

BHAKTI ECO VILLAGE DEVELOPMENT PLAN

A Working Draft (Version 4-August 8, 2011)

"The immediate program should be village organization as Mahatma Gandhi contemplated. In India the majority of the population is in the villages. The difficulty is that there is no sufficient supply of water to produce food grains."

Srila Prabhupada, Founder-Acarya of ISKCON

"...India is not to be found in its few cities but in the 700,000 villages...we have hardly ever paused to inquire if these folks get sufficient to eat and clothe themselves with."

Mahatma Gandhi, India's Father of the Nation

"Climate chaos and peak oil are converging with a third crisis – the food crisis. The food crisis results from the combined impacts of the industrialization and globalization of agriculture....The real solution must be to search for right living...right living is "dharma"... Ecological balance and social justice are intrinsic to right livelihood, to dharma. "Dharanath dharma ucyat" – that which sustains all species of life and helps maintain harmonious relationships among them is "dharma". That which disturbs the balance and her species is "adharma".

Dr. Vandana Shiva, Environmentalist, Scientist, Writer, and Activist

"There seem to be three ways for a nation to acquire wealth. The first is by war, as the Romans did, in plundering their conquered neighbors. This is robbery. The second is by commerce, which is generally cheating. The third by agriculture, the only honest way, where a man receives a real increase of the seed thrown into the ground, in a kind of continual miracle, wrought by the hand of God in his favor as a reward for his innocent life, and his virtuous industry."

Benjamin Franklin, Founding Father of the USA

"The current civilization with its emphasis on ever increasing production and consumption is destroying our planet. The material production of consumption is poisoning the air, is poisoning the land and the water.... Why do we have this problem? It is because of the greed that's in the human heart. People want to consume more and more material things and in doing that they are destroying their own environment, destroying the foundation for their own happy life. So the solution is you have to go into the heart, you have to change the hearts of people and get them to live lives of voluntary simplicity with a spiritual purpose."

Dr. Micheal Cremo, Author of Divine Nature

CONTENT

1. Introduction
2. Background
3. Scope of Project
4. Mission Statement
5. Key Result Areas
6. Objectives
7. Goals
8. Strategy and Activities
9. Outputs and Outcomes (Deliverables)
10. Budget Projection

1. Introduction

This document entitled **Bhakti Eco Village Development Plan** aims at addressing the core issue surrounding our present day global crisis and at presenting a practical, systematic and dynamic approach to resolve the present impasse. Never before in history have we witnessed such social unrest and rising natural calamities, the cause of which is a neglect and rejection of basic human, social, ecological and spiritual values.

Since the last few decades, countries around the world have witnessed a radical shift from agrarian living to urbanization. The effects of such a sudden shift have been plaguing our nations and communities worldwide. Shortsighted government policies have been promoting increased 'economic development' at the expense of core human, environmental and spiritual values resulting in pushing today's world nations on the brinks of collapse at all levels; economically, socially, politically, educationally, environmentally and spiritually. The remedy is to be found in the reestablishment of basic principles that are centered on a more natural and peaceful lifestyle where localization, sustainability, self-sufficiency, morality and spirituality form the basis of a stable and balanced society. In order for this to happen, individuals, organizations, corporates, governments and both private and public sectors need to pool their resources together to resolve the present rising global crisis. Time is of the essence.

There are basically two world views or two camps, one being the conviction that advancement and happiness is measured by increased materialism (modern day economic development) and the other being the conviction that advancement and happiness is measured by a more balanced material and spiritual development, the latter being the primary and most important.

There is an urgent need for likeminded people who endorse the human, environmental and spiritual dimensions of life to join together and unite in their efforts to bring about proper solutions to the present day global crisis. The ancient Vedic teachings, based on universal principles of love and brotherhood, provide a unique platform and medium to address and meet both the material and spiritual dimensions of life. We must unite and together re-build our world following the four universal pillars of truthfulness, compassion, discipline and cleanliness, where all individuals respect and accept as sacred all forms of life, including Mother Nature.

