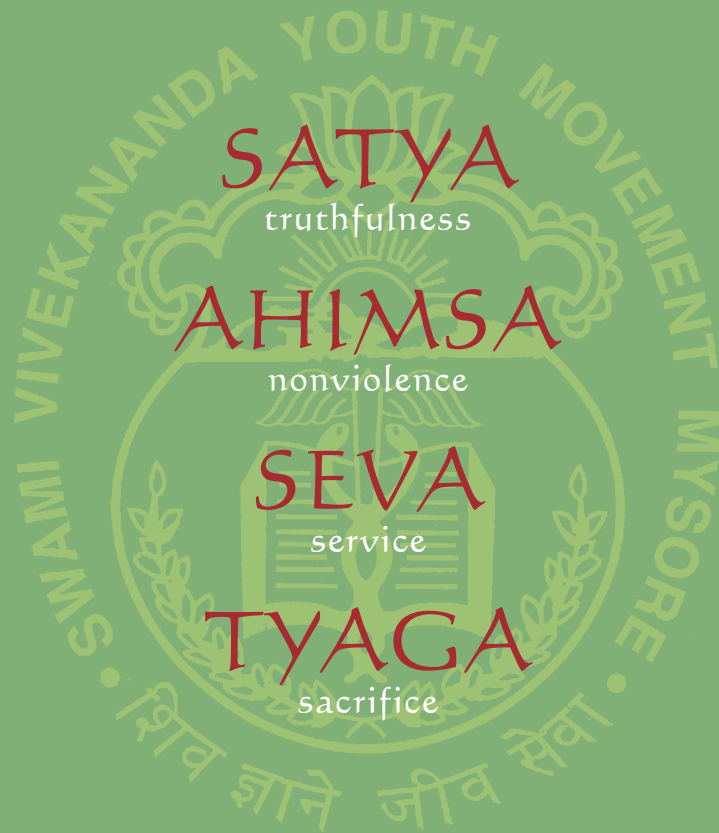




revolution from the roots

SWAMI VIVEKANANDA YOUTH MOVEMENT



V
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*A caring
and equitable
society, free of
deprivation
and strife.*

The emblem with its basic tenet of 'Serving God in Man' as propounded by Swami Vivekananda, symbolizes our movement in letter and spirit.

Beginning with 'physical service' (food and health) to the poor and the needy, as depicted by the ripened grains and

Staff of Hermes, we move on to the higher planes of 'intellectual service' (education) as represented by the open book.

This ambrosial offering to humankind is indicated by the 'Amritha Kalasha' for bringing sunshine (hope).

By dedicating ourselves to this noble cause, we ultimately aim at spiritual development in our own lives, as reflected by the thousand-petal lotus.

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*To facilitate and
develop processes
that improve the
quality of life of
people.*

Our inspiration



Swami Vivekananda (1863-1902)

“All the wealth of the world cannot help one Indian village, if people are not taught to help themselves.”

SVYM

Swami Vivekananda Youth Movement is a widely acknowledged development institution engaged in building a new civil society in India through its grassroots action in Health, Education and Community Development sectors. In a span of more than 20 years, the movement has brought light & life and health & happiness to hundreds of thousands of displaced, dispossessed and disempowered men, women and children, particularly in tribal and rural belts, and has emerged as a true beacon of hope not only for the have-nots, but also for all individuals and institutions concerned about human development.

"Live for an ideal and that one ideal alone. Let it be so great, so strong, that there may be nothing else left in the mind; no place for anything else, no time for anything else."



Idealistic foundations

The story goes back to 1984 when a group of students from the Government Medical College-Mysore (in Karnataka State, India), with a radically different outlook on their future career and life, launched the Swami Vivekananda Youth Movement (**SVYM**) for the service of their poor and marginalized fellow-beings. The movement was inspired by the ideals and spirit of Swami Vivekananda, the patriot-saint and youth-icon of modern India. The medicos made humble beginnings by offering free medicines & blood and consultation & counselling to poor patients, and later started weekly clinics in the rural areas around. In 1987, they were drawn to one of the most backward belts of Karnataka, Heggadadevanakote (HD Kote) taluk of Mysore district, populated by displaced and dispossessed communities of indigenous tribes. These people were living under highly distressing conditions that at once struck the young doctors and gave them the mission of their lives.



