



JAYA
Organic
Village





Smita Shah's spirit was captured by M F Hussain who sketched her portrait as a woman leader wielding forth on a happy elephant!

Shah has been an active community leader, with a conscience for the underprivileged- and brimming with creativity, her ideas for change have been innovative design and simple interventions that work ; bridging the gap between the haves and the have nots, right from her college days.

In Std X she started the Opportunity School for the differently abled at Sophia High School. (1970.) In her 1st PUC she ran an NGO "Youth vs Drought" (1971) and in (1972 to 75) "Youth vs Poverty" that gave 27 school and college scholarships for 3 years to the needy.

After a decade in the USA Shah returned to find drought in India again. Determined to find solutions for change, Shah consulted professors at UAS and IISc and discovered one experiment in watershed management at Chikballapur. This was in 1984 / 85.

With her experience in media, Shah soon persuaded the DG Doordarshan to run a series on Krishi Darshan "Rain Harvest". She ran a campaign of pamphlets sent to all the members of the Lok and Rajya Sabha, lobbied with the PMO, explained the concept to Sam Pitroda who then took up water as part of his Technology Mission. Soon the Rain Harvest series was translated into 14 languages and Shah threw herself into educating officials from all parts of the country, including 60 officials from Nabard.

Such other simple solutions - "Seeds are everywhere so train women and children, give them a small fund, get instant green cover everywhere" - train them in "clusters" of villages - (origin of cluster concept in development) - importance of medicinal plants for use in rural kitchen gardens - train women and children in villages - (origin of Kitchen Herbal Garden) - give rural women training in entrepreneurship and thus the first EDP for Rural Women - and so on and on.

Seeking solutions, opening doors.

Through the years, Shah maintained a bond with Smt. S. G. Susheelamma and together they conducted pilot programs - one to innovate design and dream, the other to take to the grassroots with compassion and zeal.

Now, retired, Shah came up with a new plan - sitting alone at a lone desk in a corridor outside the dining hall at SSA in Bengaluru, Shah pounded away, for six months, often late into the ashram night, at a project with a Large Dream - to rejuvenate land at Scale. To bring "organic" food, not as a fad of certified expense but rather as "clean healthy good food - for ALL"

And it began to work.

Love and blessing...



Smt. Jaya Ben



Smt. S. G. Susheelamma
President



Ms. Smita Shah

*2 Women
Come Together
To Rejuvenate Soil
at Scale*

The journey began way back in 1975...

...When 3 children needed care and shelter. The Desire to help became motivation for Smt. S. G. Susheelamma to take their first step and merely with ₹.15/- in hand “SUMANGALI SEVA ASHRAMA” came into existence and they were on the path way that wasn't easy but definitely it was a road leading to happiness...

Wiping tears of the unfortunate Women and children, Sumangali Seva Ashrama is gateway of hope for a new beginning.

Orphans find family and shelter here, abused and abandoned women find a compassionate and understanding friend, physically challenged find a believing friend and aged women find a warm and caring holding hand.

Sumangali Seva Ashrama is working tirelessly to become strength of the weaker section of the society through their rough road of life and has evolved into an institution where one can draw inspiration from; motivate oneself to lead a respectful and self reliant life.



