

# **INDIA Redefined**

**An Introduction**

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## Introduction

INDIA Redefined is a movement to light up the fire in the hearts of every Indian citizen, to be awakened, to exercise their rights and fulfill their obligation & responsibilities.

Ranjana Kanti, the initiator of the movement INDIA Redefined in the year 2009, worked for various social causes without involvement with any NGO, but purely at an individual level for last 20 years. But a desire to make a noticeable difference at a broader level made her think. How to do something which will have a larger impact on the lives of common citizens of India?

We all talk of problems in India - at home, in our drawing rooms to village chaupals, offices and meetings, LinkedIn, Facebook walls but do nothing. Part of the reason is that we think that solving these are not our responsibility but of the government, politicians, bureaucracy, economists, or some NGOs- anyone but us.

INDIA Redefined attempts to tackle the root cause, which can impact most of the problems India is facing. The attitude of INDIFFERENCE of common people – maybe because we are generally too busy, struggling to survive day to day but in the process, we have left governance to people who are not our representatives, policy to those who do not feel they are accountable to us, economic development to corporate that place profit before ethics, and all other problems to NGOs who struggle without our support.

'INDIA Redefined' is a citizen empowerment movement which believes in bringing the **fourth sector** – “the common citizens” together on one platform, the first three sectors being the government sector, the corporate sector and the NGO sector.

## **Why redefine India?**

There was a time when patriotism, nationalism or love for one's country meant 'hatred towards another'. While pride for one's nation may have been a positive feeling, this separation of one's from the rest of humanity on basis of nationalistic man-made boundaries inherently gives rise to a sense of distrust, detachment and distance from others not belonging to the same country. INDIA Redefine tries to redefine patriotism in a humanitarian sense.

We are living in a modern time where globalization has led to fusion of different culture across the world. It is not surprising to see elements of western traits in our day to day living. Hence, it is important for our country to keep up with the global trend rather than sticking with tradition for the sake of maintaining identity in order to progress. By redefining India and what it means to be an Indian, one can constantly be open to new ideas, while respecting the old ideas and norms. INDIA Redefined tries to accentuate the fact that 'India is what WE make of it'

## **Uniqueness**

What makes this movement unique or even different?

There are many wonderful organizations, NGO, Charities which do a lot of wonderful work - But it never seems to be enough. Most of them work within a context or for a specific cause, that the overall positive effect is lost in the gaps.

One of the biggest reasons is that we have not tapped efficiently into the power of the individual. We have groups working towards a certain cause, but the rest of the people, if not oblivious to issue, think it is the groups' responsibility to find a solution.

INDIA Redefined is a platform for people from different backgrounds, different social class, having different outlooks and opinions to come together and work towards redefining India.

That is why INDIA Redefined's vision is an amalgamation of different visions but ultimately leads to a HAPPY INDIA. "*Saadhya*" is important not the "*Saadhan*"

So, INDIA Redefined is not affiliated with a single political party or motive. But will not hesitate to work with any and every political party, business houses or NGO for the right cause.

## **Vision & Mission**

Instead of long complicated sentences the vision simply is – "**A HAPPY INDIA**"

However, to make it more understandable the vision is elaborated as follows -

**Create an India of tomorrow which is**

- **awakened, informed and educated**
- **clean, green and sustainable**
- **healthy, prosperous and happy**

How can we create a Happy India?

By helping to bring about a behavioral change across Indians of all strata, INDIA Redefined plans to tackle problems, leveraging the power of individual. This change in behavior is the key to unlock the indifferent attitude of people to be an active participant, thus unlocking the potential to be empowered citizens by redefining how we think and act.

This is encapsulated in INDIA Redefined's **Mission** -

**Empower citizens of India by bringing about a behavioral change in the masses towards discharging their Responsibilities and exercising their Rights, which are**

- **Constitutional**
- **Social**
- **Societal**

Citizen rights have been provided at the cost of some duties and obligations – these could be constitutional, social, civic or societal duties, that must be and should be performed by every citizen of India. It is only when we do our duties we shall be empowered to demand our rights

INDIA Redefined is a citizen's empowerment movement, a non-political yet politically aware movement which provides a platform for ordinary citizen to fulfilling their own **ISR - Individual Social Responsibility** and putting their goodness in this common basket.

