

Plans for enhancing the Food Security of India, as in May 2009

THE STRATEGIC SCENARIO

- In the 1900s, the total population of Human Beings on planet Earth was approx 1.5 Billion.
- Presently, the total population of Human Beings on planet Earth is approx 6.6 Billion; and increasing at the rate of 80 Million per yr.
- Longevity of the population in all countries on the planet is rising; and the number of Human beings being born much exceeds the number of Humans departing for their onward journey.
- The area available for agriculture (to feed this growing population) has remained constant, and is decreasing in India, day by day, and agriculture has become unviable.
- There is an ongoing famine on Planet Earth (called the 'Global Food Crisis') and prices of food grains are rising exponentially in all countries of the world.
- The developed countries, aware of this fact; are resorting to address the Food Security for their coming generations through well researched points in the WTO Talks.
- India, a Developing country is in an alarming situation as regards its present food security and this situation is aggravated by its large (and increasing) population.
- Besides, immediate issues (like Political issues, Terrorist attacks, Global Warming etc) overshadow the urgent requirement of addressing the issue of Food Security of India for its coming generations for Policymakers.
- Even though the Ministry of Agriculture and Food Processing, Govt of India, is aware of this fact, very little progress on this front appears to be possible through the Govt machinery.
- The land in North Bihar is the most fertile land in the world due to the silt deposited by the rivers (melting Himalayan glaciers) flowing through Nepal over the years.
- Enterprises related to the agriculture sector are guaranteed profits in the immediate and longer run in India and across the world.
- These plans for enhancing the Food Security of India through a Private enterprise in the fertile plains of North Bihar in India, are coming through me, Major Arun Kumar Jha, a 37 yr old serving Officer of the Indian Army originally from a village in Madhubani district of North Bihar; though born and brought up in Lonavla in Pune district of Maharashtra state in India; by the grace of HH Sri Sri Ravi Shankar.
- For realising these plans, however, the active involvement of a retired Brigadier of the Indian Army from the Corps of Signals (preferably already devoted to Gurudev) would be essential.
- Further requirements in connection with this project will evolve over Time, and through Divine grace.

VALUE PROPOSITION

With its rising population, India is at the 138th position in the list of 142 researched countries on planet Earth in terms of the availability of food stocks for its population. Reportedly, India has barely three months of reserve food stocks available in its godowns of the FCI (Food Corporation of India).

These plans are coming through a serving Officer of the Indian Army originally from a village in Madhubani district of North Bihar though born and brought up in Lonavla in Pune district of Maharashtra state in India. The plans aim to leverage the fertile plains of North Bihar to enhance the Food security of India while at the same time realizing the development of this most economically backward state of India.

Food Parks of the BFPF Enterprises are planned to be raised in identified, flood free areas of North Bihar. These Food Parks would provide the infrastructure for Packaging and Storage of processed food products by the locals of North Bihar. The Marketing of the processed food products stored in these Food Parks in North Bihar is planned to be coordinated over Internet from a city in another state in India.

THE CONCEPT

Effectiveness of coordinating the marketing of processed food products (prepared by the residents of North Bihar) over Internet by efficient – Military; well researched – means of Management from a city in another state in India.

THE IDEA

The idea is to provide a medium to all Indian, NRI and Foreign High Net Worth Individuals, Corporations and Foundations across the world to facilitate these plans by their contributions for realising the aim of these plans. Contributions from all sources would be transparently utilised. Also, the required feedback regarding the utilisation of the contributions would be elaborately researched, and required inputs would be given to all the donor parties on periodic (possibly yearly) basis. The idea behind this enterprise would **NOT BE** to capitalise on the poverty in Bihar; or on the sorry state of India's Food Security situation. This project would be a registered program of the SSRDP (Sri Sri Rural Development Program) of the 'Art of Living' (AOL) – of HH Sri Sri Ravi Shankar – HQ in Bangalore, India. Various Organisations of the AOL like the IAHV (International Association for Human Values) are well known for carrying out actual service programs around the world, and the management of the enterprise would be done with absolute transparency for the donors (contributors) towards this planned project.

BROAD OVERVIEW OF THE PLANS

- The FUNDS have not been assumed to be a constraint for the plans (enterprise) which would be a Private effort financed through donations towards these plans from various Indian, NRI, and foreign agencies – that is; from individuals, Corporates and Foundations from all over the world besides also from International Development agencies towards these plans.
- The proposed enterprise would accept donations/contributions in all forms, and from all possible sources around the world for its operations.
- The proper method of accounting-for and utilizing the donations/contributions (funds) received; would be researched and implemented in the enterprise/project presently in the concept stage.
- The enterprise is planned to be eventually operated in 14 (or more) districts in the fertile plains of North Bihar.
- The **AIM** of the enterprise would be to enhance the Food Security of India in its own small way, and all systems required for maintaining this aim would be instituted after due research.
- Since the conditions on the ground in North Bihar would be very fluid; systems of the Indian Army, suitably modified, would be applied in the enterprise.
- The ‘Core Team’ of the enterprise would comprise of persons meeting the criteria (and preferably already devoted to HH Sri Sri Ravi Shankar). It would gain the relevant experience for the future operations of the enterprise by operating the first Food Processing Unit (FPU) of the enterprise in Madhubani district in North Bihar.
- The earliest this enterprise could begin would be by 13 May 2010. 13 May is the Date of Birth of Gurudev (HH Sri Sri Ravi Shankar).
- All aspects presently felt proper for the enterprise are flexible and could change at the required time, in order to achieve the **AIM** of the enterprise effectively.

