



# SWADESHI

A GCRD SWADESHI TRUST NEWS LETTER

Thiruvananthapuram

2017 MAY

Newsletter



*After Inagurating the 52nd Swadeshi Festival Dr. S.N Subba Rao, Dr. T Mathew Philip, Karayil Sukumaran, Dr. N. Radhakrishnan, Padmasree P.Gopinathan Nair, Dr.Jacob Pulickan and Others watching the Swadeshi Home Made Products Exhibition.*

## Swadeshi - the Powerful Alternative to Globalisation

At a time when the world is fully accepted the slogan of Globalisation I understand that there is a vibrant movement working under the leadership of Dr.Jacob Pulickan which transformed itself into a powerful alternative to Globalisation.By following the footsteps of Gandhi and Kumarappa he and his Team showing to the rest of India that here is a model - a Swadeshi Model for the Sustainable Development of the villages of India.Said the Living Spirit of Gandhi and Founder of the National Youth Project of India Dr.S.N.Subba Rao while inaugurating the 24 days 52nd Swadeshi Festival

organised by the Gandhi Centre for Rural Development and Swadeshi Trust at YMCA Hall,Trivandrum.Indian Council of Gandhian Studies Chairman and Working Chairman of Kerala Gandhi Smarak Nidhi Dr.N.Radhakrishnan presided over the function.Padmasree P.Gopinathan Nair presented the Swadeshi Award instituted for honouring the Best Swadeshi Workers to Karayil Sukumaran, Secratary, National Youth Project of India. Gandhi Centre for Rural Development Chairman Dr. T. Mathew Philip and Dr. Jacob Pulickan, Director GCRD spoke.

***Swadeshi - an Alternative to Globalisation***

# Swadeshi Rural Development Work and the Swadeshi Movement in Kerala

**Dr. Jacob Pulickan** Founder and Director, Gandhi Centre for Rural Development and Swadeshi Trust

The Swadeshi Rural Development Work aims at producing whatever commodities that can be produced in a locality should be produced in that locality itself by using the locally available resources. Implementation of Swadeshi in the wider sense helps the individuals, families and villages to be self-sufficient in all their basic needs. That means the production, distribution and consumption - all done by themselves and to that extent they need not depend upon others. The practice of Swadeshi provides employment to the people thereby ensuring additional income and much more it restricts the drain of money and resources from the villages and minimizes the chances of exploitation. The work started in 1998 with the coverage of the whole state of Kerala.

## **The Swadeshi Movement in Kerala**

The Swadeshi Movement is the direct outcome of the extension activities initiated by the Centre for Gandhian Studies of the University of Kerala under the directorship of Dr. Jacob Pulickan as an income generating programme. The first activity selected by the Centre was the Soap Making. It became very successful and this led to the starting of the training courses in Soap Products Making. Slowly these training courses became the best training programme in Kerala which necessitated the formation of a separate organisation for coordinating the Swadeshi training programmes, supply of raw materials and allied support items, starting of small production centres and door to door village level marketing network and the new organization, the Gandhi Centre for Rural Development came into being in 1998. The Gandhi Centre for Rural Development (GCRD) is registered as a Charitable Society in 2002 for spearheading the Swadeshi movement in accordance with the ideals of Mahatma Gandhi for the realisation of Gramaswaraj through Swadeshi and Self-reliance.

## **Activities**

The activities include development and transfer of appropriate technology for rural development and

providing back support to the women and unemployed youth for starting micro enterprises by conducting regular training programmes, supplying raw materials for starting village level production centers and establishing Panchayat level distribution centres.

## **The Main Thrust Areas are:**

- 1) Professional Training in the Production of Home Made Products
- 2) Raw Material and Packing Support to those trained in Home Made Products
- 3) Marketing Support through Swadeshi Exhibitions and Swadeshi Counters

## **Training Programmes**

Swadeshi Soaps as Symbol of Swadeshi Movement and That Time Salt (Gandhiji's time - colonialism), Today Soap (today - Globalisation) is the slogan of the Movement.

Swadeshi Soap is identified as the symbol of Swadeshi movement by the GCRD as it is an inevitable essential commodity. Moreover technology is simple and acceptable. The handmade soaps popularised by GCRD is 100% natural, 100% vegetarian, 100% coconut oil based, 100% glycerin retained, 100% non-allergic and skin friendly. So far the Movement developed 12 Training Programmes.

1. Soap Making Training Course
2. Food Processing Training
3. Swadeshi Jackfruit Products Making Training
4. Consumer Products Training
5. Jewel Making Course
6. Umbrella Making Course
7. Paper Bag Making Course
8. Direct Marketing Course
9. Glass Painting and Fabric Painting
10. Screen Printing
11. Cake Making
12. Zero Budget Farming.

## **The Impact of Swadeshi Training Work**

- 1) Trained 2,01,222 people in Soap Making
- 2) Trained 15,198 people in Food Processing
- 3) Trained 5299 people in Jackfruit Products Making
- 4) Trained 5137 people in Umbrella Making
- 5) Trained 5148 people in Candle and Agarbathi Making
- 6) Trained 2267 people

in Consumer Products Making 7) Trained 10,337 people in Paper Bag Making 8) Trained 10,127 people in Artificial Ornaments Making 9) Trained 712 people in Water Conservation Activities. 10) Trained 40 persons in Ferro Cement Tank Construction 11) Trained 309 persons in Direct Marketing 12) Trained 203 persons in Glass Painting and Fabric Painting 13) Trained 243 persons in Zero Budget Farming 14) Trained 228 persons in Cake Making.