## **Scope**

The operation areas of INDIA Redefined are divided into broad headings - AWAKEN INDIA, CLEAN INDIA, HEALTHY INDIA, GREEN INDIA, and PROSPEROUS INDIA - all leading to HAPPY INDIA. Anyone can choose an issue, activity or campaign based on their own interest and expertise. They are encouraged and supported not only to get involved but motivated others to join them. However 'working on any issue'

does not mean 'just providing assistance or volunteering' but to 'empower the people affected by the issue to be able to solve it themselves'.

Pillars of INDIA Redefined	
<b>AWAKEN INDIA</b>	bringing about AWARENESS, EDUCATION & COMMUNICATION
<b>CLEAN INDIA</b>	of CORRUPTION, POLLUTION, UNHYGIENIC CONDITIONS, POLLUTED ENVIRONMENT, CONTAMINATED WATER & (ANYTHING REQUIRING CLEANSING)
<b>HEALTHY INDIA</b>	WILL RESULT FROM CLEAN INDIA and dedicating SPECIFIC FOCUS ON HEALTH ISSUES
<b>GREEN INDIA</b>	RESULT OF CLEAN INDIA using SUSTAINABLE METHODS OF GREENING OF INDIA
<b>PROSPEROUS INDIA</b>	POVERTY ERADICATION, EMPLOYMENT CREATION, RURAL DEVELOPMENT, ENTREPRENEURSHIP
<b>HAPPY INDIA</b>	

## Methodology

The way to take forward was to try creating a movement where benefactor and beneficiary are both citizens themselves, not very unlike to QUIT INDIA movement. People participated then for themselves for their own betterment.

INDIA Redefined realizes that most of the ordinary people want to do something for the country, they just don't know how. Their desire to help often is overridden by daily grinds and other priorities. The idea has been to mobilize these masses and bring them together. How does India Redefined do it?

By giving a structure to the '*desire to do something*' in us, by mentoring and creating small successes in an individual's desire to do something for the society and country, one gets motivated to create bigger changes which in first place were just a talk.

### **Small success breeds more success (and motivation)**

Level of involvement is not measured by the grandness or scale of the activity a person is undertaking but on the amount of time one spends on the activity. Unfortunately, not everyone has the time, energy or ability to give for the betterment of the country. Many feel a sense of inadequacy as they cannot 'give' large sum donations (like the eminent personalities and corporate).

By creating simple and small activities that can do carried out by anyone, INDIA Redefined wants to instill a confidence and a sense of accomplishment. These small successes breed a desire to do more and bring more success.

Ranjana is using this mantra in '**I CARE**' project within the movement "India Redefined" – The point is to get people motivated by executing simple activities SUCUSSEFULLY, and at the same time these have to be beneficial to people, locality or the country. The key aspects in designing the activities are SIMPLICITY and HIGH SUCCESS RATIO.

There needs to be a sense of involvement. It does not mean that one needs to spearhead every initiative, or make monetary contribution as an offset to the lack of participation. The message is to “Become involved”.

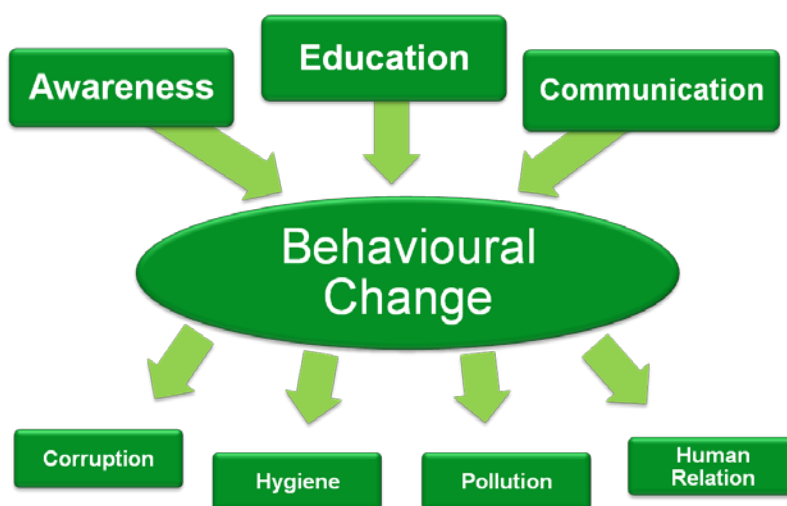
So the purpose of “I CARE” project is to get people involved. Once that is achieved, common people will be ready to take up bigger challenges and issues on their own which face us all. These activities are considered only as joining fee for INDIA Redefined instead of monetary membership fee charged by many organizations.