The Vedic worldview teaches everyone to respect all forms of life and offers a systematic and scientifically social structure based on individual natural aptitudes and inclinations called *varnasrama dharma* where village life plays an integral and essential part. Hence, the proposal to establish the **Bhakti Eco-Village Foundation** to help promote, sustain and propagate the ideals, goals and objectives that will be identified in this presentation.

2. Background

Many concerned individuals, organizations, and various other groups understand the crisis at hand and are working towards some practical solutions. However, the crisis has reached such a critical level and the complexities have increased to such an extent that unless like-minded people pull their resources together, we will not be able to independently redress the problem. A number of such concerned individuals connected with the ISKCON society have formed a core group to formulize an Action Plan for addressing the present dilemma. It is our hope that this paper will generate interest and participation on the part of individuals and groups of individuals from all types of background and thus inspire readers to take up the cause.

To better understand the problem and the proposed remedies, we shall first briefly analyze the situation from four different levels: a) global developments b) India's downfall, c) ISKCON as a social reform movement and d) the ISKCON Daiva Varnasrama Ministry [IDVM) Promoting Rural Development in India and the Village Initiative Committee (VIC), a global initiative.

a) Global Developments

We can trace today's imbalanced, impoverished and misdirected society to the days of the Industrial Revolution going back some 200 years. Little did nations know what far-reaching effects the policies of industrialization and globalization would bring in their respective countries. The never abating feverish drive for consumerism and the trend for increased and unchecked liberalism have allowed for unrestrained and unrestrictive "economic development" resulting in an ever-increasing exodus of people from their traditional occupations and lifestyles in the villages to the ever-expanding and overpopulated metropolis. This madness towards so-called 'modernization' and 'advancement' through more and more mechanization and industrialization is taking its toll on the population of our planet and on planet earth itself. If the present trend continues, within but a few years the global population shift will reach 70% of the world population living in the urban sectors. Meanwhile, all types of social anomalies increase as nations take up to modern industrialization. The following statistics give credence to these concerns:

The Economical Crisis

In the last few years, the world's economy has been on the verge of collapse. The debts of nations around the world, including that of the once richest nation in the world, the United States of America, continue to increase. The stock market is in constant flux and uncertainty looms in the eyes of investors and industrialists. Many predict we are heading for an economic crash worst then the days of depression.

The Food Crisis

The Ecological Crisis

The Oil Crisis

Social Anomalies

- Mental Stress
- Abortions
- Suicides

b) India's Downfall

"The industrialization of agriculture began the destruction of agricultural diversity with the Green Revolution. Technologies like genetic engineering have the potential to totally destroy it. The limitations of these technologies is now becoming evident in declining yields, and they can no more be relied upon to feed the people of the world.

As the crisis of food and farming intensifies in the era of industrial farming under monopoly control, a return to biodiversity-based multiple, small-scale farming systems provide the ecological and sustainable alternative for feeding the country.

Dr. Vandana Shiva, Author of *DIVERSITY, The Hindustan Way*
An Ecological History of Food and Farming in India

In the last 4 decades alone, India has seen major changes in the way its people live and work. The corporate hijack of land by large corporates, the monopolizing and genetic modification of seeds and the allurements of villagers to city factories, all have been forced upon the innocent farmers. For the first time in India's history, the rural population dipped below 70% in year 2008 with scientists predicting that by year 2020, India's villages will comprise of only 50% of its nation's population. India has always been a nation of farmers with agriculture as the primary occupation for the vast majority.

The emergence of large scale agro-business and hybrid seeds promoted by foreign capital investors have allured farmers to abandon their traditional farming techniques and switch to mechanized farming introducing the use of chemical pesticides and chemical fertilizers. These sudden changes and their negative effects have destroyed the moral of farmers by inducing thousands to commit suicides when faced with the unbearable dilemma of not being able to repay the incurred borrowed capital.

More and more people have been induced to take up non-traditional occupations in the cities, both men and women. Surveys indicate that such a trend has brought about tensions and stress that have been the cause of strokes, heart attacks and mental stress among relatively young professional workers.