### **Wide Range of Products**

More than 300 products are developed so far starting from soap items to special tonic and medicinal items. The products include all soap items, liquid soap items, all squash items, jam items, jelly items, halwa and cake items, varatty and peda items, all pickle items, all powder items, all masala and spicy items, all snacks and chips items, all umbrella items, almost all consumer items, ayurvedic powders and medicinal tonic items, all jackfruit products, all nutmeg products, all the bilimbi products and the like. The focus is not to duplicate the products available in the market but to concentrate on indigenous items. Special attention is given to develop value added products from the locally available resources. None of the products are manufactured by the Gandhi Centre and the Centre's role is coordination and supervision. It concentrates on giving professional training, providing raw material support, packing support, labeling support, product pricing, quality checking and marketing support. It helps to eliminate exploitation in the three stages of production, ie. manufacturing stage in the form of wages, marketing stage in the form of sales commission and capital investment stage in the form of profit margin.

### **Swadeshi Door to Door Distribution Network for Marketing Support**

Developed Door to Door Distribution Network for marketing the Swadeshi Products throughout the state of Kerala.

### **Achievements**

Developed appropriate technology for all the Home Made Products, especially for Soap Products and Food Products suited for household production.

Developed Mould Items for all the Home Made Products. 3

Established raw material and packing material supply Centres in all the District Headquarters and sub-centres in all the important cities.

Started Production Centres in all the Panchayaths.

Started well established door to door distribution network for marketing of all the Home Made Products.

Developed Cholestrol Dit as effective Medicine for Cholestrol.

Developed Jackfruit Tone as effective Preventive Medicine for Cancer & Aids.

Developed Nutmeg Tone as effective Medicine for Stomach Upset.

Developed Naikarunam Powder as effective Medicine for Nervous System & Blood Circulatory System Disorders.

Developed Amukkuram Powder as effective Medicine for improving General Health.

Developed Brahmi Powder as effective Medicine for improving Immunity Power.

Captured about 26% market share of the Soap products, Food products and selected Consumer products according to the statistics of the MNCs.

Swadeshi name is accepted as symbol of all homemade and hand made products in all over the state and has a good reputation.

Conducted Training Programme of 2562 Batches under the General Category and 68 Batches under the School Teachers Category. Trained more than 2,50,000 People and out which about 1,25,000 people accepted it as an income generating activity and the others treated it to produce commodities for their own family use.

In short, Swadeshi has become the symbol of self-reliance and the people of Kerala by and large consider the Swadeshi Movement as an alternative to globalisation.

The Swadeshi Movement is very successful in developing an attitude among the people to produce whatever products that they can produce at the village level and distributing it at the village level itself, thereby controlling the drain of resources from the villages to the hands of the multi-nationals and also creating employment to hundreds of common people in each and every Panchayats of Kerala.



# Swadeshi – The Silent Revolution

**Prof. Mark Lindley**, Leading American Economist and Expert on Kumarappa Economy of Permanence

I have known Dr. Pulickan for eight and a half years and I know something about his earlier work because I have read his doctoral thesis, which was a history of the Gandhian Movement in Kerala. It is clear to me that the ideas guiding his work in the Swadeshi Movement in Kerala. It is clear to me that the ideas guiding his work in the Swadeshi programme are the fruit of careful reflection on the history which is recounted in his dissertation and on his first-hand experience as head of the Centre for Gandhian Studies at the University of Kerala. I was a Visiting Professor there for a while and saw him at work. He was just as energetic there as he has been (since resigning from that position) in building up the Swadeshi Programme. His work at the University had considerable value, but I think the work he does now is far more important. He is realizing and adapting to modern circumstances a vital aspect of Mahatma Gandhi's economic programme.

Amartya Sen, in an appendix to his doctoral thesis on "choice of techniques" (1960), showed, on the basis of fairly elaborate mathematical calculations, that hand-spun cotton thread could not under modern market conditions compete effectively against machine-spun thread; the khadi spinners would always need subventions from the taxpayer or from private charities. (He was a little more hopeful about the economic feasibility of hand-loom weaving.) If his analysis was correct, then the unspectacular economic record of the khadi part of the Khadi and Village Industries Commission has been due to deeper causes than inefficient management or anything like that. So, I think it was wise of Dr. Pulickan to exclude khadi from his early-21<sup>st</sup>-century Swadeshi Programme. The workers in this programme are not supposed to live on an extremely meager income the way Vinoba Bhave

did; they are not doing the work in order to demonstrate for political purposes a spirit of self-sacrifice; instead, this cottage industry of theirs is providing income so that they and their families can live decently in the modern world. It is therefore important, I think, that the commercial value of the brand-name "Swadeshi" be preserved and built up by maintaining consistent quality in the products and in their packaging (which is becoming quite beautiful now because of the careful attention that is being given to it) and by making the products consistently and reliably available in the retail outlets where they are sold. It was brilliant of Dr. Pulickan to use the term "Swadeshi" as a brand name; the word has already and rightly so, because of the predatory aspects of Capitalist Globalization – a very positive aura; you don't have to spend a lot of money on advertising to build up such an aura for it as a brand name, you just have to enhance it with attractive packaging and take care not to spoil it by allowing the products to be unreliable in regard to availability.

It is wise of Dr. Pulickan not to let the products that are made in Kerala be sold in other provinces. This means that the communication and transport parts of the distribution costs are lower than for the competing products of the big factories in other parts of India. When NGOs in other provinces want to sell "Swadeshi"-brand products such as are being made and marketed here in Kerala. Dr. Pulickan offers to send some of his engineers to those provinces to teach people there how to make the products. Last week I got some nice swadeshi soap in Tamil Nadu. However, I have to tell you that the packaging was primitive – just wrinkled grey paper with nothing printed on it and I got the soap directly from the person who made it.