PROJECT “I CARE”	
Activity	Impact
1. Making 2 persons computer literate and ignite 10 others to do the same	Computer literacy opens up a whole new world of information and opportunities for someone who may have even bare minimum education. It gives him a chance to make something of himself, if motivated.
2. Finding a slum or dirty area near one’s locality and <ol style="list-style-type: none"> <li>a. Send a report providing</li> <li>b. the exact address</li> <li>c. the reason for negligence of municipality or agency responsible</li> <li>d. what sq. km that area is spread</li> <li>e. a photograph of the area</li> </ol>	Create awareness and sensitivity of the condition and environment around one’s own locality and create involvement in local issues
3. Plant 10 trees and <ol style="list-style-type: none"> <li>a. Take care of it after planting</li> <li>b. Ignite 10 people to do the same</li> </ol>	Creating environmental awareness, sensitivity and motivation
4. Find out home average electricity consumption for last 6 months in (electrical) units and aim to reduce it by 20% on a consistent basis <ol style="list-style-type: none"> <li>a. Ignite 10 people to do the same</li> </ol>	<ul style="list-style-type: none"> <li>▪ You save money</li> <li>▪ You reduce pollution related to electricity generation</li> <li>▪ Electricity saved is as good as electricity generated</li> <li>▪ Increased environmental awareness</li> </ul>
5. Identify the top 3 problems of your locality, which you think that India Redefined should address <ol style="list-style-type: none"> <li>a. Send these to India Redefined with your suggestions, Roadblocks faced etc.</li> <li>b. Ignite 10 people to do the same</li> </ol>	Creating awareness and sensitivity of the condition and environment around one’s own locality and create involvement in local issues. Understanding civic authorities role & responsibility
6. Write (by anyone) quotations, poetry, articles about India, Indians, patriotism on the India Redefined blog <ol style="list-style-type: none"> <li>a. Ignite 10 people to do the same</li> </ol>	Good thoughts and articles gradually effect and bring about change in a person psyche and prepare him to participate in social causes
7. Identify the NGO’s of your city, town or village – its area of expertise and operation. Send the details to INDIA Redefined	<ul style="list-style-type: none"> <li>▪ Awareness of various social cause contributors of one’s area and issues prevalent in the area</li> <li>▪ A database of organization with who INDIA Redefined can create collaborations at later stage leveraging specific expertise</li> </ul>

People living in the typical social structure only know what their needs are. So the first step of INDIA Redefined is to help people to identify problems in their locality, take ownership of it and solve it.

### **Behavioural change**

This chain of success is only to initially get people to start doing something for their country. Over time, empowering will lead people not just to demand their Rights but also carry out their duties. This will be the 'behavioural change' that will replace indifference (or the sense of inadequacy) with active participation in not just action but thinking.



Behavioural Change can only come with the combination of motivation and small activities and fulfilling of the country's NEEDS which are Awareness (gaining of knowledge), Education (ability to process knowledge) and Communication (spreading of knowledge).

If each of us have a behavioral change, we could solve problems like Corruption (Clean, Transparent & Good Governance), Hygiene (Good health and Sanitation), Pollution (Clean and Green Environment), and Human Relations (harmonious Relationship with each other and different communities).

### **Empowering people by collaboration with NGOs & Corporate with expertise in specific areas**

India cannot be redefined without support, inputs and guidance from NGOs and Corporate sector that have the necessary expertise in specific areas. Hence INDIA Redefined aims to harness this by bringing the NGOs and corporate sector on the same platform, where motivated people not only take help in terms of expertise & funds but become the executing arm of these NGOs in their projects and for corporate in their CSR activities. This makes INDIA Redefined like a large canvas where common people, NGOs and Corporate come together to paint (work) an area of their interest and expertise and thus creating a painting which is our new redefined India.