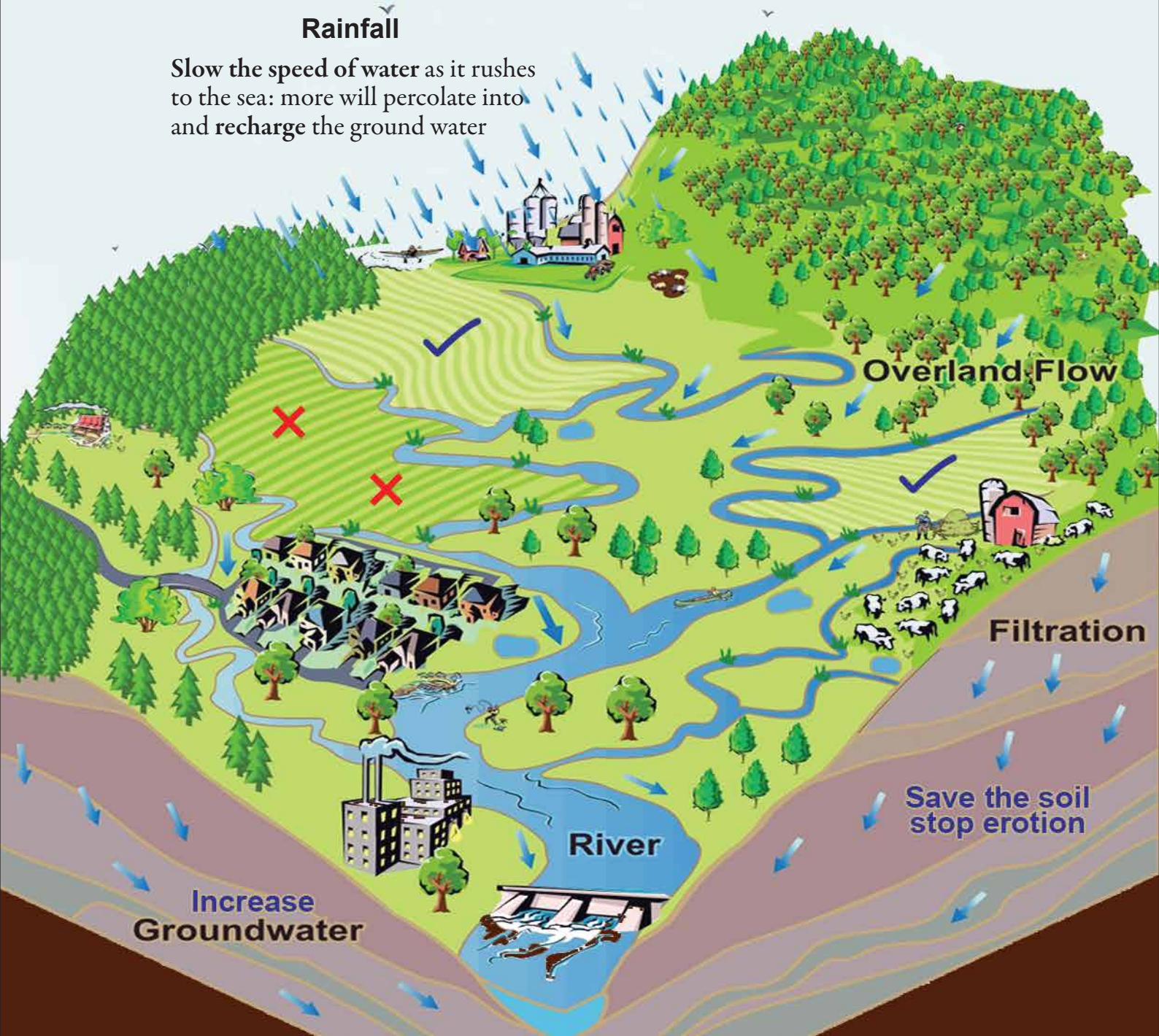
≡ Contour farming saves soil and water

✓ Check dams and planting agave etc., in streams slows the speed of water

☁ Shallow pits can be dug into Farm Ponds for catchment and percolation

Rainfall

Slow the speed of water as it rushes to the sea: more will percolate into and recharge the ground water



WATERSHED MANAGEMENT

Please learn about and use Vetiver Grass to line farm ponds and lakes, to grow in streams, to create natural bunds and terraces. Traced in South India to 1736 this is most useful in prevention of soil erosion. Lost in history we need to revive its use in India.



Ms. Smita Shah is well known for environmental interventions.

She has been innovative and fearless in moving people, institutions and Government to action,
She is an award winning film maker who brings Reel to Real life – social change
Some of her pioneering achievements have been



RAIN WATER HARVESTING IN INDIA



KITCHEN HERBAL GARDENS (FRLHT)



SCHOOL NURSERIES (AYUSH)



Medicinal Plants Nurseries in Schools

Started as a pilot project in 26 schools from Kanakapura to Anekal, Bangalore Rural District, Ms. Shah donated 21 species nurseries and conducted training over a 3 month period which soon got implemented by the State Government Karnataka.

Most of Shah's innovative programs get taken up on a National Scale.

Shah's high energy, imagination, ethics and ability to use media to sway the public heart and minds find resonance as can be seen in the letters highlighted . . .

The Metropolitan Museum of Art

Fifth Avenue at 87nd Street, New York, N.Y. 10028 212-TR 9-5500

November 6, 1985

To Whom It may concern.

This is to recommend in highest terms the skilled film/audio visual production team of Clay Kelton and Smita Shah. They have recently produced an audio-visual presentation that is being shown in conjunction with our major exhibition on India. The response from public and curators alike has been overwhelmingly enthusiastic. This comes as no surprise to me, considering the concern for craftsmanship and innovation that Clay and Smita have consistently expressed.

The program which they produced for the Metropolitan, "Sharat Yatra: Indian Journey", is among the best audio-visual presentations that I have seen. Its appeal is due, in part, to its elegant design consisting of rich, evocative photographs matched with ambient sounds. It is concise and descriptive, covering the vast region of India with deceptive ease. The quality of the photography is beautifully balanced with their unique use of sound and their approach, while simple and straight-forward, is entirely appropriate to the subject matter and our audience.

I am sure that Clay and Smita will bring their unusual sensitivity and intelligence to any project they undertake. I have found them exceptionally easy to work with in all of my dealings with them. You may feel free to contact me if you need any further information or if I may be helpful in any way.