On yet another front, author Rajiv Malhotra, in his well-documented book, **Breaking India**, outlines the underlying dangerous influences from both foreign agents as well as their local representatives meant to break the backbone of India's culture, traditions and values. India is thus the playground for pressures on various fronts, further adding instability and uncertainty to its delicate political, social and economic balance.

c) ISKCON as a Social Reform Movement

Amidst this increasing global unrest and turmoil, the Founder-Acarya of ISKCON, Srila Prabhupada, has established an international society for the purpose of bringing about changes in the way people live and work. He has stressed the need to return to a more simplified lifestyle, in keeping with the more traditional agrarian ways of India. Although the ISKCON society he has established in 1965 is mainly a spiritual/religious society, he gave tremendous importance to the cultural, educational and social dimensions of life.

Srila Prabhupada recognized that modern day industrialized society was detracting the general population more and more towards materialism, leaving aside the morals and values of traditional life. He therefore advocated a return to an agrarian based lifestyle and economy where one produces one's own food, lives a more localized life and finds sufficient time for spiritual practices, the primary goal of life. He praised Gandhi's ideology of village organization recognizing it as being the norm and standard way for nations to live, in keeping with the original village life of Vrindavan 5,000 years ago. He quoted from India's most authoritative book, the Bhagavad-gita, where Lord Krishna speaks of varnas (Gita 4.13) and the need to grow our own food (Gita 3.14).

To this effect he encouraged the establishment of self-sufficient farming communities all over the globe where families could live in an atmosphere of goodness, grow their own food, make their own cloth and save time for practicing spiritual life. He divided his mission into four distinct phases, the fourth one being the development of such communities and the establishment of villages where organic agriculture and cow protection form the basis of life. In keeping with this fourth mission of Srila Prabhupada, the ISKCON leadership of India has established a ministry in year 2009 for the purpose of furthering these ideals.

d) IDVM and VIC

The Mission Statement of the ISKCON Daiva Varnasrama Ministry [IDVM] Promoting Rural Development in India is as follows:

“The ISKCON Daiva Varnasrama Ministry Promoting Rural Development seeks to promote, establish and demonstrate the ideals of simple living and high thinking, based on the concepts and principles of daiva-varnasrama dharma, as desired by Srila Prabhupada. The ministry will work with the ISKCON India leadership to establish self-sufficient rural (village) communities, giving special emphasis to training and education.”

Since its inception in November 2009, the ministry has established various national departments to help develop the aims and objectives of the ministry. Some of the important national departments established so far cover the areas of education, book publication, media production, communication, patronship, welfare and administration, cow protection and agriculture as well as finances.

IDVM recognizes the need to provide basic infrastructures and support mechanisms for helping new projects or existing ones develop. With urbanization ever increasing in society, leaving most people heavily conditioned by the modern facilities of industrialization, there is a need to provide a transitional economy to help individuals and families re-establish themselves in this more natural lifestyle.

Traditionally, agriculture forms the core of a nation's economy. Recognizing this, leaders in the Vedic culture would provide free land to farmers and would also help build ponds, wells and various other water facilities (watershed management) to insure that farmers get all the basic facilities needed to concentrate on farming. Cows played a crucial element in the equation and very often the state would maintain pure breed cows and bulls to ensure the best possible indigenous breed of cows.

In addition to the efforts of the IDVM in India, in the year 2011, ISKCON has established a global Village Initiative Committee (VIC) which has been given the following mandate:

“To assist the ISKCON GBC, established ministries and temples to implement daiva varnasrama culture by promoting models of rural development (villages) which will support, enhance and complement the overall preaching.”

VIC sees itself as a support instrument to educate more people about the need for such rural communities and is in the process of formulating strategic plans for implementation of the following sectors: 1) increasing awareness about eco village living, 2) introducing educational models such as Varnasrama Colleges, 3) launching Adopt a Village project, 4) introducing extended cow care and cow protection and 5) providing incentives and support mechanism to existing rural projects and new

rural projects. The name **Bhakti Eco Village Development** is in many ways the Sanskrit/English rendering of the term Daiva Varnasrama, which literally means spiritual or divine societal system.

3. Scope of Project

The **Bhakti Eco Village Development Plan** will serve as a useful tool to individuals, to specific communities and to various private, public and governmental agencies who understand the need to return to core basic values as indicated above, namely, localized living based on principles of self-sufficiency and sustainability. In simple language, we need to reverse the trend of the present growing global urbanization to the more traditional agrarian lifestyle.