BROAD SUMMARY OF THE PLANS

- Eventually, farmers in the villages of 14 (or more) districts in the fertile plains of North Bihar would be given guidance and assistance by the enterprise for raising their own (Legally proper) Food Processing Units (FPUs) in North Bihar.
- A number of ‘Food Parks’ of the enterprise would be raised in identified (flood free) areas of North Bihar to coordinate the Packaging, Storage and Marketing – over Internet – of the products of the FPUs of the locals in the area; for decided profit percentages.
- The ‘Food Parks’ would be organised on the lines of a Brigade Node of the Indian Army, and systems as employed in a Brigade Node of the Indian Army sited for all round defence would be applied in them.
- The HQ of the enterprise would be located in a city in another state in India – (like Delhi, Chandigarh, Bangalore etc...); and would manage the operations and funding aspects of the ‘Food Parks’ in North Bihar on the cohesive systems of the Indian Army.

- The Marketing of the products of the FPU (in North Bihar) would be coordinated over Internet from the HQ of the enterprise located in another state in India (like Delhi, Chandigarh, Bangalore etc...).

STAGES

The aim of the enterprise has been planned to be achieved in three distinct stages:-

- **Stage I: (Ideally from 13 May 2010 to 12 May 2013)** A Private; profit-making) Food Processing Unit (FPU) would be operated by the 'Core Team' of the enterprise in Madhubani district in North Bihar over three yrs in order to validate the concept of the enterprise and to gain the experience required for effectively framing the systems for these plans.
- **Stage II: (Ideally from 13 May 2013 to 12 May 2016)** After gaining experience over three yrs, the first 'Food Park' of the enterprise would be raised in Madhubani district in North Bihar.
- **Stage III: (After 13 May 2016)** 'Food Parks' on similar lines could be raised in identified (flood free) areas in other districts in the plains of North Bihar.

THE DETAILED PLANS

- For ease of understanding; all the 'Food Parks' could be called BPFs (Babu Pali Food Parks) because I, the proposer of this Project/enterprise, am originally from village Babu Pali in Madhubani district of North Bihar.
- The villagers associated with the BFP Enterprises could prepare items like 'Sattu', 'Daliya', Cornflakes, Chips and Sauces of all types, Pickles, Soft Drinks including Fruit Juices, and other products (like of 'Makhana', 'Singhada' etc) and other local specialties from their own Food Processing Units (FPUs).
- Vehicles of a BFP would collect the produce prepared by the FPUs in the villages in North Bihar within a radius of around 50 Km (or 100 Km or more...) around it, and get them for Packaging in the BFP along with the representatives of the FPU concerned – with the proper security.
- A BFP would have all infrastructures for Packaging and Storage of the (locally prepared) products of the FPUs in North Bihar; to include the Cold storages and the required (proper) Godowns and all Transport, Security and Accommodation arrangements (for the staff of the BFP and also the representatives of the FPUs). The details of the departments in a BFP – presently in the concept stage – have been researched, and are given below.
- Decided Profit percentages would be charged by the enterprise from the Food Processing Units (FPUs) in North Bihar for the Packaging, Storage and Marketing of their products (over Internet), and the proper Legal systems would be evolved.
- A BFP would be raised on a plot of land with dimensions of minimum 500 M X 500 M procured through the proper process from the Govt of Bihar. A number of BPFs on similar lines would later be raised in identified, flood free, areas in 14 (or more) districts in North Bihar. They would all be raised in suitable (flood free) areas revealed after Satellite Photo Analysis and study of the parameters of the area on the ground.

- The HQ of the enterprise (located in a city in another state in India) would handle all the issues related to the procurement and proper utilization and accounting of additional funds for the enterprise on the basis of which, further BPFs would be raised in other districts in North Bihar.
- Proper systems of accounting of finances at all levels of the enterprise (the BPFs and the HQ) would be duly researched and applied in the enterprise.
- Over a period of time, and after gaining further experience, the villagers could be suitably induced to go in for production and sale of the required products on researched Legal terms.
- The enterprise would be registered with the SSRDP (Sri Sri Rural Development Program – the wing of the AOL involved in development activities in India). Since it would not be possible for it (SSRDP) to get – and remain – involved in the operations on the ground in Bihar; the enterprise would necessarily need to be a Private effort with the backing and active involvement of the SSRDP of the AOL (at the higher level) and of Gurudev as the supreme Chief of the organisation.
- Interested (motivated and deserving) villagers in North Bihar could be given financial assistance on researched Legal terms after the necessary background checks (due diligence...) by the planned enterprise.
- The locals in the 14 (or more) districts in North Bihar interested in raising their own FPUs would be guided and also physically assisted by the staff of the enterprise (on researched Legal terms) regarding the process of getting the required Govt sanctions (Licensing, Registration etc) for their own FPUs, the ideal product for their specific parameters, and also regarding how exactly to execute the operations of their FPUs.
- Terms and conditions for providing Packaging, Storage and Marketing facilities to enterprises already established in the area would be researched and applied in the enterprise presently in the concept stage.
- All activity would be computerised, and detailed Legal systems evolved in the period in which the required experience would be gained by the Core Team of the enterprise (over the three yrs of profit-making operations of an FPU in Madhubani district).
- The first BFPF would be raised in an identified (flood free) area in Madhubani district in North Bihar on funds of minimum \$ 50 Million (Rs 2500 Million) or more after operating a profit-making FPU in Madhubani district over three yrs. The details of assessed expenses have also been duly researched, and are given below.
- The marketing of the products of this (first) FPU of the enterprise would be coordinated over Internet from a city in some other state in India; which could later become the HQ of the enterprise.
- The ideal product, the process and the detailed method of operating the first FPU in Madhubani district (city) in North Bihar to establish the concept of the enterprise will be evolved after doing courses in the CFTRI (Central Food Technology Research Institute) in Mysore in Karnataka state in India; and related research on the ground in Madhubani district in North Bihar. Undergoing Courses in some IIP (Indian Institute of Packaging) in Mumbai, Delhi, Kolkata, Hyderabad or Chennai is also likely to prove beneficial in learning the proper method of operating a successful (profit-making) FPU in the initial stage of the enterprise.