Sincerely,

Thomas Newman
Associate Museum Educator
In Charge



U.A. Vasanth Rao,
Deputy Commissioner of Commercial Taxes,
(Vigilance) Bangalore

Tel: 570-4960
528-0018
Bangalore
18-05-2003

Dear Mr. Alexander,

This is to place on record that during my assignment at the Jawahar Bal Bhavan (1986-90) Ms. Smita Shah was actively involved with the children's creative activities. She helped introduce a course in photography for children and actually participated during each summer course in teaching the children the nuances of photography. She also took time from her busy schedule to assist in designing new creative programs for the children. She helped in designing several leaflets and brochures highlighting Bal Bhavan. In short, she was completely associated with Bal Bhavan in an honorary capacity.

During this period, the BAL Bhavan reached new heights. It was necessary to document this center's role in a child's life. We unanimously decided that this assignment was to be undertaken. I developed a documentary film on the center, which was shown at the Doodhanthan and other places.

Ms. Smita Shah is innovative, possesses abundant original ideas, I am confident that Ms. Shah is capable to handle any major event or project involving media. What make her different from others is her genuine concern for the institution she is involved with, her far-thinking philosophy and moral caliber and above all highly ethical and financial accountability. I am indeed happy and proud to recommend her.

During the period of my assignment, I have been discussing strategic plans for communication in this center. I would enlist her for the task.

Yours sincerely,

[Signature]



TO WHOMSOEVER IT MAY CONCERN

Smita Shah is an extremely dynamic, persistent and capable person. She has been instrumental in setting up our Bangalore branch from inception in

Smita has persuasive marketing and negotiation skills, and has acted on our behalf to finalise large and important contracts. Her sincerity and integrity are unquestionable and rare.

Nikhil R. Jasani
Partner

212

Sumangali Seva Ashrama

ಶ್ರೀಮತಿ ಸ್ಮಿತಾ ಶಾಹ್
ನಿರ್ದೇಶಕಿ
ಆರ್. ಎ. ಸಂಗಮ ರೋಡ್
ಬೆಂಗಳೂರು - 560 032

80 G Approved

Cholanayakanahalli
Near Hebbal
R.T. Nagar post,
Bangalore - 560 032

Ref: SSA/ / 2003-2004:

17th May 2003

Mr. Alexander,
ITPL, Whitefield,
Bangalore

Dear Sir,

Firstly, I would like to introduce myself as President of Sumangali Seva Ashrama and I have been closely observed various activities of Smt. Smita Shah since 20 years. Smt. Smita Shah has committed herself to improve the environment through various awareness programmes organized at cluster of villages. As per her personal opinion if we don't work towards the improvement of environment we shall be affected very seriously in coming future. She has organized Women Development Programme (EDP) in various villages

I can rate herself as a best Animator, donor and Patron.

Thanking you,

Yours faithfully,

S. L. Sushree
SUSHREE LAMMA



PHENIX/B.F.A.
FILMS & VIDEO, INC.
160, Park Ave. South
New York, N.Y. 10016

July 29, 1985

To Whom It May Concern:

Please be advised that it has been my pleasure to work with Smita Shah for the past five years on various film projects. These projects have encompassed everything from writing, to directing, producing and editing.

Her last project being that of the film the "Baby Sitters" which has won several awards and commendations. This film is an outstanding revelation of Ms. Shah's abilities. Ms. Shah is an extremely intelligent and talented artist, whose high energy and discipline can be constantly relied upon to bring in a professional and totally complete project.

Ms. Shah has learned over the past five years how to create an artistic statement which has a high marketability in this country (the U.S.) Canada, Europe and the East. To date the "Baby Sitters" has an 185% eighty-five percent Market Acceptance where we have attempted to sell it.

At this point, I am in the process of seeking other properties (or to develop them) and additional investments to continue working with Ms. Shah. In the mean time her talents and expertise should be put into constant use.

Sincerely,

Barbara Bryant
Executive Vice President



India International Centre

40 Max Mueller Marg New Delhi-110 003 Telephone: 519431 Telegrams: Interced

24 June 1988

Dear Smita,

I have watched you at documentation work on various topics over the period that I have known you. I have both been pleased as well

as impressive in handling educational films. For they need high imagination as well as subtlety in focussing realities and I feel confident that you