The efforts are now to make INDIA Redefined a sustained movement – when something is initiated only out of raw passion outburst, frustration or anger, it tends to fizzle out. Passion or Anger is good and needed but cannot be the sole driver. It is like the spark-plug in car engine - something that gives the movement but you need fuel to run the car. And INDIA Redefined wants to be the fuel of such passion ignited by from the common citizens of this country.

The aim is that the people feel an ownership of the movement, where they get to be the leaders instead of followers, where diversity of individual thinking and beliefs are still welcome to strengthen a common platform.

INDIA Redefined makes each individual socially responsible by giving them platform to do take small steps (activities) and incentivizes them to work with everyone else as a team to address to the broader issues locally first and eventually nationally.

Empowerment is in unity and when the common citizens are united it is like drops coming together and creating an ocean. This strength can make government, politicians, and public servants more accountable. Also as an awakened citizen, he will elect right people to get right kind of governance, will take personal care to have a sustainable environment, will make himself educated to create options for better life, will know what is healthy living for him and his family and above all will know when to demand his Rights and when to discharge his Responsibilities.

### **Extent of Geographical area covered and target population**

This is a movement which is for the “Citizens of India” by the “Citizens of India” where being Indian is the only entry qualification with a willingness to donate TIME for the country. Any citizen is welcome as long as he/she is there as an Indian and does not carry in his/her political or religious affiliations.

Hence, the scope of INDIA Redefined is Pan-India covering every stratum of citizens of India. In less than 2 years over 200,000 people have joined the movement and at least 2000 people are currently actively involved in trying to make a sustained difference by carrying out various activities & projects within their own resources. Members of INDIA Redefined are spread across 25 states and over 270 cities & towns, though member density is still very low due to limitation of resources required for reaching out to the people.

Even though these are early days, some of the self initiated activities/projects by INDIA Redefined members done using their own resources and without external funding are listed in **SUB ANNEXURE – I**.

### **Funding and application of funds**

INDIA Redefined since inception did not seek funds from anyone and all expenses, so far, have been borne by Ranjana Kanti. The reason for this is

- Common citizens of India are already overburdened and membership fee should not be a deterrent in their desire to do something good for the country and community. In fact, INDIA Redefined asks individuals for DONATION of TIME and not MONEY.
- Like in any project, multiple resources are required almost all of which can be bought by money except a motivated work-force. INDIA Redefined is currently in the process of creating a motivated national work-force for which funds were not the primary requirement.
- To create a feeling of responsibility towards the country, community and common people of India, it is important that people consider this as a part of their daily life and be willing to spend some small amount from their own pockets. Once the outlook of people changes from looking completely inwards to considering problems around him (civic, environmental, corruption etc.) as their own problem, people are more likely to take positive action to eradicate these on their own. Easy availability of external funds and NGOs sometimes has a negative impact as a common person’s individual involvement becomes non-existent.

INDIA Redefined is now reaching a stage where it will be looking to raise funds primarily from corporate sector, HNIs and Funding agencies to

- Create a corpus for administrative expenses
- Project based funding to carry out large scale programs/projects

### **Future Action Plan**

- ✓ Creating a formal structure with co-coordinators at heads at district, state and national level for better reach.
- ✓ Develop in-house expert advisory board/ expert panels for different issues to support citizen groups.
- ✓ Create an administrative framework for a better organized planning & execution with a group of IR members, volunteers and paid staff with an office to operate from
- ✓ Upgrading of static website into a portal for better reach and connection between the INDIA Redefined members