THE 'CORE TEAM' OF THE ENTERPRISE

- The FUNDS are the main Focus presently; as even the likely President/ Chairman of the planned enterprise is cautiously skeptical of the Funds becoming available.
- The possible members of the 'Core Team' of the enterprise are still evolving; and would become clear by 01 Dec 2009. Once the source of funds is confirmed; there would be no problem on this account.
- Suitably qualified leaders at the ground level in Madhubani district (city) will be identified by me to become a part of the 'Core Team' of the enterprise (when I go on leave to my house in Madhubani city in North Bihar in May-June 2009).

A BPFPP

- A BPFPP would have the following Departments, as per the plans at this stage:-

Dept	Tasking/ Responsibility
Guidance Dept	<ul style="list-style-type: none"> • Guiding the interested villagers in North Bihar for raising their own FPU's.
Packaging Dept	<ul style="list-style-type: none"> • (Attractively) packaging the products of the FPU's.
Storage Dept	<ul style="list-style-type: none"> • Storing the processed products of the FPU's (including the Cold Storage(s) for agricultural products).
Marketing Dept	<ul style="list-style-type: none"> • Supplying the products of the FPU's to destinations given by the HQ (over Internet; from the city in another state in India).
Accounts Dept	<ul style="list-style-type: none"> • Handling accounts related issues with the dealing FPU's, and maintaining details of all transactions with the FPU's. • Handling the accounts related matters of the Staff in the BPFPP with the HQ (located in a city in another state in India).
Internal Administration Dept	<ul style="list-style-type: none"> • Internal administration related matters of the BPFPP; including repairs to buildings, maintaining 24/7 (or optimum hours of) electricity and telephone (& Internet) connectivity in the BPFPP. • Addressing the Administrative difficulties of the Staff in the BPFPP in consultation with the Accounts Dept in the BPFPP, and in the HQ.
Legal Dept	<ul style="list-style-type: none"> • Handling Legal problems (cases) related to the BPFPP – on specific orders from the Commander of the BPFPP.
Systems Dept	<ul style="list-style-type: none"> • Maintaining smooth operations among the various Depts; and research into the improvements possible in the BPFPP; issuing possible changes in the matters of Policy and functioning of the BPFPP. • Suggesting Policy related changes to the Commander's Secretariat in the BPFPP, and to the Sectt of the President/

	Chairman of the enterprise in the HQ.
Security Dept	<ul style="list-style-type: none"> • Providing security personnel as required for vehicles and other requirements as given by the Commander of the BPFPP. • Also, maintaining and updating the details of the external security threats from around the immediate vicinity of the BPFPP.
Medical Inspection Room	<ul style="list-style-type: none"> • Providing free medical facilities to the staff of the BPFPP and to member FPU's on researched terms.
Mechanical Transport Section.	<ul style="list-style-type: none"> • Providing vehicles to the Depts; handling transport related accident cases; maintaining Fuel and Oil reserves; and having vehicle repair arrangements in the BPFPP.
R&D Dept	<ul style="list-style-type: none"> • Reporting irregularities by the Commander and/or any Dept of the BPFPP to the R&D Dept and the President's Sectt (of the HQ) directly; maintaining all records of important matters revealed in the First stage of the Enterprise (the first FPU of the project). • Carrying out periodic Checks in all the Depts of the enterprise; and reporting suggestions for improvement to them, the Commander of the BPFPP, and to the HQ.
Local Liaison Dept	<ul style="list-style-type: none"> • The staff in this Dept would keep the R&D Dept of the BPFPP informed of the complaints/suggestions for improvement regarding the operations of the enterprise; from the local population around the BPFPP, and also from the staff in the BPFPP. • Alternatively, it could even be amalgamated into the R&D Dept.
Commander's Secretariat	<ul style="list-style-type: none"> • The Commander of the BPFPP would be in contact with the HQ on Daily basis. Terms and conditions regarding ensuring his effective performance would be researched and instituted.

ASSESSED EXPENSES IN A BPFPP

- Once the enterprise starts from the donations of minimum \$ 1 Million and after the requirements for it to materialise have been met; the funds for the first BPFPP can even be procured from Venture Capital.
- The list of assessed expenses in a BPFPP is given in the following page.

No.	Heads	Expenses	Remarks
1.	Cold Storages	Construction, Maintenance, Operations	The required funds have been assumed to be available.
2.	Packaging Park	Construction, Maintenance, Operations	The required funds have been assumed to be available.
3.	Vehicle Park	Procurement of Vehicles, Construction, Maintenance, Operations	The required funds have been assumed to be available.
4.	Security	<ul style="list-style-type: none"> • Internal and external security of the BPFPP. • Security of the vehicles while in transit. 	The required funds have been assumed to be available.
5.	R&D	<ul style="list-style-type: none"> • R&D regarding the BPFPP functioning. 	The required funds have been assumed to be available.
6.	Office	<ul style="list-style-type: none"> • Procurement and maintenance of Office eqpt including Computers and stationery; maintaining electricity and tele communication within the BPFPP; coordinating the operations of the Packaging Park and the Vehicle Park. 	The required funds have been assumed to be available.
7.	Accounts Dept	<ul style="list-style-type: none"> • Maintaining details of all transactions with FPU. • Loans to FPU (on researched Legal terms) • In direct contact with the Marketing Dept in the HQ in the city in another state in India. 	The required funds have been assumed to be available.
8.	Guidance Dept.	<ul style="list-style-type: none"> • Guiding the FPU on govt rules regarding Registration and Licensing of FPU, incentives, best possible products for their specific parameters, Management and Systems advice for their specific parameters. 	The required funds have been assumed to be available.

Staffing of a BFPF.