**Dr. Thomac Issac** *Finanace Minister of Kerala Inagurating the Seminar on Swadeshi and Sustaniable development.*

It is not actually being marketed in Tamil nadu. All that happened was that some Gandhians there took a swadeshi soap making course in a dilettantish way. No one is managing the programme there the way Dr. Pulickan and his staff are doing in Kerala. I would therefore suggest that the Gandhi Center for Rural Development offer not only its courses in techniques of manufacture but also, when promoting this non-capitalist kind of expansion in other provinces, offer some courses in relevant aspects of business management.

Dr. Pulickan is succeeding here in Kerala even though he never took such a course, but very few Gandhians are as clever as that kind of thing as he is. The Kerala Swadeshi Programme is fiscally sound. There are no subsidies from government or from private charities. At the outset, the organization borrowed money from a bank in order to purchase or rent the necessary equipment and pay the management adequate (though not extravagant) salaries; but all the debts were paid off within four years. I would suggest that now as the profits build up:

(1) the list of new products and projects not be expanded too fast, but each new one be developed as thoughtfully as the soap project was at the outset, and (2) a bit of a reserve fund be built up for various eventualities. (For instance, if the big factory companies lower the prices of some of their products in order to offer tougher competition to the Swadeshi brand products, it would be good for the Gandhi Center for Rural Development to have a bit of fiscal cushion to rely upon on so that it can, if it wishes, adjust immediately its relevant prices and then figure out carefully how to lower the relevant production or distribution costs without going against the interests of its members). But I would suggest also that if a gradually somewhat larger percent of the retail prices of the products can be distributed to the people who are manufacturing and selling them, this would bring out the cooperative nature of the venture and make it all the more worthy of the approval of people like Dr. Thomas Issac (who has so gracefully accepted an invitation to speak here today).

# SWADESHI

A G C R D Swadeshi  
Newsletter

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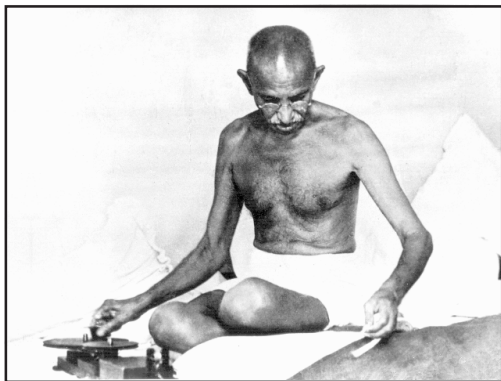
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The Challenge was to enable ordinary people with limited assets, skills and education to become meaningful economic actors. This, Gandhi argued, was only feasible with a revival and scientific rationalisation of India's many village industries. Such a move would enable the village to make the best use of its resources and thereby stem the flight of economic surplus from the village to the city. The development of the village economy was meant to be an appropriate answer to the debate between the prevalent economic ideologies of capitalism and communism.



**Swadeshi is the only doctrine consistent with the law of humanity and love**

**- M.K Gandhi**

## Swadeshi Festival with Medicines for Cholesterol, Stomach Upset and Cancer

Swadeshi Festival - the 24 Days Festival of Home Made Products Training, Exhibition and Seminars organised by the Gandhi Centre for Rural Development and the Swadeshi Trust is an attempt to demonstrate the potentiality of Swadeshi as an Alternative to Globalisation.

The main attraction of the Swadeshi Festival is the Swadeshi Medicines for Cholesterol, Stomach Upset and Cancer (Preventive Medicine). The three major programmes, on one side the Home Made Products Training, the other side the Home Made Products Exhibition and on the third side the Seminars - all combined together under one roof is in fact a three in one programme.

Cholesterol Nivaran - the cholesterol medicine made out of Bilimbi (Pulinchikka), Jackfruit Tone - the preventive medicine for cancer, the Jathikka Tone - the medicine for stomach upset made out of nutmeg and the natural toilet soaps - all created a new weave among the people that Swadeshi is an alternative to Globalisation and thereby the Gandhian method of rural development is very meaningful and relevant.

Medicinal squash items, Jackfruit Varatty, Jackfruit Peda, Jackfruit Halwa, Jackfruit Avalose, Jackfruit Seed Powder, Jackfruit Pickle and raw Jackfruit dried seed are all helping the people to have a new Swadeshi Experience. With the arrival of the dried Jackfruit chula which last for more than one year as the best food item for diabetic patients, the Swadeshi Festival acquired a new dimension. In addition, a wide range of Home Made Products exhibition, more than 300 items, is also arranged along with the Festival in order to give a first hand information to the people.

The Swadeshi Festival is for spreading the much needed swadeshi message among the people that whatever products that can be produced by the people should be produced by themselves in their own locality by using the locally available resources and thereby generating a Swadeshi Culture and Swadeshi Life Style among the people.



*P.V Rajagopal, Leading Gandhian Activist and Founder EKTA Parishad  
Inagurating Swadeshi State Meet at Kozhikode*

## **Swadeshi - the Gandhian Development Model**

**P.V Rajagopal**, Leading Gandhian Activist and Founder, EKTA Parishad

I have many years of association with Swadeshi and I have seen Swadeshi slowly shaping and growing in Kerala. I have also seen the difficult days when the Swadeshi team struggling to keep it going before it was fully established as an accepted movement creating impact in the life of many.

I have observed that in the initial stages the Swadeshi Movement was seen as a threat by many large companies that were controlling the market through their products. The kind of impact created by Swadeshi movement are many points. Empowering woman to take care of their own life was a very important aspect of Swadeshi work. Though creating employment was not the main objective, Swadeshi has given an opportunity to many women to be engaged in productive work and also to reorganise their family economy.