A defining moment

Shifting to HD Kote proved to be a defining moment in the movement, as it was from here that SVYM got all the nourishment to reach its present standing. The founder-doctors naturally chose health as their entry point and started a tribal hospital in January 1987 at Brahmagiri, a tiny hamlet in the tribal belt. Soon, they added a mobile health unit to reach out to distant tribal colonies.

At this juncture, their service spirit and medical skills were their only assets and they had to overcome serious challenges to establish themselves in a wholly alien environment. But their perseverance and performance saw them through all their teething troubles.



Evolution without end

Gradually, the doctors discovered that they needed to integrate their medical services with solutions to other basic problems of the local populace, particularly poverty and illiteracy. They also found out that beyond the tribal belt, the rural poor of HD Kote taluk as a whole needed their services desperately. These eye-openers triggered the explosion of the doctors' mission into a mighty movement that spans a whole cluster of institutions and a broad spectrum of development programmes today. The programmes cover intervention and facilitation in the core areas of Health, Education and Community Development, and aim at ensuring total security and equity for the communities in all the basic aspects of life.



"Strength is the sign of vigour, the sign of life, the sign of hope, the sign of health, and the sign of everything that is good. As long as the body lives, there must be strength in the body, strength in the mind, strength in the hand."



Protecting the right to life

Ensuring health equity and health security for all is one of the basic objectives of SVYM and it entered the healthcare sector in a major way in its very beginning, with **ROHINI** (Rural Oriented Health INItiative), a rural model of comprehensive healthcare delivery. Today, SVYM has expanded into urban and secondary care as well, and delivers ethical, rational and affordable healthcare solutions at centres right across Karnataka. And it presents a distinctive blend of these solutions, thanks to a solid base of community activities and matching institutional strengths.



Health headquarters of the movement



Vivekananda Memorial Hospital (VMH), Saragur

This 60-bed, secondary healthcare facility was constructed in 2002 wholly out of public funds and is the most advanced hospital in HD Kote taluk. Presence of specialists from multiple disciplines – internal medicine, surgery, obstetrics & gynecology, pediatrics, orthopedics, ophthalmology, ENT, psychiatry, pathology and dentistry – in a rural environment is one of the unique strengths of this hospital.

The hospital runs a **Medical Students Elective Programme (MSE)** to train medical interns from the US, UK and other countries in a typical rural Indian environment. It also provides similar training to interns from two medical colleges of Mysore, and imparts comprehensive rural and public health education to all cadres of field workers and the community at large.

VMH-Saragur is the centre for **Swasthya Suraksha**, a novel community-financed health programme to bring advanced healthcare within the reach of all.





Reference point in tribal healthcare



Vivekananda Memorial Hospital (VMH), Kenchanahalli

VMH-Kenchanahalli was the first institution-based health facility created by SVYM in the tribal belt, and it came into existence in 1990. The hospital is a primary care centre with additional facilities for Ayurveda and other traditional systems of Indian medicine. It presents a model environment for understanding tribal medical problems, and endeavours to preserve indigenous medical knowledge systems.



Novel approach – new hope



SVYM offers an entire gamut of field-based services that have taken the concept of community healthcare to a whole new level, owing particularly to the adoption of novel techniques of behavioural change communications.

HIV/AIDS Control Programme

SVYM runs **India's first rural-based comprehensive HIV/AIDS programme**, which has been hailed as a **“Best Practice Model”** by UNAIDS. The model has an integrated and inclusive approach that

encompasses preventive & promotional services, awareness generation, treatment & counselling, research & training, and advocacy & rehabilitation. It complements and catalyzes governmental and non-government initiatives, and reaches even non-high-risk groups and rural areas.

SVYM initiated the Centre for Health, HIV/AIDS Research & Training in India (**CHART-India**) in collaboration with the University of South Florida, USA, and has actively advocated incorporation of its best-working models into public policy on HIV/AIDS in India.