- The staff would all be UNMARRIED HEALTHY INDIAN MALES between 30 to 50 yrs, conversant in at least the Hindi language; and would be changed after every three to five yrs by the HQ.
- All the staff of a BFPF would be selected from various states in India from Courses of the AOL, and would be changed after three to five yrs, as per the requirements – assessed by the HQ of the enterprise.
- They would get their payments credited into their nearest (or desired) bank account by the HQ of the enterprise. Their means of selection (through SSRDP) and other details would evolve over time.
- The staff of a BFPF would all stay within the premises of the BFPF. All arrangements for their Accommodation, Messing, Medical, Recreation, Security and Administrative needs would be catered for; within the premises, by their respective Dept.
- Persons from the immediate vicinity of a BFPF would also be employed in a BFPF, as revealed from research.
- The Leave and other entitlements of all the staff in the BFPF Enterprises would be duly researched. In case of doubt, the systems prevalent in the Indian Army would be followed.
- All issues relating to the terms of engagement and financial aspects of the employees in a BFPF in North Bihar and in the HQ would be handled by the HQ of the enterprise presently in the concept stage.
- The staff in a BFPF would all be periodically sent for Courses of the ‘Art of Living’ to the HQ of the AOL in Bangalore by the HQ of the enterprise, in order to maintain their discipline and focus in the proper direction.

THE FINANCIAL PLANNING

- The Private enterprise operated in Madhubani district in North Bihar to justify the concept of the enterprise – starting from 13 May 2010 – is planned to be operated on funding of minimum US \$ 1 Million (INR 50 Million or Rs 5 Crore),.
- Availability of the required funds in all stages of the enterprise has been assumed.

THE HQ OF THE ENTERPRISE

- Located in a city in another state in India, the HQ would, at all times, maintain a reserve of 10 percent of the staff required in the enterprise (in the BFPs and in the HQ).

DEPT	TASKING/RESPONSIBILITY	Remarks
Marketing Dept	<ul style="list-style-type: none"> • Coordinating the marketing of the products held in the BFPs in North Bihar over Internet. 	The required funds have been assumed to be available.
Accounts Dept	<ul style="list-style-type: none"> • Handling Accounts and Tax related matters of the Enterprise. • Payments to the staff of the enterprise (the BFPs in North Bihar, and in the HQ). • Handling further monetary entitlements/ privileges of the staff in the enterprise. 	The required funds have been assumed to be available.
Security Dept	<ul style="list-style-type: none"> • Maintaining the security of the HQ of the BFP Enterprises. 	The required funds have been assumed to be available.
Personnel Dept	<ul style="list-style-type: none"> • Recruiting interested and motivated staff for the enterprise. • Coordinating postings and administrative related matters of the staff in the BFPs in North Bihar. 	The required funds have been assumed to be available.
Systems Dept	<ul style="list-style-type: none"> • Maintaining records of all personnel employed in the enterprise. • Coordinating Specialist courses of eligible staff of the enterprise in CFTRI, IIP, Agriculture institutes, etc. 	The required funds have been assumed to be available.
Mechanical Transport Section	<ul style="list-style-type: none"> • Providing vehicles to the Depts as required; maintaining fuel reserves and repair facilities. • Handling accident related issues. 	The required funds have been assumed to be available.
Medical Inspection Room	<ul style="list-style-type: none"> • Providing (free) medical facilities to the staff of the HQ, and to the member FPU's on researched terms. 	The required funds have been assumed to be available.
R&D Dept	<ul style="list-style-type: none"> • Carrying out R&D into further possible improvements in the 	The required funds have been

	enterprise. • Procurement of funds for expansion of the enterprise.	assumed to be available.
Chairman/President's Secretariat	• Overseeing the activities of, and ensuring smooth functioning of the enterprise. • Handling Major Complaints/Issues highlighted by the Media through the concerned section in his secretariat. • Researching and instituting Policy related Standard Operating Procedures for effective and continued functioning of the enterprise in the coming years.	The required funds have been assumed to be available.

PAYMENTS TO THE STAFF

- Experience would have been gained (and recorded) after operating the first profit – making Food Processing Unit (FPU) in the district; and the number of people required for each department of a BPFPP would also have become clear. After that, the first BPFPP would be raised in the suitable area in Madhubani district.
- The minimum salary to any employee in a BPFPP would be Rs 5000/- per month; that is approximately \$ 100 per month.
- For employees in the HQ of the BPFPP Enterprises; the minimum salary would be Rs 4000/- (\$ 80) per month – 20% lesser.
- Over five yrs; the salary admissible to an employee in a BPFPP would work out to \$ 6000/-; and to \$ 4,800/- for an employee in the HQ.
- Details of the exact number of employees required for all departments of the enterprise (the BPFPPs and the HQ) would have become clear in the enterprise carried out in Madhubani district over three yrs.
- Detailed planning on the payments and other peripheral financial benefits to the employees in the BPFPP Enterprises (Insurance, Gratuity, etc) would be carried out from a total of \$ 1 Million to \$ 5 Million (or more) from the \$ 50 Million presently assumed to be available for the first BPFPP.