Yours sincerely,

R. Chattopadhyay
(Kamaladevi Chattopadhyay)

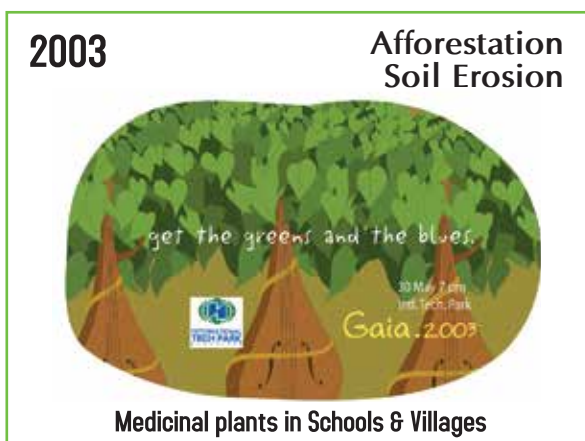
DOLLY THAKORE
504 SANGAM, 15A PEDDER ROAD,
MUMBAI 400 026
PHONE & FAX: 493 7071
e-mail:

MAY 19, 2003

TO WHOMSOEVER IT MAY CONCERN

I would like to record that I first met SMITA SHAH in Bangalore when Protima Bedi was laying the foundation, raising funds, and promoting India's first Dance Village NRITYAGRAM—in Hasserghatta, Bangalore. Smita Shah was a regular visitor to the patch of land where Nrityagram now stands, helping in the planning and contacts needed to set up an institution. And even documented the inauguration of Nrityagram by the then Prime Minister Shri V. P. Singh on May 11, 1990. In fact, that film is now an archival reference recording the first steps towards establishing a successful institute. She was deeply involved and very supportive in the following months, and helped design the media outreach programme for Nrityagram's first VASANTHAHABBA—the Annual Spring Festival which now attracts almost thirty thousand people from the neighbouring villages, towns and cities, and even abroad. My experience with her has been one of dedication, hardwork, enthusiasm, and sincerity. I wish her success in every endeavour.

Signed: Dolly Thakore



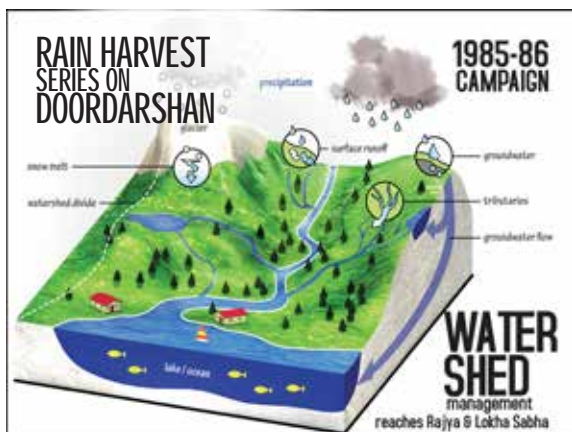
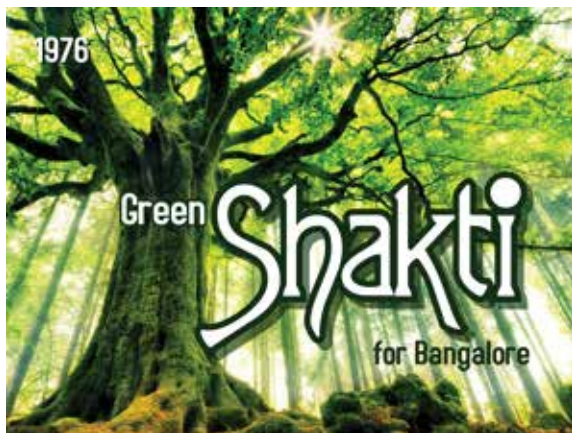
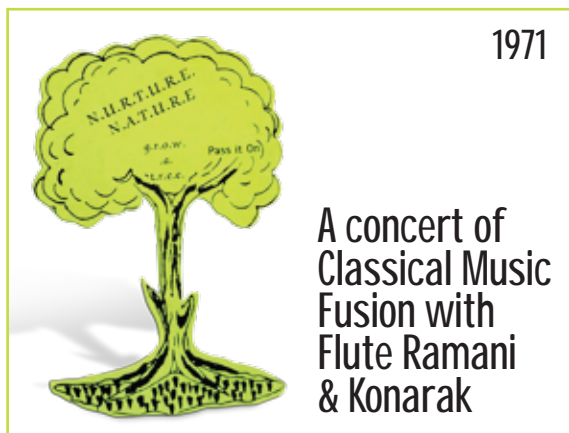
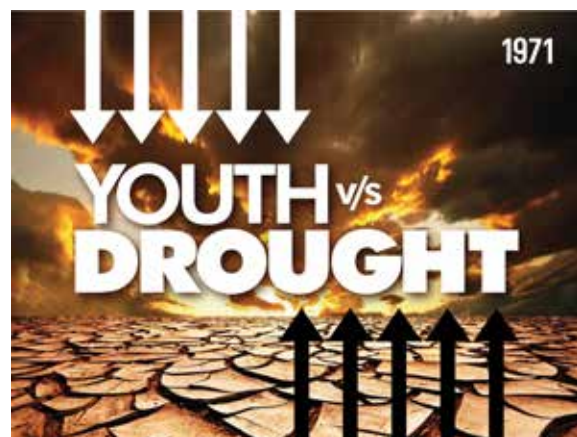
SMITA KELTON SHAH