SALIENT FEATURES

- ART clinics, VCTCs, PPTCT services
- Care & support and rehabilitation facilities
- Targeted intervention for high-risk groups
- Condom promotion & blood storage
- Awareness creation through the in-house peer education group **Jagritha Bharatha**



Professional care end to end

Community Eyecare Programme

Through Primary Vision Centres at two villages, surgical facilities at Saragur and awareness campaigns all around, SVYM provides comprehensive and free eyecare services to the community. It also runs an exclusive **Community Based Rehabilitation and Integrated Education Programme** for social, medical, vocational and economic rehabilitation of visually challenged persons, and for restoring visually challenged schoolchildren to mainstream schooling and normal life.

Reproductive & Child Health (RCH) Programme

To improve health conditions and prevent mortality among infants and women in the reproductive age, SVYM offers antenatal, intranatal and neonatal care, family planning services, immunization, treatment for RTIs & STIs including HIV/AIDS, and a range of other allied services, apart from programmes for education, training and awareness.

As a **Mother NGO** in Kodagu district, SVYM also helps other NGOs in their capacity building programmes.



Into the very roots



Nairmalya Vahini

Nairmalya Vahini is a Water, Sanitation and Hygiene Education (WSHE) as well as intervention programme. It aims at enhancing the standard of health, promoting conservation of water resources and bringing about behavioural changes in schoolchildren for improved water, sanitation and hygiene practices.

Jagritha Bharatha

Jagritha Bharatha is a unique movement by the self-motivated members of the various units of SVYM to generate community awareness on health-related, educational and other development issues through street plays, songs and other mass media programmes. This peer education movement has proved to be a powerful factor in effecting the right changes in the attitudes and behaviours of target audiences.



*"Educate the people so
that they may learn to
be self-sufficient,
frugal...
If the poor cannot
come for education,
education should reach
the poor."*



Contextually relevant – culturally appropriate

In pursuit of its goal of a just and equitable society, SVYM has accorded prime importance to education at the basic level. It provides and facilitates quality education by Joyful, Experiential and Child-Centric means to children in the 6-15 age group, with focus on Human Values, Literacy, Numeracy & Vocational Training. It runs two schools and complements its institutional services with a host of community-based programmes.



Trendsetter in tribal education



Viveka Tribal Centre for Learning (VTCL), Hosahalli

VTCL is a semi-residential school established in 1988 to bring the benefits of primary educational care to local tribal children who are basically first-generation schoolgoers. The school is located in a forest and offers a specially designed, open environment to inspire learning in the students. It offers education from 1st to 10th standard, with an imaginative content and novel learning aids to foster all-round personality development.

Over the years, VTCL has not only attracted more students and reduced dropout rates, but also distinguished itself with **top pass rates among India's tribal schools**, and a string of honours in sports and games. Inspired by the experience, SVYM is now working towards supporting Vivekananda Tribal Residential School in Wayanad in Kerala State.

VTCL also runs courses under the **National Institute of Open Schooling** and **Karnataka Open School** to enable school dropouts to rejoin the mainstream schooling process.





Life-building education



Viveka School of Excellence (VSOE), Saragur

In fulfilment of Swami Vivekananda's vision of complete education, SVYM established this day school in 2003 to provide all-round basic education at affordable costs. It now runs a primary school and a Montessori preschool, with emphasis on joyful, experiential and child-centric learning, and development of multiple intelligences in the students.



Community-based education



Shikshana Vahini Programme

This programme complements Government of India's Sarva Shikshana Abhiyana to provide "education for all" and improve the quality of education in a consortium of government schools. Protection of child rights, capacity building of teachers, empowerment of School Development & Monitoring Committees (SDMCs), community mobilization, creation of educational awareness, and management of bridge schools are some of the major features of the programme.

Apart from Heggadadevanakote, SVYM runs Shikshanavahini in Bijapur, Bellary, Bagalkot and Raichur districts of North Karnataka and in the slums of Mysore and Bangalore cities.

