

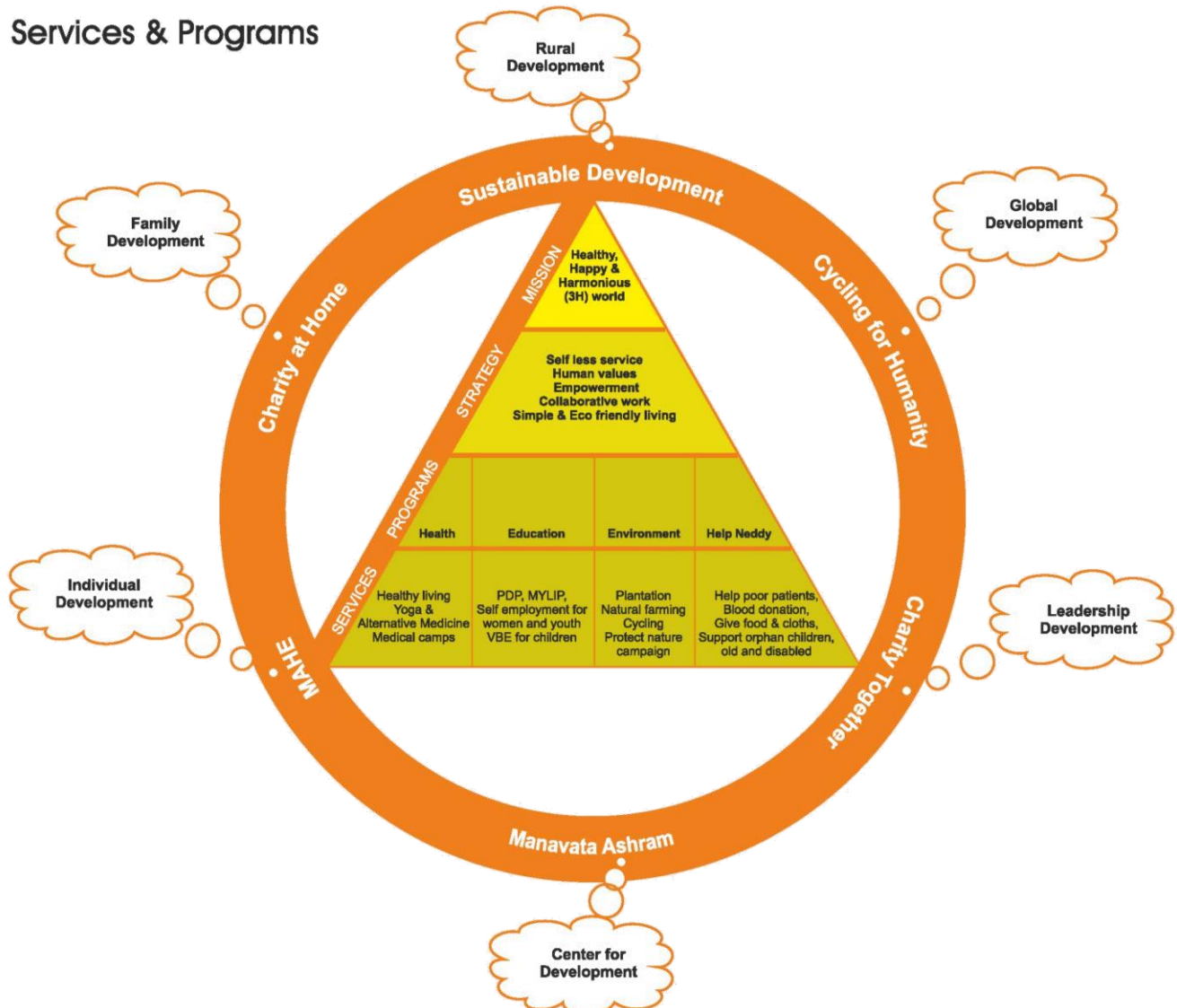
Manavata's call for Sustainable Development  
United Nations, Geneva (4<sup>th</sup> July 2013)

**ECOSOC 2013 ANNUAL MINISTERIAL REVIEW:  
Science, technology and innovation (STI) and culture for sustainable  
development**

**Speaker:** Srinivasa Alluri, Founder President, Manavata  
Other **Manavata Volunteers** attended this conference: Rao Penumudi, Babji Vundavilli, Manish Kumar, Suba Masanamuthu and Khalai Chelvan.

Manavata is a voluntary, not-for-profit and humanitarian organisation, working with a mission to create a **Healthy, Happy and Harmonious (3H)** world! We have been working on this mission since 1991, collaboratively with over 8000 volunteers in 57 chapters, over 400 NGOs and governments globally. Manavata is a registered charity in multiple countries - India, UK and USA. Manavata has got special consultative status in UN ECOSOC in 2012 as a recognition for its voluntary work.

**Services & Programs**





As **Mahatma Gandhi** rightly said, “**Earth** provides enough to satisfy every man’s **need**, but not every man’s greed”. This is **the key** for all of us to achieve **real sustainability**.