THE TEAM AS AT PRESENT

- **Brigadier Ashok Kumar Bali (Presently 55 yrs).** Brigadier Ashok Kumar Bali has completed more than 30 yrs of active service in the Indian Army and would be retiring from service by 24 Apr 2009. He has an MBA in Marketing (3 yrs) from the Devi Ahilya University in Indore and another degree in Management from Osmania University in Hyderabad besides many Military degrees in Management from the Indian Army. He has two sons; both well settled in the UK. Though he is cautiously skeptical regarding the funds becoming available; his character and personal parameters make me feel that he might be the right person to take over as the Chairman/President of this project/enterprise. He is enthusiastic about this enterprise; but is not prepared to discuss these plans with me over email at any time before he retires (that is; by or before 24 Apr 2009). However, he has promised to give the project/enterprise the ‘protection’ of his rank and name, and take over as the Chairman/President of this enterprise. I am aware of the fact that if I, the proposer, become the main person in this enterprise; it would be doomed to fail from the beginning. The only drawback with Brigadier Bali is that he is not related to AOL.
- **Me, the proposer, Major Arun Kumar Jha (Presently 37 yrs).** I have completed more than 16 yrs of physical service in the Indian Army, and Gurudev’s grace has enabled these plans to evolve through me over the seven yrs since I came in contact with the AOL – in my posting in Jabalpur (MP). I am originally from village Babu Pali in Madhubani district of North Bihar though born and brought up in Lonavla in Pune district of Maharashtra. My (late) father after completing his MA, PhD in Sanskrit in 1969 had moved to work in the Kaivalyadhama Yoga Research Institute in Lonavla in Pune district of Maharashtra state in India, and I was born in Lonavla in Jul 1971. I served under Brigadier Ashok Kumar Bali in 2006, the likely Chairman/President of this (social) enterprise facilitated through the SSRDP of the AOL; and these plans have evolved through constant guidance from him over telephone. I would be the proposer of this enterprise.
- **Madhava M S Hebbar (Presently 45 yrs):** Master of Design - IIT Mumbai – 1991. Presently, he is director - Creative & HR - IMPETUS and Content Design and Documentation Company in Bangalore. He started as a lecturer in Mysore University in 1991. Shifted to the Printing profession after a year. After that, he shifted to the Animation profession at Bush FX in Mumbai for a year. After that, he shifted to Newspapers & Magazines and stayed on for four years. He is a devotee of HH Sri Sri Ravi Shankar, and conceived events related to the ‘Art of Living’ and promoted them in Bangalore. He is a visiting professor and workshop organiser at Manipal Institute of Mass communication (MIMC) and an evaluator at the MIMC. He has designed several newspapers and magazines, promoted talents in the Design industry and has hands on experience in the Empanellment process in companies. He has been a consultant for three years in Singapore for an Indian based Startup, and also the Principal consultant in Europe for SHOBA RENAISSANCE IT; and was instrumental in bringing NOKIA to the discussion table. He is a reliable devotee of Gurudev, and his participation in this enterprise (in the initial stages) would be useful,

given his influence in the AOL hierarchy, and his networking abilities. He could even suggest some other suitable member of the Core Team from his network in the AOL.

- **SSRDP of the AOL.** This enterprise has been promised by HH Sri Sri Ravi Shankar Himself to become a registered project with the SSRDP Program (Sri Sri Rural Development Program) of the AOL, HQ in Bangalore, India. The SSRDP would give their valuable guidance and physical assistance in recruiting the staff of the BPFs, presently in the concept stage.

- **Braj Karna:** He is presently Director, Indian Institute of Packaging (IIP) in Hyderabad, and is originally from a village in Darbhanga district in North Bihar. He has more than 22 years of experience in IIPs in India. Though his present parameters do not permit him to physically join as a member of the 'Core Team'; his services would be available in advisory capacity to the enterprise. He would be a reliable source of info for the 'Core Team' of the enterprise regarding the IIPs.

- **Minimum two suitable healthy Indian Males from Madhubani city (from 35 to 60 yrs).**

Influential persons in Madhubani district, they would be selected by me; and would devote their full time and energy in the operations especially in the first FPU of the enterprise; ideally from 13 May 2010 to 13 May 2013. He would be physically fit, and would be conversant in at least the Hindi (and Maithili) languages.

FINANCIALS: CORE TEAM

- All members of the 'Core Team' would get a sum of Rs 40,000/- (around \$ 400 at the rate of US \$ 1 to INR 50/-) per month; operating the first profit-making FPU of the enterprise, till the first BFPF is raised in Madhubani district (three years).
- For all the members of the Core Team; this amount would come to \$ 201,600/- over the three yrs, till the first BFPF is raised in Madhubani district. They would be PERMANENT employees in the enterprise; while all the staff in the BFPFs (from various states in India) would be changed after every three to five years. The Legal conditions and details of the monetary benefits concerning the members of the 'Core Team' would be researched after the first BFPF is raised in Madhubani district in North Bihar, with Gurudev (HH Sri Sri Ravi Shankar).

SWOT ANALYSIS

Strengths

- Timeliness of these plans.
- Genuine requirement of such plans.
- NO competition in this space.
- It is only through people with parameters like mine, that such plans can come, and materialise.

Weaknesses

- Though this enterprise is being proposed by me, a serving officer of the Indian Army originally from the proposed area of operations; along with a serving Brigadier (retiring on 24 Apr 2009); I have not been born and brought up in North Bihar.
- Military (clear, not giving in to emotions) means of functioning are planned to be employed in the enterprise, the results of which would become evident only after a period of time of around three years or more.

Opportunities

- An actual opportunity promising very high degree of success is inherent in these plans.

Threats

- a) This enterprise fails to take off from the ground due to a variety of reasons (like interference of local Politicians in North Bihar; my Back Pain not being treated, etc)
- b) Interference by parties (particularly local NGOs) already established in North Bihar in the field of Food Processing; who will try to bring disrepute to the BFPF Enterprises.

Risk Mitigation

- a) Divine grace; assessing the ground situation in North Bihar from a detached perspective (from a different location in India); resorting to the cohesive systems of management practiced in the Indian Army; and handling difficulties as and when they arise.
- b) Divine grace; Impeccable and well researched systems in the BFPFs in North Bihar. Also, the following would assist the enterprise to succeed effectively:
 - Keeping the staff regularly motivated by sending them for courses of the 'Art of Living' in the HQ of the AOL in Bangalore from time to time.