Looking at it from a larger perspective one can appreciate

the contribution made by Swadeshi in terms of health and environment. The products of Swadeshi are designed in a way that it can take care of not only the health of the people but also the health of the nature.

Swadeshi has encouraged and trained many young people in Kerala to understand the philosophy of Swadeshi and through this to understand Gandhiji. These young people are going to be the next generation Gandhian workers of Kerala. They are gained both theoretical and practical skills by associating and working with Swadeshi.

I think through the hard work and efforts of Dr. Jacob Pulickan and the Swadeshi team, Swadeshi has become a highly respected movement in Kerala creating social and economic impact in the life of large number of people. This is the time for all of us to see how we can take lessons from this process and make it much larger. Many international groups that are speaking and practicing about



nonviolent economy are now keenly watching the Swadeshi process in Kerala. I believe that these international groups can take lessons and expand it globally.

Let me take this opportunity to thank Dr. Jacob Pulickan and his team for creating an interesting model of bottom up all inclusive nature friendly nonviolent economic model of a scale that can be now replicated.

Undoubtedly I should say that Dr. Jacob Pulickan and his Swadeshi work has succeeded in developing a Swadeshi Culture and a Swadeshi Life Style among the people of Kerala.

Dr. Pulickan's Swadeshi work is revolutionary and is a brilliant attempt to check globalization. Through this work he proved to the country that Swadeshi is an alternative to globalization and the Gandhian Swadeshi Model can create changes in Society if it is effectively implemented.

**Handmade Swadeshi Soaps are 100% natural, 100% vegetarian, 100% coconut oil based, 100% glycerin retained and 100% non-allergic.**

## **Swadeshi Soap Making Training in Madhyapradesh**

In Connection with the National Integration Youth Camp it is decided to conduct a Soap Making Training from 5 to 9 July at Mahatma Gandhi Seva Ashram, Jaura, Morena, MP for hundred participants from 20 States. Actual Train fare, food and accomodation will be provided to the participants. Toilet Soap, Washing Soap, Detergent Powder, Dishwash Powder and Cleaning Lotion are the items included in the training.

For details, contact Karayil Sukumaran, Trustee and Jiont Secretary, National Youth Project, New Delhi.

Ph: 9447482816. Email: karayilsukumaran@gamil.com



***T.R.K Somaiya of Bombay Sarvodaya Mandal and Alaka Sarma Ex.MLA, Leading Sarvodaya Activist from Assam Watching and Learning the Toilet Soap Making Process***



# Swadeshi - the Country's Working Model in Gandhian Economics - T.R.K Somaiya

I have a very long association with Dr. Jacob Pulickan and his activities in Kerala. The beginning was with the year-long Gandhi Literature Festival organized in 1994 as part of the 125<sup>th</sup> Birth Anniversary Celebrations of Mahatma Gandhi and at that time Dr. Pulickan was responsible for coordinating the state level programme. The second occasion was the year-long observance of the 50<sup>th</sup> Death Anniversary programmes of Mahatma Gandhi in 1998 and the third was the Gandhi Millennium Programmes in 2000.

The association became much deeper and stronger when he started the Gandhi Darshan Programme for School Students and at that time he was the Director of the Centre for Gandhian Studies of the University of Kerala. The way and the manner in which he organised the School Level Gandhi Darshan Programme soon attracted my attention and it slowly forced me to take the decision of supporting Dr. Pulickan and his team in an effort to strengthen the activity base. The very understanding that working with several volunteers without any regular financial assistance motivated me to go for some Volunteer Assistance to support and sustain the good work started in Kerala. The result was very promising and I could myself realise it when I personally participated the Gandhi Kalotsav Programme in 2002. The full credit for shaping and reorganising the Gandhi Darshan work in Kerala should be given to Dr. Jacob Pulickan and it was mainly because of him that a well structured school level Gandhi Darshan Programme emerged in Kerala.

The Gandhian work headed by Dr. Pulickan became a comprehensive one when he started the Swadeshi Rural Development work targeting the weaker sections of the society – the women, the unemployed youth, the teachers and even the school students. Like Gandhi touched the

whole nation with his 'Salt' symbol, Dr. Pulickan also touched the whole people of Kerala with his 'Soap' symbol. Within a short period of less than 20 years the Swadeshi Rural Development work transformed into a movement of the people and a new thinking among the people that whatever products that can be produced in their homes should be produced by themselves and thereby generated a Swadeshi Culture and a Swadeshi life style.

The Swadeshi work through the Gandhi Centre for Rural Development is according to Gandhi's and J.C. Kumarappa's philosophy of Swadeshi. Through this, Swadeshi is providing employment to more than 30,000 women in the villages of Kerala and their products are sold in local areas and not in any markets. Products are being sold by themselves through door-to-door marketing in nearby villages.

Gandhi said that I must not serve a distant neighbour at the expense of the nearest. The challenge was to enable ordinary people with limited assets, skills and education to become meaningful economic actors. This, Gandhi argued, was only feasible with a revival and scientific rationalisation of India's many village industries. Such a move would enable the village to make the best use of its resources and thereby stem the flight of economic surplus from the village to the city. The development of the village economy was meant to be an appropriate answer to the debate between the prevalent economic ideologies of capitalism and communism.

I am proud of the work which is the real Swadeshi work according to Gandhiji. I am also really happy of Dr. Pulickan of having a brother like him who is working on Gandhian Economics which nobody in India is doing.

**I must not serve a distant neighbour at the expense of the nearest. - XXVI-278**

# An American Economist's View of the Significance and Achievements of the Kerala Swadeshi Trust

**Prof. Mark Lindley** Leading American Economist and Expert on Kumarappa Economy of Permanence

There are two reasons why I, an American, have been invited to speak. (1) I have written some books and articles about Gandhi and about economics. (2) I knew Dr Pulickan before and during the time, nearly 20 years ago, when he started the Swadeshi Trust.