This initiative is first taken by some of the members at the Saranagati Eco Village, a community in the making situated in Western Canada. The need was felt to bring attention to the needs of this community which upon analysis, reflect the needs of similar emerging communities and which directly touch upon one of the fundamental concepts found in establishing villages as the sound and basic social entity which will endure long term economic progress and stability in nations. The project will thus be integrated in the global efforts promoted by the Village Initiative Committee (VIC) and will gradually be introduced on a global level.

4. Mission Statement

The **Bhakti Eco-Village Development Plan** aims at redirecting present day society from an urban-based economy and lifestyle to an agrarian-based economy and lifestyle by establishing self-sufficient and sustainable communities and villages in keeping with universal God conscious concepts and principles of peace, harmony, love and respect as expounded by great thinkers such as Mahatma Gandhi and A.C. Bhaktivedanta Swami Prabhupada.

5. Key Result Areas (KRA)

There are initially five basic key result areas that we would like to see developing. Four main elements are needed for any successful project to succeed, namely land, capital, manpower and organization. Our five-prong approach aims at incorporating all five elements.

- 5.1 Formation of Action Teams (Manpower/Human Resources)
- 5.2 Registration of Bhakti Eco Village Foundation (Organization)
- 5.3 Fund Raising Among Indian Communities in Canada/India (Capital)
- 5.4 Saranagati Eco Village as Pilot Project – 10 year Plan (Manpower/Land)
- 5.5 Establishing Varnasrama Colleges (Manpower/Organization)

6. Objectives (outcome of each Key Result Area)

The following five objectives reflect the five Key Result Areas identified above in Key Result Areas.

6.1 Key Result: Formation of Action Teams

6.1.1 The initial Action Team will develop a comprehensive "job description" with appropriate templates inviting individuals to help form other Action Teams.

6.1.2 Action Teams will be made up of two main individuals who will formulate a working strategy to travel and interact with individuals, organizations, agencies, etc., for the purpose of raising awareness and raising funds for the project.

6.1.3 A Support Team consisting of one Office Secretary, one Research Worker and one Communications Officer will work as a team to give support to the Action Team.

6.1.4 The first Action Team will establish a working relationship with the ISKCON global minister for Fund Development and set up Fund Raising Events in all the major cities of Canada where we have a substantial Indian community.

* For more information on Action Team, refer to item 8.1.

6.2 Key Result 2: Registration of Bhakti Eco Village Foundation

6.2.1 The Bhakti Eco Village Foundation will be registered in Canada before the end of year 2011.

6.2.2 The Bhakti Eco Village Foundation will serve as the vehicle to approach potential donors.

6.2.3 The Bhakti Eco Village Foundation will allow for the formation of an educational institution called Varnasrama College to provide training and education to members of various rural communities.

6.2.4 The Bhakti Eco Village Foundation will provide student grants, subsidies and scholarship to deserving individuals interested to take up student or teacher positions.

6.2.5 The Bhakti Eco Village Foundation will provide support and incentives to families interested to become established in recognized and approved rural projects.

6.3 Key Result 3: Fund Raising Among Indian Communities in Canada/India

6.3.1 Contacts will be established with the **following communities**: Vancouver, Calgary, Edmonton, Winnipeg, Toronto and Montreal.

6.3.2 The Action Team will establish a working relationship with the **ISKCON Fund Development** whose global minister is Devakinandana das.

6.3.3 The initial **Seed Money** to be raised is approximately \$ 200,000.

6.3.4 The Action Team will prepare the groundwork for raising funds in India itself for both India and global projects.

6.4 Key Result 4: Saranagati Eco Village as Pilot Project – 5 year Plan

6.4.1 The **Bhakti Eco Village Foundation** will officially accept the Saranagati Eco Village community as its **first Pilot Project** for Canada.

6.4.2 Leaders of Saranagati Eco Village project will present their 5-year and 10 year **Project Plan** to BEV Foundation.

6.4.3 **Water irrigation** from the nearby mountains will be harnessed to meet the needs and demands of the Saranagati Eco Village community.