### **Projects/Campaigns under planning**

- ✓ **C.U.R.E. INDIA campaign** (Citizens **U**nited for **R**edefining & **E**mpowerment) will be focusing primarily on motivating each Citizen to **mentor** ten people with education level below 10<sup>th</sup> Std. to explain how corruption, vote bank politics, vote buying etc. effect economically disadvantaged people more and a surer way out of this by electing the right candidates.
- ✓ **Educate India** is inspired by Wendy Kopp, founder of Teach for America. Mission is to build the movement to eliminate educational inequity (in terms of quality of education) by enlisting our nation's most promising future leaders in the effort. "I donate" campaign under Educate India project will help in recruiting outstanding college graduates from all backgrounds and career interests to commit to teach for six (6) months in urban and rural schools for underprivileged during or immediately after their student life.
- ✓ **"Develop your own Village"** - Majority of India lives in villages. Lack of opportunities is forcing people to migrate to urban areas. Unless we create opportunities for people in the villages, give them a reason to remain in villages and promote entrepreneurship and agricultural at village level, redefining of India will remain an urban phenomenon. We have to look at our own villages – develop these, educate the people there, create awareness and opportunities for the people of our own villages. If we make our roots strong – we shall make the country strong. We are working on creating a set of activities and small projects which anyone can take back to his village and with active involvement of the villagers there, can bring about positive changes, helping redefine India.



## ANNEXURE – I

	Activity/Project	Location	Date	Details	Remarks
1.	Sensitization program about the pollution level in Tawi River	Jammu	18.5.2010	Creating awareness among locals to control river pollution	
2.	Eye-check up camp	M.B. Road, New Delhi	25.7.2010	Expert support by "Center Of Sight" Fortis Escort Hospital	450 people from economically challenged section given a free eye check up
3.	Literacy campaign in Slum	Delhi	14.4.2010	A group of 8 Delhi Univ. students undertook teaching of slum children for 4 months	
4.	Hygiene drive	Bangalore	8.9.2010	Distribution of Soaps and creating awareness of personal hygiene in JP Nagar Slum areas	
5.	Computer literacy	Nasik, Navi Mumbai	2009-10	Free training on basic computer operation, MS Office, Internet & E-mail	A number of slum youth with low literacy level and many senior citizens were trained.
6.	Flood Relief	Sirsa Dist. Punjab	8.8.2010	Medical Relief Camp in Flood effected area	More than 300 flood effected people were dispensed with free medicines
7.	One women-One Sari campaign	Bihar – Patna & Arra	15-16 <sup>th</sup> Oct. 2010	Women had to identify underprivileged women who had single sari and give them a Sari, Blouse, Petticoat and a Shawl to survive during winter	Over 40 women participated and each identified a poor women and gave a sari, blouse, petticoat & a shawl just before Diwali
8.	Youth Campaign	Bhopal, Dehradun, Bokaro and 12 other cities/towns	15.8.10 to 15.9.10	Students carried out India Redefined's Youth campaign for Green, Clean, Peaceful and United India	<ol style="list-style-type: none"> <li>1. Collection of soaps, toothpaste etc. from well to do families and distribution among poor and people &amp; creating awareness of personal hygiene</li> <li>2. 10 trees planted by each youth</li> <li>3. Message of peace &amp; unity</li> </ol>

9.	Batti Bandh	Pan India	26.3.2011	On the day of Earth Hour more than 400 India Redefined members switched off all lights for one hour	
10.	Tree plantation	Haryana	June 2010	Over 100 trees planted with help of Forest Dept.	Tree planting at a smaller scale has been done at many places with estimated 600 trees planted.
11.	Software training & employment	Navi Mumbai/ Raurkela	from April 2010 onwards	Software Training of unemployed youth from the small towns & villages of UP (with 8 <sup>th</sup> ~10 <sup>th</sup> std studies) and later employing them	The first few trained are now training the later boys with the idea that they can later stay in their town/village and work independently with work outsourced to them there.
12.	Clean Home Drive in Slums	Mumbai	2.10.2010 to 8.10.2010	Clean Home Competition in seven slums around Ghatkopar area	Imparting the importance of hygiene and cleanliness in and around the area of home and motivating the dwellers to compete in a Clean Home competition to feel the difference
13.	Project "I CARE"	Pan India	From May 2009 on going	I CARE activities have been carried out by thousands of individuals across India and continue to do so.	See Table on page 4
14.	Sensitizing local population about preserving Heritage & Culture	Kathua district in Jammu	14.4 2010	Emphasis was laid on the economic aspect of heritage in terms of the multiple effects of tourism	