In those days he was in charge of the University of Kerala's Centre for Gandhian Studies (where I had a Visiting Professorship). He was good at getting people to talk the Gandhian talk. There were lots of public meetings like the one here this morning. But he became dissatisfied with just doing that kind of thing. He wanted to walk the walk. So he left the University and started the Swadeshi Trust and the Gandhi Centre for Rural Development.

That was the immediate, personal background to this venture. Let me now recall some of the slightly more remote background in the history of modern economic theory.

The first Gandhian economist, J. C. Kumarappa, distinguished, in his book *Gandhian Economic Thought* (1951), between (a) "home industry", such as cooking or sewing for members of the same household, (b) "village industry" for distribution and consumption mainly within the same village, and (c) "cottage industry" – households producing commodities (i.e. things for sale), the purchase and consumption of which might take place anywhere. He championed *village* industry, partly because he saw that it is more efficient transportation-wise than factory mass production or cottage industry, and partly because it fit in well with Gandhi's concept of *swaraj*. He and Gandhi had co-founded the All India Village Industries Association back in the mid-1930s.

In 1955, E. F. Schumacher, a brilliant, German born economist who served from 1950 to 1970 as the top

economic advisor to the nationalized British coal industry, read a book by Kumarappa entitled *Economy of Permanence* and became convinced that "Gandhi [had] laid the foundation for a system of economics." Schumacher declared that "Local, short-distance transportation should receive every encouragement, but long hauls should be discouraged." And in 1962, in a report to the Indian Planning Commission, he called for "intermediate industrial technology" so as to make good use (good in more ways than one!) of India's abundance of people capable of doing good economic work.

It is easy to see, in those 20th century ideas, the basis of Dr Pulickan's precept that *now*, in the 21st century, "Whatever can be produced in our own locality should be produced, distributed and consumed *there*." It is, however, notable that he is applying the precept in a modified way that works under the given conditions, rather than trying to do it in an unduly idealistic way which would not function very well.

In my humble opinion, the Kerala Swadeshi Trust has in fact been more successful than was the All India Village Industries Movement. The Kerala Swadeshi Trust

- is monetarily self-supporting,
- stays within Kerala (and labels the goods in Malayalam) but extends all over the state and is thus pragmatically intermediate between a village-industries and a cottage-industries venture,
- makes do, however, with just one lorry,

**Swadeshism is not a cult of hatred. It is a doctrine of selfless service that has its roots in the purest ahimsa, i.e. love.** - MM-415



*Special Lecture given by Prof. Mark Lindley on 9th November 2016 at the Swadeshi Festival*

- does not deal in khadi (which is nowadays a “boutique” commodity – nothing like what it was in Gandhi’s day!),
- and has expanded gradually the range of its products.

The first of those products was hand soap, and it is still a best seller. A home-made kind of medicine for normalising the body’s cholesterol content was added two years ago. Medical tests have shown clearly that it works (in a matter of weeks), and it too has become a best-seller. Another one, a medicine (home-made from nutmegs) for upset stomach, was introduced a year ago. All the jackfruit products are selling well. There have been no big failures – no attempts to sell products which consumers would not buy.

The details of how the whole scheme functions have been worked out intelligently (as well as diligently) to fit the state’s economic, demographic, geographic and cultural conditions. There is no advertising, and none of the products are sold through shops; they are sold door-to-door, based on information conveyed by word of mouth. The “transaction costs” are thus reduced, and so most of the money is going to the producers in their homes. This is built-in fair trade. The ratio of producers to administrators is a thousand to one.

Kumarappa had, in *Economy of Permanence*, posited a theoretical ladder of five moral levels of economic activity, which can be summarised as follows:

- Predatory (e.g. carnivores, imperialists and a certain kind of American businessman – the “I’ll-be-gone-by-then” CEO)
- Parasitic (e.g. fleas, and lazy or corrupt bureaucrats)
- Enterprising (e.g. beavers, and good businessmen)
- Community-oriented (e.g. ants, and good socialists)
- Purely service-oriented (true Gandhians).

(Please permit me to mention that Dr Pulickan lives modestly and thus does not represent a certain kind of rich person’s pseudo-Gandhian stance the underlying substance of which is “I have it, you don’t, so let’s both be nonviolent so that you can’t take it away from me.”)

The Kerala Swadeshi organisation is neither predatory nor parasitic. It is oriented truly to community service, and is successfully enterprising. So, to contribute to the 2016 Festival this message of congratulations is an honour for me.

**Marketing Strategy of Swadeshi is Door to Door Marketing(Door to Door Distribution)**



# Swadeshi – the Viable Alternative to Globalisation

**Babubhai Thakker**, Managing Trustee, Chandu Memorial Trust, Mumbai

I have a long association with Dr. Jacob Pulickan and his Swadeshi work in Kerala. The contacts started with the introduction of TRK Somaiya of Bombay Sarvodaya Mandal. An interesting work among the school students which needs encouragement and support was Somaiya's introduction.

As a result the Chandu Memorial Trust collected information about the Gandhi Darshan work headed by Dr. Jacob Pulickan and decided to support the work by providing Volunteer Allowance to two Gandhi Darshan Volunteers for a period of two years.

By the year 2000 we got a lot of reports about the good work going on from Kerala. As usual one was about the Gandhi Darshan work and the other was about an innovative work - the Swadeshi Rural Development work. It attracted my attention just because Gandhians quite often preach but rarely practice what they preach. I decided to visit Trivandrum and in 2002 went there to personally see what is happening and in what way it is different from what is happening in other parts of the country.