- ‘Softening’ the areas in identified areas in North Bihar by conducting (free) courses of the ‘Art of Living’ in North Bihar in consonance with the SSRDP Program of the ‘Art of Living’ HQ in Bangalore, in India.
- Maintaining a neutral stance towards religion, and focusing simply on the job at hand.

THE LEGAL SYSTEMS: STAFF IN THE BPFPS

- Differences/fights between any two members of the staff of the BFPF Enterprises would be resolved by the Security Dept and by the Legal Dept.
- Detailed record of all personal disputes occurring in the enterprise would be maintained.
- A member on the staff of the BFPF Enterprises can be discharged from service even before completing the minimum tenure of three yrs in a BFPF (or in the HQ) if circumstances so warrant.
- No staff employed in the BFPF Enterprises will lodge a Legal Suit against the enterprise; or against any other staff employed in the enterprise; either while in service; or after being discharged from service. All the staff will give a suitably worded undertaking to these effects before joining the enterprise.
- A member of the staff showing exemplary conduct in the enterprise can be employed for a maximum of one more time in the enterprise.
- The staff in the HQ will get 20 percent less pay as compared to the staff in the BPFPS in North Bihar.
- If any misconduct on the part of an individual (or group of individuals) of the enterprise with the civil population the enterprise seeks to serve comes to light; the enterprise would conduct a transparent inquiry into the specific event; and treat the individual (or group of individuals) as per the law of the land; as is done in the Indian Army.

STAGewise PROGRESS OF THE ENTERPRISE

Stage I: Operating a (profit making) FPU in Madhubani district to gain the required experience.

- All members of the Core Team will undergo one Basic and Two Advance Courses of the ‘Art of Living’; and would give a suitably worded undertaking that they will not leave the enterprise midway (while the first FPU is being operated, or while the first BFPF is being raised).
- In the period of operations of the enterprise; expertise of the members of the Core Team would be judged by the President/Chairman of the enterprise, who, in consultation with me, the proposer of this enterprise, will lay down the future tasking of the members of the Core Team of the enterprise. Members of the Core Team would be employees in the enterprise for life; while the staff in the BPFPS and in the HQ would keep being rotated (freshened) every three to five yrs.

- The President/Chairman of the enterprise would (obviously) not make any single person indispensable for the project/enterprise till the first BPF is raised.

Stage II: Raising the first BPF in Madhubani district in North Bihar.

- Experience would have been gained by the Core Team of the enterprise regarding the important aspects to be borne in mind while raising the first BPF by:-
 - a) Physically operating a profit-making FPU in Madhubani district.
 - b) Undergoing related Courses in CFTRI (Central Food Technology Research Institute) in Mysore in Karnataka state in India; IIS (Indian Institutes of Packaging) in Delhi, Hyderabad, Chennai, Kolkata and Mumbai; and in various Agriculture Research institutes in India.
- The number of persons required; along with their desired qualifications, would have become known after the three yrs of operating this FPU.
- With my contacts in the fraternity of the 'Art of Living'; I will arrange as many suitably qualified and motivated staff related to the 'Art of Living' for the first BPF. The remaining vacancies can be easily filled by placing advertisements in newspapers in identified states in India.

Stage III onwards: Further activity (could proceed as per Divine designs...)

BENEFITS OF THIS ENTERPRISE

The BPF Enterprises, as and when they materialise; are certain to bring about the following major benefits: -

- A definite increase in the food stocks available in India (in the stores of the BPFs in North Bihar).
- A definite rise in the economic indicators in Bihar, the poorest state in India.
- Reduction in migrations from Bihar to other places in India.
- Employment generation in the field of agriculture related entrepreneurship in the fertile plains of North Bihar.
- Reduction in terrorist and Maoist incidents in Bihar and in the borders of nearby Nepal, and a general increase in the standard of law and order in the surrounding areas.

THE ELEMENT OF FAITH

Though many events (accidents, ill health, family problems etc) are possible with me and all those involved in this Project/enterprise till this enterprise materialises in its entirety; I am confident that nothing drastically impacting the planned project/enterprise will happen (with me, and with all the people involved in the enterprise) till that time, since the INTENTION would be NOBLE; and also because DESTINY has been cooperating with the evolution of these plans (through

me). I am simply waiting for the confirmation from some interested donor relating to donations of funds of minimum Rs 50 Million – US \$ 1.25 Mn necessary for the First FPU of this enterprise to reach me at my email bpfp@rediffmail.com . I have the FAITH that some (destined) party with the funds is going to contact me very soon... I realise that I simply have to maintain my thoughts and focus in this direction...

Though I am not presently aware how the financial management of the enterprise could be carried out; the inner motivation to simply keep pursuing these plans to their (destined) conclusion is coming from within me; through Gurudev (the Divine).

THE TIME PLANNING

- I am a serving officer of the Indian Army; and have not completed the mandatory 20 yrs of physical service for my release with Pension. I have completed (more than) 16 yrs of physical service only...
- I would be completing 20 yrs of physical service by 13 June 2012; but by then a lot of TIME would have passed...My personal motivation and circumstances would have changed...etc
- Though I can calmly continue in service and retire by the age of 52 yrs (by 31 Jul 2023) with Pension; I feel that my 'Karma' in this direction would be more appropriate as per the teachings of Gurudev.
- The President of India is empowered to sanction my premature release with Pension (of 26 yrs of completed service) at any time felt proper by him/her.
- I had sent a draft copy of these plans in their earlier form over email to the office of the President of India in Sep 2008; and they had been acknowledged to me (over email). I have also sent a copy of these plans along with the specific requests mentioned below.
- I am trying to secure my premature release (with Pension for having completed 26 yrs of physical service) from Rashtrapati Bhavan (the office of the President of India) at the earliest (by 01 Apr 2010 after getting my surgical treatment on military expense, carried out).
- My surgical treatment would be absolutely necessary for my physical fitness and the Pension would be necessary for the minimum financial security of and to show my gratitude towards my dependants (mother, wife and children) for enabling these plans to materialise.
- In ideal conditions, these plans could begin earliest by 13 May 2010; and I have the STRONG CONVICTION that they will.