Appointed to:

- Panel of Producers: Films Division, Government of India.
- Panel of Producers / Directors: National Doordarshan
- Media Co-Ordinator & School Extension Services : 1989 - 91, Karnataka
- Panel of Producers / Directors: NCERT (National Council of Educational Research & Training)

Awards:

- Skull Krusher Headbangers Ball MTV Asia
- CINE Golden Eagle USA
- First Place, National Education Film Festival, USA
- Silver Award, Modern Languages Film Fest, USA
- First Prize, Palo Alto Film Festival, USA
- Media Innovation Award to Tara Sinha (TSA) For video Taj Invite
- Technocrat Woman Entrepreneur Award: Awake / Rotary
- 1st Rank BA Bangalore University (External)



A person is seen from behind, sitting in a wooden cart and moving along a dirt path that stretches into the distance. The path is flanked by lush green fields. In the background, there are scattered trees and a bright, hazy sky. The overall scene conveys a sense of journey and renewal.

*Life begins anew as we rebuild
Microorganisms in the soil
“The first and the last step to
save the planet Earth”*

The Task of our Generation is the Rejuvenation of Soil

*After initiating many pilot
projects connected
with the environment,
Smita Shah launches
EDP in Vermi Culture.
project objective
Sustainable Futures*

*Our health, the health of our soils,
and the health of our planet
are one and the same...*



- Rejuvenate land
 - Sequester carbon
 - Generate Rural Income
 - Mitigate Migration
 - Industry without power
 - Organic farming at Scale
-