I spent a couple of days there moving with Dr. Jacob Pulickan, watching the Home Made Products Making Training programmes, visiting the Home Made Products Production Centres, seeing the woman visiting neighbouring homes to distribute the products which they manufactured in their production centres (Door to Door Distribution), teachers and students producing all the basic soap items in their own schools - something which cannot be seen anywhere in the country and that too in a highly consumeristic State. I came to the conclusion that this is the Gandhian Philosophy in action and is the real application part of the Gandhian Swadeshi Rural Development work. My personal understanding about

the potentiality of the Swadeshi Rural Development work and its impact among the rural masses, especially among the rural women and weaker sections of the society motivated the Chandu Memorial Trust to award a Swadeshi Fellowship to Dr. Jacob Pulickan for three years and also to give Volunteer Allowance to two Swadeshi Volunteers.

Again in 2005 I visited Kerala and that time also I happened to see the Kochi Swadeshi Festival - the Festival of home made products training, home made products exhibition and seminars on various aspects of Swadeshi - a comprehensive three in one programme under one roof. When I volunteered financial assistance Dr. Pulickan declined by saying that Swadeshi is self supporting and they normally accept any donations or grant in aids.

In 2008 when I visited again and that time also visited some of the Swadeshi Rural Development Centres. While discussing about the future course of action, I came to realise that the Gandhi Centre was in financial difficulties which seriously affecting its developmental activities. On scrutiny of the books of accounts it was due to the misappropriation of money by some of the staff members and when I came to understand the gravity of the situation the Chandu Memorial Trust again volunteered to sanction a grant in aid to support and strengthen the Swadeshi Rural Development work in Kerala.

During my several visits I have closely observed a number of Swadeshi Rural Development Programmes introduced by Dr. Jacob Pulickan and mainly run by the rural people especially by the village woman on Gandhian principles. He has successfully proved that at least in India, such programmes are viable alternative to Multi-National Companies and Globalisation.

His activities include not only imparting training programmes but also developing a lot of products from locally available natural resources, such as medicine for Cholestrol from Bilimbi fruit, Jathikka Tone - medicine for Stomach Upset from Nutmeg, Jackfruit Tone - Preventive medicine for Cancer and Aids from Jackfruit, Dried Jackfruit Chula as a staple food for diabetic patients, etc. He then arranges to train and transfer these technologies for rural employment to the women and unemployed youth, who can start their own micro enterprises. He regularly conducts various training

programmes, arranges for procurement of local raw materials to start production in villages along with Panchayat level distribution centres.

At present the Swadeshi Rural Development work has transformed itself into a mass movement of the people and an effective alternative to Globalisation. Now it is on a strong foundation. Swadeshi is Dr. Jacob Pulickan's baby and he has been nurturing it efficiently ever since its beginning. Therefore I even suggest that Dr. Jacob Pulickan must go for some new creative ideas to be implemented since Swadeshi work is running smoothly.

### **Profile of Dr. Jacob Pulickan, The Founder of the Swadeshi Movement**

Born at Ramapuram in Kottayam district of Kerala State on 09.09.1959. Did school education from St. Augustine's High School, Ramapuan and college education from St. Thomas College, Palai. Did second Post Graduation in Gandhian Studies from M.G. University and M.Phil. in Gandhian Studies from Gandhigram Rural University with first Ranks. Doctorate from Annamalai University in Gandhian Philosophy.

Worked as Youth Cordinator in Gandhi Smriti and Dashan Samiti, New Delhi, Founder Coordinator of the Centre for Gandhian Studies of the University of Kerala, Founder Director of the Kerala State Gandhi Darshan Samiti, Director Board Member of the Kerala State Literacy Mission and Kerala State Bharat Scouts and Guides and State Coordinator of the Gandhi Darshan Activities.

Awarded Ramachandran-Ekkeda International Award for Best Youth Organisator and Best Social Activist Award of the Ekta Parishat and the Maja Koena Foundation, Switzerland. Got Gandhi Smriti Darshan Samiti's Educational Fellowship and Mumbai Chandu Memorial Trust's Swadeshi Fellowship. Official Representative of India in the International Conference organised at Johannesburg in South Africa in February 2015 in connection with the 100th Anniversary of Mahatma Gandhi's Return from South Africa. Invited as Chief Guest of the Non-Violence Day Celebrations of Guadeloupe (French Careebia) organised by the

Global Organisation of the People of Indian Origin from 2 - 5 October 2015. Got Gandhi Darshan Award in 2016 for the contributions in the field of School Level Gandhi Darshan Activities.

Beginner of the well structured School level Gandhi Darshan Programme, Gandhi Festival, Swadeshi Home Made Products Training Programme, Swadeshi Festival and Founder Director of the Gandhi Centre for Rural Development and Swadeshi Trust. Working as the Director of the Gandhi Centre for Rural Development and Swadeshi Trust and heading the Swadeshi Movement in Kerala. Also heading the School Level Gandhi Darshan Programme.

Published Seven Books about Gandhian Philosophy and 12 Books about Swadeshi Home Made Products Training. The Gandhian Movement in India, The Sarvodaya Movement in Sri Lanka, The New International Economic Order, The Gandhian World Order, The Gandhian Movement in Kerala (Eng. & Mal.), The Swadeshi Movement in Kerala (Eng. & Mal.), Gandhi Darshan Programme: A Model in Character Formation, Personality Development and Conflict Resolution among the School Students (Eng. & Mal.) are the leading Articles.

