

Jeevaniya Society is a Voluntary support organization working for the last more than 25 years as part of a movement to revitalize Local Health Traditions and Traditional Indian Systems of Health Care for Holistic Health. It has been working for rural industrialization and related programs to ensure better life, particularly for the rural poor, besides initiating and organizing programs of utilizing scientific prowess for the same. The Society has been working with Experts as well as NGOs, S&T and other Institutions, Government Organizations and all concerned for networking as well as direct action with a perspective of Sustainable and Holistic Development based on Indigenous strengths of Swadeshi Framework.

In order to generate awareness about these aspects, Society has been working to not only promote the cultivation & use of Medicinal & Aromatic Plants (MAPs) for Health Care & Income Generation but also encourage Sustainable Agriculture & Holistic Rural Development, involving skill development and Value Education.

The Society has undertaken a program to develop a cluster of villages around Malihabad (Lucknow) as a Model of 'Holistic Development' by involvement of their inherent knowledge, resource base & strengths of both the Rural & Urban populations for establishing a mutually complementary Network and ensuring 'Ubhay Samrudhi', whereby all stakeholders are enriched. Society has undertaken education, Research and communication of scientific knowledge on these aspects to eventually influence policy interventions at various levels.

Vision

Jeevaniya Society strongly believes in the strength of all knowledge systems and wishes to evolve Models of 'Holistic Rural Development' with Swadeshi & Sustainable Perspective by involvement of the inherent knowledge, resource base & strengths of both the Rural & Urban populations.

Mission

The Society wishes to evolve and promote sustainable and self-reliant Swadeshi models of Holistic Development in our villages. This will be achieved by helping them to reduce gap in their infrastructure & its efficacy and empower villagers to ensure 'Holistic' health care,

agricultural prosperity, quality education and skill development. The Society wants to ensure due value to the rural resources, including their Knowledge Systems, through long term & Holistic Community Involvement in decision making as well as implementation of such programs.

Objectives

- Working towards building a Prosperous & Healthy Society where people can express the best potential of their creative energies.
- Developing self-reliant models of Primary Health Care.
- Promoting and undertaking education, Research and communication of the knowledge of Indian Health systems.
- Propagating the cultivation, processing and marketing of medicinal plants and their use.
- Working for primary health care and improvement in social, economic & spiritual status, particularly of villagers & tribal people.
- Working for rural industrialization and related programs to ensure better life, particularly for the rural poor.
- Initiating and organizing programs of science popularization for encouraging Scientific Temper in the society.

Historical Background

Dedicated to the cause of creating awareness about the importance of Traditional Indian Systems of Health Care and promoting the use of medicinal plants in Primary Health Care, a group of Physicians, Scientists and others started this work at Lucknow during 1988-91 under the banner of Regional Chapters of Lok Swasthya Parampara Samwardhan Samity (LSPSS), Coimbatore and Academy of Young Scientists (AYS), Chandigarh. We formed a group that emerged in 1991 as Jeevaniya Society and got it registered as a voluntary organization in 1992.

Ubhay Samruddhi

A Resource Centre was set up in October 2014 at Kukura village of Malihabad (Lucknow) on Hardoi Road for location specific experiments in Holistic Development in a cluster of villages around. This centre is expected to work in the areas of Holistic Health, Agriculture, Education &

Skill Development and Rural Technology for sustainable development with an approach of Ubhay Samridhi. Based on its own experiences and sharing the experiences of such other experiments, to synergize their strengths for sustained collective action, the Centre is expected to eventually work as an Information, Education, Communication, Training and Research Institution in all these areas with the concept of 'Local Action with a Broader Vision', largely in Hindi speaking north India.

The Centre was expected to initiate programs in Health, Agriculture & Education (and Skill Development) while other aspects were to be added as its natural expansion over time, as per needs & demands of the local community. It was felt that the Centre should work in a participatory manner such that it becomes largely self-sufficient in the 5 next years.

Planned Activities

Programs on Organic (Chemical free) Agriculture, Health, Environment and Education were initiated. Most of the programs followed up on setting up a Model for promoting organic cultivation and marketing of such produce to improve the livelihood of farmers on one hand and ensuring availability of poison free food to the consumers.

Revitalization and Promotion of LHTs & Ayurveda

- We set up number of Herbal Gardens and Nurseries in NGOs, Schools, Parks, Commercial Establishments, Residential Complexes.
- Set up a Charitable Dispensary, based on LHTs & Ayurveda, Accupuncture as well as Homoeopathy at its premises and expanded to other centres and villages. Organized and Participated in more than 100 free Health Camps, Awareness Exhibitions & Melas, and distributed more than 1,00,000 Medicinal & Aromatic Plants.
- Conducted a study on the Status, Potential & Use of Medicinal & Aromatic Plants in North India.
- Published vast amount of Health Education Material in Hindi (and some in English), particularly based on LHTs & Ayurveda and promoting its use.
- Conducting large number of National & International Seminars, Conferences, Workshops and Training & Awareness Programs on MAPs, LHTs & Ayurveda.