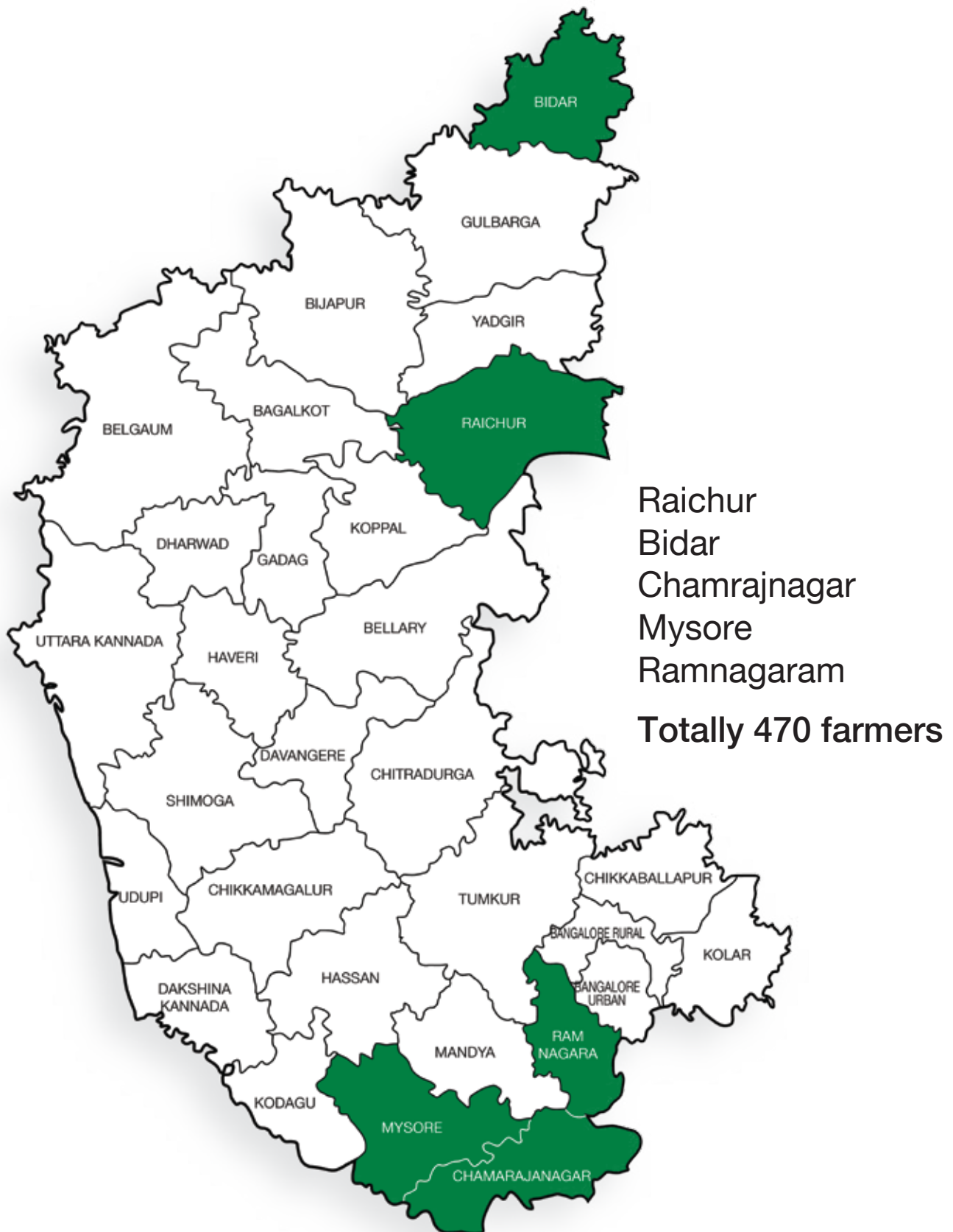
MISSION

Healthy Soil Healthy Crop,
Healthy Food Healthy Body,
Healthy Mind Healthy Society.



- Good market price
- 10% higher than market rate for zero chemical produce
- Avail benefits from Government schemes
- Obtain Organic Certification
- Loan paid back helps more people in same community
- Vibrant Village Economy

Pilot Project





Observations from pilot project

- 1) Most farmers recognise and evince that their soil is depleted, barren, without life-force because of use of chemicals
- 2) Many farmers make separate food for their own use with zero chemicals
- 3) All are eager to register for Vermi compost
- 4) We saw compost produced by Bless Society
- 5) At Bidar village we met about 60 women who waited for us till 9 pm. With 400 cows in their village the women are very keen to take this up.
- 6) Nabard Financial Services distribute 500 Crores in CASH ? We are not eligible as we will only work with cheques
- 7) Previous interventions to promote Vermi compost have failed
- 8) We need to ensure a lot of follow up to maintain actual production and continuous use in the field
- 9) To demonstrate the usefulness and easy production of Vermi compost we will first use HDPE beds so no permanent construction
- 10) We can apply to NSDC for a loan under skill development
- 11) We must figure out how to do this at Scale
- 12) Chumi from Coorg bought 6 tons from Srirangapatna at ₹. 6000/- per ton
- 13) Mahesh a farmer from our project from Mysore got an award from the Agriculture Department for the superb quality of vermi compost

*People Make it Happen blog by the Technology Exchange Lab.
JOY: from grassroots to organic revolution in southern India*



What would it take to revitalize depleted soil in an area the size of Nebraska while also economically empowering low-income populations and women? Governments often turn to investment in chemicals and infrastructure as the obvious approach. But at the grassroots level in Karnataka, India, it's all being accomplished with worms, women, a few low-cost tablets and cartloads of manure.

Jaya Organic Yojana (JOY) is not a business or an NGO, but rather a movement that leverages the collective power and networks of 300 Indian non-profits to restore soil fertility and provide business opportunities for thousands of impoverished villagers and farmers, just by switching to organic farming and composting. At the core of JOY's activity is a training program that teaches thousands of villagers (most of whom are women) how to create nutrient-rich fertilizer through vermiculture, a process of composting that uses live earthworms, manure and green waste. Villagers can secure a livelihood by selling the fertilizer to farmers, who in turn benefit from organic farming practices.

Healthy Soil

While 'organic' and 'wealth' have different connotations in developed countries (the latter often being a prerequisite to obtaining the former), according to JOY's founder, Smita Shah, JOY is "not concerned with selling organic produce at high prices, but rather with making the soil healthy." Local farmers agree, and express eagerness to go organic. "Chemical farming is expensive," explains Shah. "It drains the farmer's pocket as well as her land. With the damage to the land, more and more additives are required to get a good harvest."

Shah has been a lot of things in her life – NYU film student, musician, activist, self-proclaimed hippie – but throughout her life she has been consistently inspired by the landscape of Southern India, a landscape now depleted from decades of exposure to chemical fertilizers. JOY is the culmination of Shah's work to address problems of drought and soil degradation head-on, while also boosting prosperity and nutrition for the region's population. "We are painting the landscape," Shah says. "It's a work of art and when we are done the Karnataka belt will become organic, and chemical free!"

Assisted by microloans, villagers pay Rs 11,000 (USD \$177) to participate in JOY's six-month training program. The program includes a toolkit for three composting beds with live earthworms, and extensive on-site training seminars that use low-cost tablet computers to show instructional videos and collect data remotely. The remaining supplies are easy to come by, says Shah, "waste material that would otherwise be burnt is converted into life-giving compost." And the payoff is sweet: for villagers, Rs 22,500 (USD \$362) every sixty days from selling compost and surplus earthworms to farmers; for farmers, a sustainable alternative to costly chemical fertilizers; for the region, reasonably priced organic produce and a fertile landscape.