Presented 316 Gandhi Darshan Episodes about Gandhi's Life and Philosophy and 268 Swadeshi Episodes about Gandhian Swadeshi Work in Television Channels



*Dr. N. Radhakrishnan, Chairman of the Indian Council of Gandhian Studies and Working Chirman of Kerala Gandhi Smarak Nidhi Inagurating the 49th Swadeshi Festival at Gandhi Bhavan Trivandrum. Murukkumpuzha Rajendran, Dr Jacob Pulickan and Dr. T. Mathew Philip, Chairman, Gandhi Centre for Rural Development are on the dias*

## Dr. Jacob Pulickan - A Junior Kumarappa A Few Observations

**Prof. N. Radhakrishnan**, Managing Trustee, Gandhi Peace Mission & Founder, Gandhi Media Foundation

One of the most innovative and praiseworthy efforts to interpret Gandhi through specific constructive work as against the ongoing intellectual discussions and courses on Gandhi and occasional campaigns, however serious and outstanding they be, was what a young man Dr Jacob Pulickan initiated in Kerala in the late 80's.

The freshness of what he did and the manner in which he attracted large number of people to what he was doing from all walks of life soon laid the base of a viable alternative approach to take Gandhi to masses through a variety of constructive programmes the efficacy of which Dr J.C. Kumarappa demonstrated long ago. Dr Jacob's Swadeshi initiative rekindled visions of a sustainable reinterpretation of Gandhian strategies of rural

reconstruction in the context of the emerging realities of post-Gandhian scenario and globalised economic order which was essentially urban centered, pro-rich and anti-poor and all what Gandhi fought all his life.

What Jacob introduced represented the seeds of a welcome initiative daringly led by a young Gandhian scholar who realized the need to offer training and know-how particularly to women in rural areas in producing consumer items they need in their daily life.

The idea was simple : encourage every citizen to become a producer of at least one item of their daily life-a slogan that reverberated several thousand villages of India during the national struggle under the Mahatma. For reasons



that are not difficult to understand now, though Gandhi's passionate efforts kindled new hopes and determination all over India when the Mahatma was leading the struggle. But then, by the sixties of the last century this passion was unfortunately and regretfully confined only to the Sarvodaya workers and the sweeping tides of consumerism aided by the forces of misguided urbanization virtually swept away the massive efforts Gandhiji and his devoted band of Gandhian constructive workers had laid all over India for a resurgent India. Back to the villages or rural industries or employment generation or empowerment of the weak had all become forgotten goals of the nation, though politically they continued to be live topics for debates at different levels. The significance of the efforts of Dr Jacob could be gauged on the parameters of interest he created in a large segment of people to whom he imparted the message of 'a producing individual or producing society' as antidote to a consumerist society. He encouraged

every individual to become a producer rather than remaining to be a consumer by and large. This transformation is not a small thing when one looks at social change in the context of the mighty forces of materialism and consumerist culture assiduously promoted by global forces. At a time when mainstream Gandhian organizations, Universities, Centres of production, institutions established by the state and central governments were diffident towards launching anything creative or innovative, Dr Jacob Pulickal lit a lamp of creative initiative with profound vision, dedication and commitment and that lamp now has grown to substantive form of Gandhian Economic restructuring. What distinguishes the efforts of Dr Jacob is the undaunted courage and conviction of this person. He is an inspired Gandhian activist who prefers to tread the unbeaten track of reinterpreting Gandhi with viable modes of production and service-oriented initiatives which in turn encourages employment generation and technology adaptation in rural areas as the Mahatma had envisioned and strove for.



*Karayil Sukumaran, Secretary, National Youth Project of India Receiving Swadeshi State Award from Padmasree P. Gopinathan Nair for his outstanding Contribution in the field of Spreading the message of Swadeshi throughout India. P.V Rajagopal, K. Kesavan Nair, Fr. Wilson Thattaruparambil, C.K Viniraj, U Mustafa, Kottayam Public Library are the earlier recipients of the Swadeshi Award.*

# A Testimony for Swadeshi

*Prof. Alaka Sarma Ex. MLA, Leading Sarvodaya Activist, Assam*

I had visited Trivandrum in December 2016, with a specific mission of understanding the vision, mission and system of operation of Swadeshi. In the age of globalisation and liberalisation, to be able to venture to initiate an enterprise that produces marketable items, based on local raw materials, by the local people, who are locally trained, and also marketed locally, minimising the transport cost is a brave act in itself. But to be able to do it on sustained basis, year after year, and to ensure that the economic survival of many thousands families is taken by just this venture is a very appreciable thing. I had heard a lot about Swadeshi from my friends from Kerala who are active in Kerala Sastra Sahitya Parishad, popularly known as KSSP.

What is most inspiring about Swadeshi is...

1. It has endeavoured to keep alive Gandhiji...by developing the village industries, and producing marketable products in a decentralised manner.
2. Mostly women and young people are involved in it. Thus helping in the employment generation of youth and empowerment of women.
3. They have by decision restricted themselves in the state

of Kerala only.

4. Spreading across to other states and building empires is not what motivates them. They are motivated by decentralisation.
5. All products use local raw materials, which are abundantly available.
6. The organisation is spread in every nook and corner of Kerala.
7. Once they learn the technique, the trainees are free to produce and sell, there is no system of giving Franchise...they do not have to even inform the main office how much they are producing.
8. To facilitate the decentralised production, and to make it economically viable, the main office supplies them the kit at a very reasonable price, it consists of items which are needed in small amounts, or which are in organic in nature.
9. There is no distinction on the name of religion or caste.
10. Nearly one hundred thousand trainees have been trained by them, and they all are in the business of producing and selling the products, the magnitude of their reach is very impressive.