Promotion of LHTS in North India

Understanding Jaundice Epidemic of 1991 & interventions

In collaboration with Scientists and physicians, extensive survey of a major Epidemic of Jaundice was undertaken at Kanpur in 1991. A detailed Report was made which was published in the Medical Journals 'The Lancet' & 'The Bulletin of the World Health Organization'.

Processing of MAPs

With support from small Industries Development Bank of India (SIDBI), facilities were set up at Rahmankheda village of Malihabad, Lucknow for washing and or drying herbs, their pulverization into powders under cooled conditions and distillation of essential oils from aromatic plants. Several farmers and entrepreneurs have been given training on these machines and they have also used these for processing their produce. The society has also helped them in marketing of their produce. The distillation plant had since been shifted to Auliapur village of Akbarpur for helping farmers from a new cluster of villages and is now being shifted to Kukra village of Malihabad.

Promotion of Organic Cultivation & Improved Farming Practices

- We organized several Awareness & Training camps with large number of farmers & NGOs on Organic Cultivation, Composting & Pest Control Methods, certification process and marketing of their produce.
- Organized Demo Cultivation of Conventional Crops across UP with Improved Varieties in collaboration with IARI, New Delhi.
- Provided free consultancy to large number of farmers as well as entrepreneurs on various aspects of organic cultivation, certification & marketing.

Jeevaniya-IARI Farmers' Program

Several IARI technologies Demonstrated in 9 Districts of Lucknow, Akbarpur, Sant Kabir Nagar, Unnao, Hardoi, Farukhabad, Sitapur, Pratapgarh, Hapur & Barabanki.

Science Communication and Popularization

- Participated and played an important role in Bharat Jan Gyan Vigyan Jatha (BJGVJ) of 1992, Manthan 1995 and Children's Science Congress in UP (1993-96).

- Organized programs for awareness generation regarding Total Solar Eclipse, 1994-95.
- Conducted short term Science Journalism Courses, sponsored by the National Council of Science & Technology Communication in Lucknow University, 1994-97.
- Created Biodiversity Awareness through Herbal Gardens in several Rural & Urban Schools of Lucknow.
- Published vast amount of literature, including a bimonthly Health magazine, Wall Papers, Books and several booklets on Science in Daily Life in Hindi & English.
- Regularly conducting large number of interactions with farmers, School children and teachers as well as general public on Health Awareness Generation & Primary Health Care involving Traditional Health Systems.

Policy Initiatives for Broader Impact

- Helped DST, GoI to develop their program on Medicinal Plants & Traditional Medicine (1988-92).
- Provided Inputs to CAPART for their programs of Rural Technology, Rural Development and Revitalization of Local Health Traditions in various capacities (1988-2004).
- Provided Inputs to Planning Commission, GoI on ISM&H for preparation of VIII, IX & X Five Year Plans and on Voluntary Sector for the Xth FYP.
- Provided inputs to AYUSH as a Member of Ayurvedic Pharmacopoeia Committee and on Patenting Issues to CCRAS and to various programs of NMPB.
- Prepared the official IXth Five Year Plan Document for all Departments of the Min. of Health & Family Welfare of UP Govt. and an official Document to set up a Medical University in UP. (1996-97).
- Prepared drafts of the proposed S&T Policy for UP Govt. Also contributed to the Proposed S&T Policy of MP Govt. (2007-09)
- Prepared & presented to concerned officials the Road Maps for Development of the Herbal Sector in UP, MP, Orissa, Meghalaya & KVIC (2001-07).

Future Thrust Areas

1. Establish Model Projects of Community/Public Health for Primary Health care involving Traditional Medicines & Local Health Practitioners.
2. Network for identification and promotion of Excellence in Traditional Medicines & Local Health Traditions and their Practitioners.
3. Ensure S&T interventions for Holistic Development in Rural (and Urban) areas involving Agriculture, Livestock, Water Management, Artisanal technologies, Education and Health Care.

JEEVANIYA SOCIETY

Committed to

Health care & Education
And
Scientific Temper
For
Holestic Development

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TWENTY FIVE YEARS OF ORGANIC
FARMING AND HOLESTIC DEVELOPMENT
OF RURAL AREAS OF INDIA