6.4.4 In addition to the existing school now in operation, the Saranagati Eco Village leaders will set up the **Saranagati Varnasrama College** to help train and educate deserving students in organic farming, cow protection and traditional technologies.

6.4.5 The **Bhakti Eco Village Foundation** will support the construction of a **Goshala, cowshed**, for the care and protection of pure indigenous breeds.

6.4.6 The **Bhakti Eco Village Foundation** will provide assistance to help develop **organic farming techniques** using natural fertilizers and natural pesticides.

6.4.7 The **Bhakti Eco Village Foundation** will provide incentives for the construction of **Guest Facilities** providing tourists opportunities to experience agrarian living.

6.5 Key Result 5: Establishing Varnasrama Colleges

6.5.1 The **Bhakti Eco Village Foundation** will provide the **basic infrastructure** for the establishment of a Varnasrama College at Saranagati Eco Village. This will include classrooms, residential facilities, cooking facilities and a hall for social and cultural events.

6.5.2 Teachers at the Saranagati Varnasrama College will develop a comprehensive **curriculum** covering various levels of the college.

6.5.3 The Saranagati Varnasrama College will seek **accreditation** with the department of education and the department of agriculture.

6.5.4 The Saranagati Varnasrama College will provide **Teacher Training** to help prepare qualified teachers who will help start more Varnasrama Colleges in other parts of Canada.

7. Goals

(Yet to be completed... goals will further detail and support each of the objectives outlined above in keeping with the following guidelines)

These are realistic, time-dated, and measurable sub-objectives, the responsibility for which is assigned to a specific individual. Each goal statement lays out the scope of the goal and when the goal will be achieved. Each objective should have however many goals are needed to reach the objective. When you examine your list of goals, you should be able to say, "If all these goals are met, our objective will be reached."

Smart Goals

S	Specific Outcome
M	Measurable/Quantifiable
A	Accountable/Achievable
R	Results-Oriented and Realistic
T	Time-Dated

8. Strategy & Activities

This section deals with a series of activities that will be taken up to get this project in motion. These are not necessarily listed by order of importance or chronology.

We first look at the concept of "transitional economics" which can help us understand the importance to provide the needed support for families who will make the shift. We then look at what areas to focus on in helping develop such communities:

8.1 Transitional Economics

The undertaking of this project is to help provide a transitional period whereby devotees can be assisted to go from where they are at present (most devotees being in or connected with the cities and under the tight grip of present-day dominant corporate global economy) to a more natural, localized and sustainable economy which is agrarian-based in rural areas.

Having abandoned the traditional village lifestyle where various forms of support structures awaited a young couple who would enter adulthood, where land was provided easily by the family and where members of the extended family provided support and guidance, today's up-rooted urban-groomed residents will naturally find it difficult to make the shift from urban to agrarian without the help of transitional economics. For what period of time this transitional period may be needed and what form will it take will vary from one community to another and from one individual to another. Needless to say that such a transition period is necessary and must be provided for the transition to be successful.

8.2 Focus Areas

8.2.1 Infrastructure

- Build infrastructure
- Facilities for brahmanas, ksatriyas, vaisyas and sudras (see list of key infrastructure needs – 8.3)

8.2.2 Key Personnel

- identify and put in place key personnel
- key personnel should be devotees but not necessarily (especially in transition period non-devotees will be hired for key positions – see list of key infrastructure needs).

8.2.3 Programs to Initiate

- initiate programs aimed upon completion of infrastructure i.e. build school... then teachers and begin.

Note: Villages in transition period will not have the same priorities and dynamics as a maturely functioning varnasrama community.

8.3 Key Infrastructures

Water systems

- for homes and buildings
- for agriculture
- perhaps for hydro-electric

Housing

- for families
- for seniors
- for single devotees
- for guests (very important) *

Community Centre/Temple

School

- for children of village families
- for retreats and conferences
- dormitories... for non-residents

Building(s)

- root cellars
- walk-in deep freeze/refrigeration
- grainery
-

Cottage Industry

- suitable buildings

Machinery and Tools

- machine shop/black smith
- building(s) to store equipment & tools
 - o agriculture equipment
 - o construction equipment

Goshala

- barns and facilities for processing mil
- fencing (labor intensive and expensive and high priority)

8.4 Key Personnel/Skill Sets

The following list identifies key personnel and skill sets required in order to initiate a 5-year transition program for an “intentional sustainable community” or a **Bhakti Eco-Village**.