A Growing Brand

Vermiculture, popularized in India over the past forty years by Dr. Radha Kale, is a newcomer to the subcontinent's 10,000+ year-old agricultural scene. To disrupt the status quo, JOY operates like an agile startup, blending traditional, village-based networking and canvassing with mobile communication, cloud computing and even viral marketing. Having mapped out hundreds of villages across Karnataka, JOY representatives have already begun training village organizers, who in turn recruit and train locals for the vermicompost program. Participants sign up on tablets, and all data is then uploaded to the cloud at wifi hotspots. To reach prospective participants, JOY operates in partnership with Sumangali Seva Ashrama, a vast network of 300 NGOs operating throughout 8,000 villages. With support from this network, and an endorsement from its decorated founder, S.G. Susheelama, JOY's brand carries serious clout.


The ultimate goal? "To train 10,080 people this year, and 200,000 rural people at the bottom of the pyramid in the next ten years."

With a strong viral coefficient, JOY's potential for socioeconomic as well as environmental impact in India is enormous. "What [JOY] is doing will mitigate urban migration," Shah claims. "It gives youth a reason and a livelihood to remain in the countryside, it reverses damage." This prospect has caught the attention of the public sector, with up to USD \$1,000,000 in grants and loans in the pipeline from the Indian government.

Given its nascent stage, sceptics may dismiss the vision of Jaya Organic Yojana as overly idealistic. But the ambitious movement is based on proven methodologies and rigorous data collection, and ample support at the community and government levels further bolsters JOY's prospects for success. JOY is also certain to be propelled in the longer term by India's burgeoning demand for organic foods, Smita Shah's delightful quip notwithstanding: "May 'certification' rest in glory, and the soil live on!"

Guest Post 30 May, 2015 Agriculture, Livelihoods

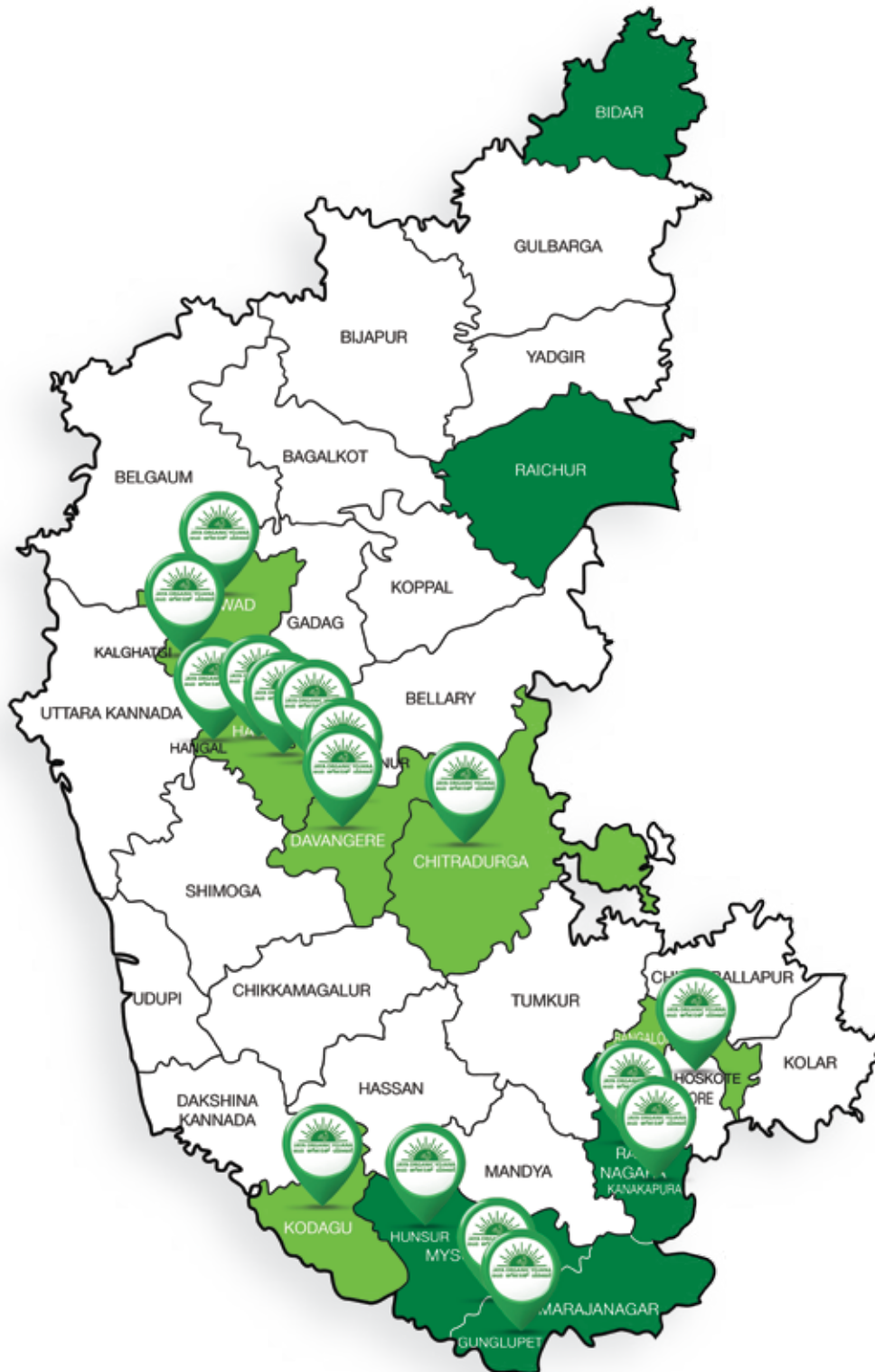
This article is reposted with permission from the People Make it Happen blog by the Technology Exchange Lab.



