 13
Retrospect and Prospect
the journey continues... |
| 7
Mathematics & Temple
Architecture
700 to 1200 | |



Available in Hindi, Bengali, Marathi, Gujarati, Telugu, Tamil, Kannada and Malayalam as well as an English subtitled version.
Each set (13 VHS cassettes with book) : Rs. 3,000
Each book separately: Rs. 150

Please write for copies to:

COMET MEDIA FOUNDATION

Topiwala Lane School, Lamington Road,
Mumbai 400 007, India.

Tel: 386 9052 Fax: 387 0901

The series was awarded the Prix de l'Agence Jules Verne by the Government of France for the audio-visual work in the area of science communication.