Ideally, all of these personnel should be in place and ready to “work” right from the onset of the initiative although some positions may not need to be filled in the first year or two. Many of these positions will be “full-time” paid positions while others will be part-time and some un-paid.

8.4.1 Brahmana Personnel

Brahmanas are meant to give vision and to articulate the mission at hand. They provide guidance, direction and inspiration to the concept of **Bhakti Eco Village**. The brahmanas are described in the scriptures as those having the following 9 qualities: *“peacefulness, self-control, austerity, purity, tolerance, honesty, knowledge, wisdom and religiousness—these are the natural qualities by which the brahmanas work”*. Bhagavad-gita [16.42]

There is a need to attract and involve a wide variety of individuals who have various speaking, writing and intellectual skills. Such brahmanas will take on different roles such as educators, scientists, social workers, visionaries, spiritualists, reformers, writers, etc., and they will help shape and plan out the needed transformations.

Traditionally, all brahmana occupations are non-salaried. However, during the transitional period envisioned, various financial supports will be provided to individuals who take up these positions, according to need and practicality.

For our immediate purposes of the **Bhakti Eco Village Foundation**, some of the initial professions needed are as follows:

a) Advisors

Persons who have been trained and educated in the Vedic teachings are needed to provide guidance and direction to the project. Traditionally, brahmanas take up the role of teachers and advisors to the administrators in society.

Immediate Need: Five brahmanas to form an Advisory Board for the **Bhakti Eco Village Foundation**. This will be a non-salaried position.

b) Architects

The science of Vedic architecture is found in the Vastu-sastra and is very much needed to help establish and shape villages, towns and cities. Vastu experts are consulted for making ones house to building an entire village.

Immediate Need: One Vastu Consultant

c) Teachers

Teachers will be needed to head up the various educational institutions needed for the social reforms to take place. This will cover all types of subject matters that will be taught in Gurukulas and Varnasrama Colleges.

Immediate Need: Three Teachers to head up the Saranagati Varnasrama College

d) Writers and Researchers

There will be an on-going need to write reports and submit documents for promoting the cause at hand. Both writers and researchers will be needed for such services. They will form the back-up personnel to the Action Team as they work behind the scenes either in offices set up to monitor and organize the project or some may travel to do research in different places.

Immediate Need: Two Researchers

8.4.2 Ksatriya Personnel

The ksatriyas are those who will be trained to oversee the three main activities of ksatriya duties, namely: 1) protection, 2) administration and 3) welfare. The qualities of ksatriyas are described as follows: *"heroism, power, determination, resourcefulness, courage in battle, generosity and leadership are the natural qualities of work for the ksatriyas."* Bhagavad-gita [18.43]

a) Field Workers

Of the most important persons needed are those who will be in the front line outreach, those who will make up the Action Teams. Such Field Workers will travel extensively meeting with individuals, communities, government agencies, etc. This Action Team will need a Support Team of workers who will supply them with various information and materials needed to convince and impact the people they will meet.

Immediately Needed: Two Field Workers

b) Lawyers

Lawyers provide legal counsel in various areas, especially in relation to legal entities and properties. The proposed foundation will need to consult on occasion with such a lawyer.

Immediately Needed: One consultant lawyer

c) Trustees

The **Bhakti Eco Village Foundation** will be managed by an initial group of five Trustees. They will take guidance from the Advisor Board made up of brahmanas but they will manage the affairs of the foundation such as legally registering the foundation, recruiting the needed personnel, providing the infrastructure needed for the functioning of the foundation, making monthly reports, including annual financial reports, etc.