BENEFITS OF VERMICOMPOST

- Promotes faster growth of plants, increases crop yield.
- Produces crops with better taste, and lasting quality, without toxic residues.
- Earthworms produce no toxins and carry no diseases.
- Earthworms help neutralize soil acidity and reduce waste volume by up to 50%.
- Increases crop yield with less irrigation.
- Improves groundwater recharge and arrests depletion of groundwater.
- Reduces soil salinization and soil erosion.
- Lessens pollution due to absence of chemicals.
- Lowers pesticide residues.
- Lessens wasteland formation.
- Lowers risk of crop loss due to pest attack.
- Results in increased exports.

Future Plans



Haveri
 Hangal
 Bydagi
 Harihar
 Davangere
 Honnalli
 Ramanagara
 Kanakapura
 Kushalnagar
 T Narasipura
 Gundalpet
 Devanahalli
 HD Kote

- Pilot Project - 1st Phase
- Future Plans - 2nd Phase

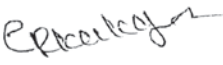
CO-ORDINATING COUNCIL OF VOLUNTARY AGENCIES
SUMANGALI SEVA ASHRAMA, CHOLANAYAKANAHALLI,
R.T.NAGAR POST, HEBBAL, BANGALORE - 560032


RECEIPTS AND PAYMENTS ACCOUNT FOR THE YEAR ENDING 31st MARCH 2014

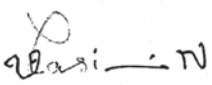
RECEIPTS	AMOUNT	PAYMENTS	AMOUNT
To OPENING BALANCE		By Bank charges	1,313.00
- Cash in hand 1,456.00		" Computer Maint,	9,442.00
- Cash at bank 23,960.00	25,416.00	" Decoration expenses	1,886.00
		" Donation Paid	5,000.00
By Donation received	4,62,101.00	" Honorarium	2,000.00
" Bank interest	2,880.00	" Internet charges	800.00
" Contribution Received From SSA	2,57,250.00	" Misc. Expenses	27,972.00
" Income from members fee	46,004.00	" Photo & Video Charges	35,165.00
" Income from Plants	18,070.00	" Postage	9,716.00
" Loan From Smita Shah	27,55,000.00	" Printing & Stationery	32,843.00
		" Print Design	35,000.00
		" Programme Expenses	1,02,500.00
		" Polythene Covers Expenses	2,43,477.00
		" Project Charges Paid	1,70,000.00
		" Plants Expenses	25,430.00
		" Refreshments	14,127.00
		" Repair & Maint,	10,741.00
		" Salaries	2,72,000.00
		" Solar Survey Charges Paid	93,000.00
		" Traveling Charges	1,66,301.00
		" Vermi Bed Expenses	3,11,596.00
		" Water charges	1,037.00
		" Computers and Tailoring Machine	6,45,169.00
		" Vermi Project Advances to NGOs	12,30,000.00
		" CASH & BANK BALANCES	
		- Cash in hand 1,262.00	
		- Corporation Bank 1,18,944.00	1,20,206.00
TOTAL	35,66,721.00	TOTAL	35,66,721.00

AS PER OUR REPORT OF EVAN DATE ANNEXED
For G.R.K. & ASSOCIATES
Chartered Accountants

Co - ORDINATING COUNCIL OF
VOLUNTARY AGENCIES


(CA. GIRIRAJ R.K.)
Proprietor
Membership No. 224489


Secretary


Treasurer

Place: Bangalore
Date : 04th March, 2015

ORGANIC

TRAINING & MARKETING PROGRAM

Think Locally
Act Globally





JAYA Organic Village



35 Rays of Light, Millers Road, 1st Cross, Benson Town, Bangalore - 560 046
Email: smitakeltonshah@gmail.com