While helping the poor, we need to make sure that rich are setting themselves as an example by following simple & healthy life style, equality and responsible for protecting environment and human values in both individual level and society level. So sustainability can only be achieved if we can live with humanity.

Albert Einstein worked very hard to prevent misuse of science and technology. This is important for this forum in ECOSOC as more than 90% of science and technology is **not utilized properly** thereby making a big impact on both environment and society, which is serious threat for sustainability.

To name a few serious misuses are, violent video games, over usage of energy & other resources, over usage of chemicals at home, garden and in agriculture field, irresponsible use of non-biodegradables, drugs, dangerous weapons and so on. These are serious threats for sustainability and humanity. So along with technological advancement, it is equally high priority for us to work on keeping up the values and make people more responsible.

It is a great thought from ECOSOC to combine culture with science, technology and innovation.

To bring this awareness, Manavata has been doing Cycling for humanity campaign across the globe, one of such achievements is London to Delhi cycling in 2011 reached over 3 million people and inspired many young people towards humanity.

**Reforming culture and religion:** As we all know Culture, traditions and religions are started for building value based society with right practices in day to day life for common good. But unfortunately, both religion and culture, practices in common people is being misinterpreted as per people’s will and desire. So every religion must be reformed to bring right thinking and humanity awareness into people’s day to day life to lead healthy and eco-friendly life style. Manavata has taken up a campaign and meeting with various religious leaders to bring the change.

There are numerous challenges to bring the right balance in addressing key issues like poverty, primary education, malnutrition, unemployment, climate change and others to achieve Millennium Development Goals (MDG).

Over 70% of world’s poverty is in rural areas and producing majority of the food, so Sustainable Rural Development Program (SRDP) is important to empower poor and rural areas with right education, innovation and sustainable agriculture there by achieving self-sustainability.

SRDP consists proven methods, which can be easily replicated globally. It is a low budget with natural methods and decentralized approach - which can help countries in large scale to complement their existing initiatives on sustainability.

We have adopted a set of proved natural techniques and developed effective systems and processes for empower poor.

SRDP’s key innovation is using science, technology and culture in right proposition without compromising on human values and environment. It integrates best possible innovative natural methods by using latest Information and communication technology (ICT) and scientific techniques. This also combines **Culture** with humanity and spirituality to build ethics and equality.



SRDP focuses in three main areas:

1. **Education** focusses in creating opportunities for practical education in every segment to empower people by capacity building with skills, ethics and efficient leadership by imparting knowledge and expertise through trainings, e-learning and ongoing support.
2. **Health** initiatives include Healthy living workshops, Yoga, Ayurveda, Homeopathy, Telemedicine, Cyber clinics and satellite health centres. ICT techniques like EMR, SMS, IVR and other mobile technologies are used for efficient service.
3. **Environment** initiatives range from growing chemical free & poison-less foods with Natural Farming, plantation drives, protect nature campaigns and Innovation to utilizing renewable energy.

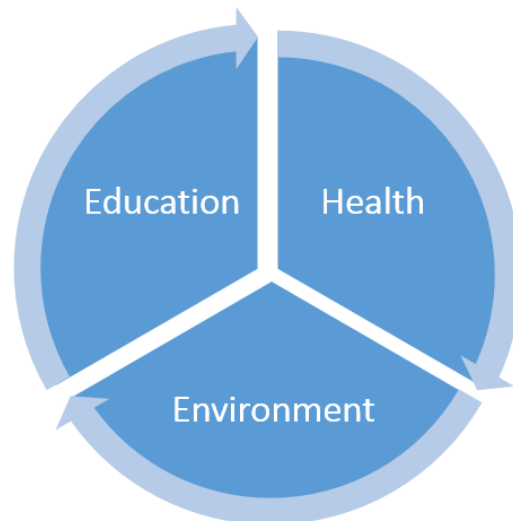
This is a brief summary of the program. Please feel free to contact us for any further information or visit [www.manavata.org](http://www.manavata.org) Manavata is happy to work together in implementing SRDP in any region in any country.

Last but not least, we cannot transform the world just with management and technology, we need to be inspirational leaders with self-less service and sacrifice. Let us lead by example!

Let us **“Be the change** that we want to see in the world!” Let us adopt sustainable methods, simple living and work together to achieve MDG and **3H** world!

Thank you!

## Empower Villages = Self-Sustainability



**The Key areas to focus**



Reference to MDG: (Refer UN website for more details):



### Other Updates from Manavata Team from Geneva Conference:

Manavata team also participated in number of meeting and conferences during these ECOSOC sessions. Team expressed, they have learnt many things during in this 4 days conference from different NGOs, UN bodies and ministerial representatives. Manavata team had number of one to one meetings with ministerial representatives from different countries, UN bodies and NGO representatives. Srini has also attended a round table meeting with Ministerial representatives from different countries in exchanging ideas internationally and trade ideas for sustainable development. Number of representatives from different countries showed interest to work together with Manavata. Team will share these experiences with other volunteers and charity together NGO members in next couple of months by organising regional leadership conferences. Srini has appreciated all Manavata volunteers who are working with dedication for a self-less cause.