MY DETAILS

I, the proposer of this enterprise, am Major Arun Kumar Jha, 37 yrs; presently a serving officer in the Intelligence Corps (MI) of the Indian Army. On my FAMILY front; I am married with a healthy wife (36 yrs, from Madhubani district) and two healthy children (male, female both below 11 yrs); and Mother (62 yrs) to support. I also have two sisters; both married. My father after his Doctorate (MA, PhD) in Sanskrit in 1969,

had moved to work in the 'Kaivalyadhama' Yoga Research Institute in Lonavla in Pune district of Maharashtra state in India, and I was born in Lonavla in Jul 1971. He (my father) expired unexpectedly on 12 Aug 2008. He has left me, his only son, a house in Talegaon Dabhade near Pune city in Maharashtra; a house in Madhubani city in North Bihar; and a house in village Babu Pali in Madhubani district of North Bihar; besides around 2 to 3 Acres of agricultural land and around 20 to 30 Mango trees in village Babu Pali in Madhubani district.. I studied in Don Bosco, Lonavla and in Fergusson College, Pune before going for my Military training. We have, however, maintained contact with our village and with our relatives and property in our village. No assistance from my relatives in village Babu Pali would be forthcoming or taken for this enterprise.

Following the untimely demise of my father, the present plans in respect of my family are that my (reasonably healthy) mother, (healthy) wife and two healthy children would stay in Patna city in Bihar (on my Pension) while I would execute these plans in Madhubani city in North Bihar over the initial six years. I know Maithili (the language spoken predominantly in North Bihar) and speak in that language with my wife.

On my 'OFFICIAL' front; after getting commissioned into the Intelligence Corps of the Indian Army on 13 Jun 1992, I was posted along with an Infantry Battalion in the Siachen Glacier – the highest battlefield in the world – till Jul 1993. After that, I was sent on a Military Course where I underwent a life-changing event. I survived a SEVERE Head Injury in Nov 1993 (in a Road Traffic Accident while undergoing the Military Course) as a result of which I was in Coma for 20 days because my Skull was fractured in 23 places. I have presently lost most of the hair on my head and the scars (due to the Head Injury) are glaringly visible. I have also undergone Lumbar Laminectomy L4 – L5 (removal of my L4 – L5 vertebra) on 31 Jul 2007 and the PAIN from that increases in the winters.

However, I retain all my faculties including my memory and my earlier facility in the English, Hindi, Maithili and Marathi languages. Due to this fact, wherever I was posted; I was given the task of preparing Intelligence reports, which, due to my fluency in English, I comfortably prepared and had all the Time required for thinking in the direction of these plans sparked by Gurudev (HH Sri Sri Ravi Shankar).

My Medical condition is NO CAUSE FOR WORRY; every person has some Medical problem! Just this Pain in my back needs to be addressed. And, I realise that it is only through people with such extraordinary parameters like mine that the Divine orchestrates plans like these coming through me. I came in contact with HH Sri Sri Ravi Shankar in Apr 2002 in my posting in Jabalpur (Madhya Pradesh) and these plans have evolved in the seven years since then.

My spirit (and motivation) is intact. I just want to get this pain treated (on Military expense) before I immerse myself fully into this project/enterprise. And, that too at the earliest possible; because Time is actually fleeting. The Medical (surgical) treatment for this pain (disc replacement L4-L5) is available. Indian Film actor Shahrukh Khan had also got himself treated for a similar problem (at a remarkably high cost of Rs 20 to 30

Million). Because of its high cost; this treatment is not sanctioned for the personnel serving in the Indian Army. The office of the President of India (Rashtrapati Bhavan) could, however, sanction it in my case.

PREPARATIONS COMPLETED BY ME

Mithila is the new state being proposed to be carved out of the fertile areas of North Bihar; which would comprise mainly of residents of the area speaking the Maithili language. Mr. Dhanakar Thakur, Chairman of the ‘Antarrashtriya Maithili Parishad’ one of the main organizations involved in this demand; had visited my parents in their house in Talegaon (near Pune in Maharashtra state) on 24 Apr 2007 to discuss with them, these plans coming through me. Besides him, I am in contact with many other leaders at the ground level in Madhubani district concerning the first FPU of the planned enterprise. I am also in contact with the online Maithili community regarding these plans. This program would have the active support of the SSRDP (Sri Sri Rural Development Programme) of the ‘Art of Living’ HQ in Bangalore, India.

WHY ME ONLY

1. Because I am originally from North Bihar, and these elaborately researched plans are coming through me only.
2. Because this project (enterprise) is more likely to succeed if it comes through someone originally from Bihar; especially when with my exposure to the Military way of life, I am prepared to go (‘back’) to my roots in North Bihar – being fully aware of the possibilities of failure of this ‘dream’...
3. Because I am also in contact with the online Bihari community concerning this project.
4. Because Mr. Dhanakar Thakur, Chairman of the ‘Antarrashtriya Maithili Parishad’ – one of the main organisations demanding a separate statehood for Mithila – had physically visited my parents’ house in Talegaon Dabhade (near Pune in Maharashtra) in Apr 2007 for discussing these plans coming through me with my parents.
5. Because I am presently 37 yrs old, and can put my Military experience to the best possible use in framing the most appropriate systems; directing my efforts in the proper direction.
6. Because of my unique PERSONAL Karmas.
7. I have survived a SEVERE Head Injury in which I was in Coma for 20 days, because my skull was fractured in 23 places; without any Major side effect, (and with my existing abilities – I have MYSELF; physically; typed these final plans on my computer in my residence).
8. I have undergone lumbar Laminectomy L4-L5 (removal of the L4 and L5 vertebra of my Spine) in a surgical Operation on 30 May 2007; and – even after that – have the CONFIDENCE that this project has great chances of success.
9. I came in contact with Gurudev (HH Sri Sri Ravi Shankar) in Apr 2002 – when I was around 31 yrs of age – in my posting in Jabalpur, and these plans have started evolving since then. Google search over Internet will give details of the many parties I

have approached with these plans in various stages of development till they have reached this FINAL stage of execution.