*Dr. K.S Radhakrishnan, P.S.C Chairman and Former Vice-Chancellor and Swadeshi Founder Member Inagurating Swadeshi Gandhi Darshan Sangamam at Gandhi Bhavan, Trivandrum - 2014. Dr. Jacob Pulickan, Prof. N Radhakrishnan, Education Minister P.K Abdu Rabb, P.Gopinathan Nair, K.G Jagadheesan, Murukkumpuza Rajendran and others are on the dias*





*Kerala Legislative Assembly Deputy Speaker V. Sasi Inagurating 51st Swadeshi Festival at YMCA Trivandrum. Shaji James (Secretary, YMCA Trivandrum), K.V. Thomas (President, YMCA Trivandrum), Padmasree P. Gopinathan Nair, Dr. Jacob Pulickan, Prof. N. Radhakrishnan, Dr. T. Mathew Philip (Chairman GCRD) and Aneesh Thillenkery (EKTA Parishad) are on the dias*

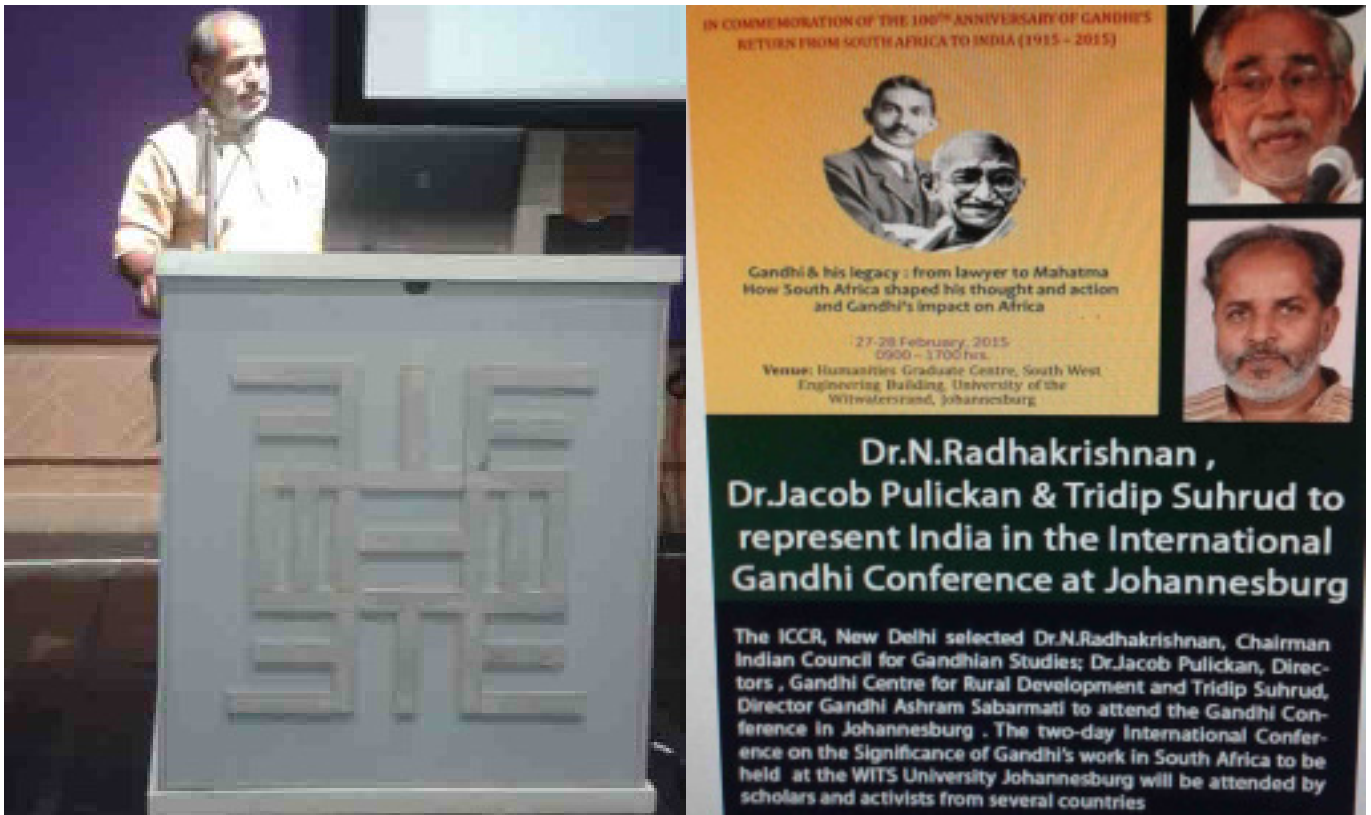


*Former Chief Minister Oommen Chandy Inagurating the 50th Swadeshi Festival at YMCA Hall Trivandrum - July 2016.*





***Dr. Jacob Pulickan** Participating the Gandhi Jayanthi Non-Violence Day Celebrations of Gaudeloupe ( French Careebia ) on 2nd October 2015 as Chief Guest and Standing among the Dignatories at the Gaudeloupe Gandhi Square.*



***Dr. Jacob Pulickan** Presenting Paper on Gandhi and Swadeshi at Gandhi Conference at Johannesburg as Official Representative of the Govt. of India organised to Mark the 100th Anniversary of Mahatma Gandhi 's Return from South Africa to India.*





*Swadeshi Festival Home Made Products Exhibition at a Glance*







Gandhi Centre for Rural Development celebrated Swadeshi Movement's 15th Anniversary in 2013 with a variety of Programmes throughout the State of Kerala. The State level inaguration was held at Gandhi Bhavan by lighting 15 lamps by 15 eminent personalities from different walks of life. 20 days Swadeshi Festival in Kannur,Kozhicode, Kochi, Kottayam,Kollam & Trivandrum; Lecture series on Swadeshi and Sustainable Development; Anti-Plastic Campaign and Campaign for Swadeshi Culture and Swadeshi Life Style were the major programmes organised as part of the Celeberations.

