

## Welcome to a New Chapter



Dear PRASAD Australia Friends,

Welcome to our 2012 inaugural online newsletter. We are delighted to be able to offer fresh and interesting updates and stories in this format, going forward. In tandem with this transition, we are shortly to launch our own dedicated PRASAD Australia website!

It feels like the beginning of a wonderful new 'chapter' in the history of PRASAD Australia's mission and outreach, as we embrace the digital era and the expansive possibilities that this brings. These include being able to donate online via the website, simply by following the links to the available options.

We are also exploring fresh approaches to revenue-raising, to boost the level of monetary contributions that PRASAD Australia currently provides for the programs we support through PRASAD Chikitsa in India. This includes successfully applying for suitable grants, and forming partnerships with benevolent service organizations within both Australia and India.

The anticipated launch date for the new website is the end of November. We warmly welcome your comments and input as well!

<http://www.prasadaustralia.org>

You might like to share your experience of supporting PRASAD Australia's mission through regular donations, and/or in other ways such as hosting a small fundraising event. Perhaps you've had the good fortune to visit India and see some of the work of PRASAD Chikitsa firsthand? If so, you may have toured some of the villages in the Tansa Valley within which PRASAD Chikitsa operates, or visited the Family Health Centre (FHC) and seen how PRASAD Australia's donations are being utilised to combat the scourge of HIV/AIDS amongst the rural poor. Maybe you have seen some of the exciting new organic crop farming initiatives that are being undertaken now?

If you were able to visit PRASAD Chikitsa and have any comments or stories you would like to share please

feel free to email or contact us. We are looking for stories for our newsletter which the entire Australian PRASAD community receives.

We are also ramping up PRASAD Australia's existing Facebook page <https://www.facebook.com/prasadaustralia>, so please 'like' us, interact, and share information with your Facebook friends. There'll be regular updates and links to PRASAD Australia's website.



# PRASAD Chikitsa – PRASAD Australia

**PRASAD Chikitsa designs, implements and manages superb holistic programs, that serve the people of the Tansa Valley region.** These community-based initiatives are sensitively designed, allowing for the specific needs, conditions, customs and culture of the people PRASAD Chikitsa helps. Within this framework, PRASAD Australia's own primary donor focus remains supporting the women, children and families afflicted by HIV/AIDS. Your collective contributions enable the health and nutrition of both women and children to be vastly improved, and support many more babies being born HIV free!

The capacity for early detection and effective treatment of HIV/AIDS with anti-retroviral drug therapy has meant that many more of those affected by the disease are enjoying much healthier and productive lives.

**As PRASAD Australia supporters, you can rightly be proud of the outcomes your donations have enabled!** At the request of PRASAD Chikitsa we will continue to support this crucial area of medical need, and indeed our aim is to significantly increase our assistance.

However as the requirements of the people evolve over time, so too do PRASAD's responses. PRASAD Chikitsa have begun developing environmental and agricultural programs that complement and enhance the wide-ranging health, education and Self-Help Group training initiatives. There is a focus on environmental concerns, with the understanding that the health of the environment in this traditionally agrarian economy is vital to the wellbeing of the people living within it. Life issues greatly impacted by environmental conditions include water and air quality, food security and productivity—along with job opportunities, financial stability, family cohesion, and the extent educational opportunities become available for the children.

PRASAD Chikitsa is working systematically to address agricultural food security by training local farmers in organic farming and horticulture methods, whilst addressing entrenched farming deficits including degradation of the environment and economic disempowerment. We know you will be as enthusiastic as us to learn how some of these new directions are manifesting, and the positive impact they are having on individuals – **so here are some excerpts from recent PRASAD Project news bulletins:**



*New directions in organic gardening*

## Organic Farming in India's Tansa Valley

The people here rely on an agrarian-based economy, but have long lacked a specific, organized agrarian culture to match it. In response, PRASAD teaches people to be organic farmers, so they can feed their families, protect the environment, earn income, improve their self-esteem and create opportunities for women and girls.



*Brick camps*

**Sadananda** no longer works at brick camps; instead, he uses organic methods to grow flowers, vegetables and fruit trees. His family eats well and he sells the surplus vegetables in local markets. "Because of PRASAD, I have realized many things. I am happy and self-sufficient today," he said.

## Income and Self Esteem

**Ladku** was among the first to join PRASAD's Orchard (WADI) Project. "I didn't know a small land holder can increase production and income. PRASAD's methods were new for me. "My family is happy and prosperous today. My children wear good clothes, and I can give them a good education."



*Mango orchards*

# Opportunities for Women and Girls

When families struggle, the girls are expected to leave school and go to work. PRASAD's Self-Help Groups help girls and women to have a better future. These women farmers bought a tractor, which they also rent out for extra income. As a result, their daughters stay in school, and all their children see mothers being successful, and planning for their futures. As one woman said, "We will make our future better and more fruitful."



Crops produced with the tractor bought by the women farmers



## In 2012

The PRASAD Project's commitment to support PRASAD Chikitsa's efforts in developing and fostering environmental conservation and management, organic farming methods, and crop diversity has also led to international recognition and endorsement by the **Clinton Global Initiative!**



New York, NY—Dr. Cecilia Escarra, Executive Director of The Prasad Project, chats with President Bill Clinton during the 2012 Winter Conference of the Clinton Global Initiative (CGI), held recently in Manhattan.



Thank you for your donation.  
It will make a difference!

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