10. Many Officers of the Indian Army from Bihar are involved with the 'Art of Living' but these plans have originated only through me possibly due to my Karmas; either in this birth or in my past births.

11. Because I have thoroughly researched these plans in my mind, while continuing in my Military service over these seven yrs.

12. Because I have mentally conditioned myself for these plans, and have carried out adequate preparations on the aspects on which experience would be required.

13. Because I don't want any personal share in the profits of the enterprise, or any personal fame. I will simply be the Proposer of this enterprise, submitted to Gurudev; and getting a decided amount every month. I will simply be an EMPLOYEE in the enterprise.

14. I want to, however, ensure the PENSION of a retired officer of the Indian Army with 26 yrs of service and am also in contact with the office of the President of India regarding these plans for the financial requirements of my family members who have also enabled these plans to materialise (by their non-interference).

15. The RULES of the PURELY PRIVATE PROJECT would be so framed that I would not be able to indulge in favouritism and my wishes could be overruled from the overall perspective of the benefit of Bihar.

16. My inspiration is Gurudev, and I want to realise the purpose of my life by carrying out this activity under HIS spiritual guidance; submitting all results of the activity to Him.

17. Because the Projects Department in the HQ of the AOL (in Bangalore) was also given the plans regarding this project in their earlier stage.

18. Because the Nav Chetna Shivirs of the AOL (which have many similar proven and documented successes all across the world) are sure to show similar results in North Bihar.

19. Because of my enthusiasm, spiritual motivation, energy and willingness to do my utmost in this direction.

20. Because I simply want to cooperate with DESTINY...

WHAT IS REQUIRED TO BE DONE NOW

My details are as under:

Army Number: IC 51339W

Rank: Major

Name : Arun Kumar Jha

Corps: Intelligence Corps.

The following would be required from Rashtrapati Bhavan (the office of the President of India) for the above plans to materialise:-

1. Sanction the required Surgical Operation in my case (DISC REPLACEMENT L4-L5) on Military expense by 01 Oct 2009 or at the earliest possible.

2. Sanction my Premature Release from Military Service with the Pension admissible to an Officer of my rank for 26 yrs of physical service; (after my

surgical treatment on Military expense) by 31 Mar 2010. I would have completed 17 yrs of physical service in the Indian Army by that time.

REQUIREMENTS FROM GURUDEV

- I have the faith that Gurudev Himself would suggest to the President of India regarding the sanctions required for my specific case.
- I am planning to procure the funds from the high net worth individuals (financially rich) devotees of Gurudev. I hope Gurudev will also help in this...
- The possible FAQs (Frequently Asked Questions) for the interested donors are given below.

POSSIBLE FAQs

1. The minimum sum being requested by me (an INDIVIDUAL) for starting this project is \$ 1 Million. What is the guarantee that I might (or might not) get involved in some fraud, and disappear with the maximum amount possible by me, at any opportunity?

Ans. These plans have evolved through me by the grace of Gurudev over the almost seven years since I came in contact with Him in my posting in Jabalpur from Jul 2001 till Oct 2003. Also, this Project has been Registered with the SSRDP of the AOL. All my personal details given in the script above can be confirmed from ground checks; as also from my records held at the Military Secretary's Branch (MS 6E) in Army HQ, New Delhi. Moreover, the details of my postings – replies or comments – on various blogs and Development sites on the Internet could also vouch for the sincerity and genuineness of these plans coming through me.

2. But \$ 1 Million is a large sum... How can we pursue these plans coming from an INDIVIDUAL proposing to utilise such a large amount?

Ans. Only someone with the **FAITH** that this large amount would become available; could have prepared such elaborately researched plans as given above. And, getting the Project registered with the SSRDP of the AOL would be no mean achievement. Besides, my personal attributes would convince anybody that I can be the only person through whom such plans could materialise. I retain my physical fitness and abilities after surviving a **SEVERE** Head Injury in Nov 1993; in which I was in Coma for 20 days because my Skull was fractured in 23 places in a Road Traffic accident while undergoing a Military Course. My more than 20 years of association with the Military means of functioning (including my training period of four yrs); and my being originally from a village in Madhubani district of North Bihar would convince any interested person that a person in a situation like mine should be doing what I am presently doing.

3. What if something happens to me; either before (or during the process of or after) the enterprise? Would I be physically able to get the things actually DONE on the ground, as has been assumed in the script above?

Ans. Because; I happen to retain my facility in the English language even after recovering from the SEVERE Head Injury. I used to get seizures (fits) in the period since my accident till now; and my services were utilised mainly in preparing Intelligence related reports in most of the units where I was posted since September 1994 (after recovering from my injury). As such, I am reasonably aware of the difficulties involved; and the things to be borne in mind when it comes to operating an enterprise on such a scale.

The Team members being sufficiently (spiritually) motivated; this enterprise does hold a certain promise of success. Although, it is realised that there is also a great degree of risk involved; since I am an INDIVIDUAL.

Q. I am a devotee of Gurudev, and am interested in giving the initial grants. What do I do?

A. This project is a registered program of the SSRDP initiative of the 'Art of Living' HQ in Bangalore, India. The management of the funds (in the initial six years till the first BFPF is raised) could be coordinated by the SSRDP. Kindly contact me in person after tying up the details over telephone (911642290483) and over my email with me.

However, these are the plans; and WHATEVER WILL BE; WILL BE...

JAI GURUDEV