Career Guidance & Counselling Centre

This centre has been opened to offer counselling & guidance on future courses & careers to students at the crossroads after 10th and 12th standards. It also offers scholarships to deserving students to continue their studies.



"Educate your women first and leave them to themselves; then they will tell you what reforms are necessary for them."



Vision of a community movement

SVYM believes that poverty is not only about numbers and money, but also about human beings and deprivation of opportunities, choices and access. It believes that development is not about achieving economic progress alone, but also about ensuring total security: food, health, nutrition & energy security; social, political & economic security; and security afforded by the availability and usage of personal and community infrastructure.

With this end in view, SVYM has developed an integrated model for community development in remote parts of Karnataka, and the model has now begun to pay off with healthier and more literate communities, and a larger number of livelihood options. In this model, SVYM promotes and facilitates direct government - community interaction so that communities can learn to deal with government and carry on independently. The model focuses on **sustainable development, youth involvement, women's leadership** and **self-reliance**.



Quick view of key programmes



- Rehabilitation of tribal populations displaced by Kabini Dam, Project Tiger and Bandipur National Park, with self-employment training programmes in various traditional vocations, and building of tribal development committees for direct interaction with government
- Formation of **Viveka Seva Dala** groups of committed youth in villages and tribal colonies, and building their capacities to become social entrepreneurs so they can take independent responsibility for the future betterment of their communities
- Organization of Self Help Groups among tribal and non-tribal people to encourage thrift and entrepreneurship
- Training of tribal youth for augmentation of traditional vocational skills
- Creation of awareness on issues like rural employment, government schemes, good governance and right to information
- Carrying technology to the masses through projects in areas like soil & water conservation, non-conventional energy sources and low-cost shelters



"We want that education by which character is formed, strength of mind is increased, the intellect is expanded, and by which one can stand on one's own feet."



Transfer Knowledge – Transform Communities

SVYM has developed a treasure house of knowledge, experience and human resources over the years, and government and non-government agencies as well as corporates have always sought to benefit from this in their own ways. In particular, agencies of the Government of Karnataka have been regularly utilizing this rich resource base in their capacity-building programmes, and the Government of India has recognized SVYM as a centre for training and community orientation for IAS and other probationary officers. Also, both the state and central governments have drawn on the expertise of SVYM in the formulation of their policies and plans for tribal and rural development.

SVYM has opened an exclusive Training, Research, Advocacy and Consultancy (**TRAC**) Division to transfer the benefits of its core competencies to governments, corporates, community-based organizations and other NGOs across India.



Training, Research, Advocacy & Consultancy



Vivekananda Institute for Leadership Development (VILD)

VILD is a premier TRAC centre dedicated to the mission of building managerial and leadership capabilities for sustainable development. It offers a variety of training programmes to government institutions, nonprofit organizations, corporates and youth. Master of Management of Non-profit Organisations, India's first university-affiliated programme of its kind, and Youth for Development are two of its key programmes.

(Full information at
<http://www.vild.edu.in>)

TRAC on Multiple Tracks

SVYM undertakes action-oriented research and consultancy in medical, educational, social, environmental, legal, administrative, financial and other development disciplines from reputed institutions. It is now carrying out research studies in collaboration with **Harvard Medical School** and **Indian Institute of Science**.

SVYM provides managerial support for upcoming rural and tribal health projects, and designs Corporate Social Responsibility (CSR) programmes for companies.

In the field of advocacy, it is actively pursuing areas like Child Rights & Education, Human Rights, Gender Issues & Women's Empowerment, Tribal Development, Rural Health & Public Health and Adoption of Technology.

SVYM has a Publications Unit that brings out the bi-monthly development newsletter **Viveka Vani**, in addition to health education CDs, training manuals and periodic research publications.



"In the world take always the position of the giver. Give everything and look for no return. Give love, give help, give service, give any little thing you can, but keep out barter. Make no conditions and none will be imposed on you. Let us give out of our own bounty, just as God gives to us."



Come, make a difference!

SVYM is gaining increasing momentum and its need for funds is turning more and more critical with every passing day. Children at school need to be fed day after day after day. Accidents happen. Pregnant women cannot do without care. And patients of every kind are always in dire need of treatment and medicine. Community development programmes too need to be sustained on a priority basis, as they represent the real hope for India's poor.

Importantly, people running the movement need funds to fuel their action, to proceed to take on greater challenges – and to keep their spirits as high as ever.

Up until now, funds have flowed from caring individuals as well as institutions. But with growing demands on the facilities, funds need to flow more vigorously. Indeed, the very life of the movement is delicately poised on infusion of funds.

It is thus the right time for you to make a difference – and to your own, through your generous support.





Make a donation

To ensure further enhancement of infrastructure and service delivery, and to sustain important ongoing programmes like RCH and WSHE, SVYM immediately needs **a massive funding support** from institutions and from individuals like you. It also needs your support for its **Sponsorship Programme** for:

- Sponsor a social entrepreneur (under Youth for Development): **Rs.15,000**
- Cataract operation (with IOL) for one person: **Rs.1,000**
- Total antenatal care for one pregnant woman: **Rs.800**
- Education for one child for one year: **Rs.600**
- Construction of one sanitary latrine: **Rs.2,000**

Donations for SVYM in India get income tax exemption under 80(G) and may be sent through a cheque/DD in favour of *Swami Vivekananda Youth Movement* at Saragur. Contributions in the USA get tax exemption under IRC 501 (C) (3) and may be forwarded to *Swami Vivekananda Youth Movement of North America* (address on back cover).



Volunteer your time

Volunteers from all corners of the world come to SVYM to offer their help and services, and to carry back a wealth of community experience from here. In particular, SVYM welcomes volunteering from medical specialists, nurses & paramedics, teachers in science & English, development / IT / management / finance professionals and behavioral & clinical researchers.

For more details, visit

<http://svym.net/GETINVOLVED/VOLUNTEER.htm>



*"A few heart-whole,
sincere, and energetic
men and women can
do more in a year
than a mob in a
century."*



Recognition

"For the first time, we have forgotten our differences and are aware of our collective strength."

– Moodalimadiah, Kadukuruba Yajamana
(Chieftain) of Jaganakote haadi

"...the organisation has imbibed high ideals and manifested exemplary dedication and commitment in all its activities and projects..."

– Justice M.N. Venkatachaliah

Honours and Awards

For its innovative initiatives, breakthrough achievements and sterling contributions, SVYM has received a bunch of awards from various agencies: **National Youth Award** (1991-92) from Government of India, **Dr. Babasaheb Ambedkar Award** (2002) from Government of Karnataka, **Sat Paul Mittal National Award** (2003) from Nehru Sidhant Kender Trust and **Ninth Mahaveer Award** (2003) from Bhagwan Mahaveer Foundation. At the individual level, several staff members of SVYM have received honours and awards for their distinguished services to the cause of community development.



Viveka Sphere



SVYM is a non-profit, non-political, non-religious voluntary organization registered under the Karnataka Societies Registration Act, and listed by the Ministry of Tribal Affairs, Government of India, as an **Established Voluntary Association**.

Governing Body (2006-07)

President	Dr. R. Balasubramaniam
Vice President	Dr. K.N. Chandrashekhar
Secretary	Dr. (Flt.Lt.) M.A. Balasubramanya
Treasurer	Dr. M.R.Seetharam
Joint Secretary	Ms. Niveditha
Executive Members	Ms. M.R. Mamatha Dr. Mahesh Srinivas

Advisors

Swami Sureshanandaji – *Senior monk of the Ramakrishna Order*
 Rtn. R. Guru – *Mysore based industrialist and philanthropist*
 Dr. Gururaj Karajagi – *Educationist and Director of Academy for Creative Teaching, Bangalore*
 B.S. Srikanthiah – *Coordinator for Sri Ramakrishna Vidyashala, Mysore*

Associates

Chartered Accountants: *Manian Suresh Sundar & Vittal, Bangalore*
 Legal Consultants: *O.Sham Bhat & J.Purushotham, Mysore*
 Management Consultants: *Tureeya Leadership Centre, Bangalore*
 Architects: *Tara Murali (Bharath & Associates, Chennai)*



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