Immediately Needed: Five Trustees to serve on Bhakti Eco Village Foundation

8.4.3 Vaisya Personnel

The **Bhakti Eco Village Foundation** will be recruiting various personnel who will take up active roles in the proposed self-sufficient communities. These are directly linked with the guidelines provided in the Vedic scriptures: *"Farming, cow protection and business are the natural work for the vaisyas."* Bhagavad-gita 18.44

a) Farmers

Dedicated **farmers** who will be ready to revert to traditional agriculture, using time tested village technologies and avoiding the modern four killers of sustainable agriculture, namely 1) the use of destructive machines like tractors, 2) the use of destructive chemical fertilizers, 3) the use of destructive chemical pesticides and 4) the use of harmful hybrid seeds.

Immediately Need: Two farmers

b) Cow Protection

In addition to farming, **cow protection** forms an integral part of vaisya activities and forms the basis of good agriculture. Knowledge of different breeds of cows, knowledge of cow care, crossbreeding, milk productions, etc., form a science which was formally highly developed.

Immediately Needed: Two cowherds/cow protectors

c) Donors

Donors are immediately needed to provide the seed money to help support the outlined programs. Details are given in the proposed budget listed at the end of this document.

Immediately Needed: Seed money for initial start: \$ 200,000

8.4.4 Sudra Personnel

The activities of sudra personnel are described in the sastra: **“for the sudras there is labor and service to others.”** Bhagavad-gita, 18.44

a) Secretarial

The **Bhakti Eco Village Foundation** will have its own head office in either Saranagati Eco Village or in Vancouver. Manning the office will be a personnel of office receptionist, corresponding secretary and researcher. Altogether, they will serve as the Support Team for the Action Teams working in the fields.

Immediately Needed: One receptionist, one corresponding secretary, one office manager.

b) Labor

Various constructions will require professional hired labor.

Immediately Needed: 2 laborers

c) Helpers

Various activities require the general help or assistance.

Immediately needed: 2 helpers

8.5 Research Team

Research work will be needed as the work progresses beginning with understanding under what legal entity the proposed Foundation should be registered. There are many choices, each having its strong and weak points. Among various options to consider will be the creation of a Foundation, a Trust, a non-profit society, etc. Other research work will be needed to help secure information.

8.6 Board of Directors

An advisory committee made up of some 7 mature devotees (mainly householders) will be selected to provide general guidance and input to the working committee(s). They may serve as Trustees to the proposed Foundation or NGO.

8.7 Registration of Foundation or NGO

Both the working committee(s) and the advisory committee will function under a registered organization to be called Bhakti Eco-Village Foundation. BEV-Foundation Trustees will oversee the affairs of the foundation.

The memorandum of association of the Bhakti Eco-Village Foundation will serve as a model or guide for groups in different countries to register similar organizations in their respective countries.

8.8 Fund Raising Committee – Action Teams

The Fund Raising Committee will be made up of some 5 selected devotees dedicated to the cause of varnasrama. They will work out a monthly budget for their outreach activities and they will help other individuals set up similar 'Action Teams'.

"Highly Spirited" **Action Team "job description"**

- minimum 2 'frontline' devotees (working as a team). They spend their full-time efforts meeting people and cultivating relationships such as government officials, directors of foundations, prospective donors from private business, etc.
- it is to be understood that fund raising requires extensive "relationship building" and "personal interaction" with the two 'front' devotees, thus being two key elements to accomplish this. Fundraising cannot all be done sitting in front of a computer. Nevertheless, the **Support Team** that works with computers is critical to the success of the frontline devotees.
- The 'frontline devotees' must have easy and immediate access to a data base of information, photos, etc.,
- The support personnel must be competent in data base management, power point presentations, website, and networking. This is all computer-based work.
- A competent support team can support more than one frontline team.
- At least one support member must be an excellent writer.
- Writing skills must especially be geared to writing grant applications and also for general communication with potential donors and previous donors.
- An active dynamic website is critical

- Various fundraising initiatives can be undertaken and spearheaded by support teams, i.e. maha-milk sweets from our goshalas can be mailed out to potential donors and previous donors (previous donors are a high priority – they can again give support).
- Initiate a campaign at a city temple/congregation/community to start a fund whereby every dollar spent on dairy products purchased from our conventional sources will be matched with dollars to support and develop cow protection at one of our eco-villages
- The campaign to bring rural community development/varnasrama dharma to the forefront, as it deserves – “it is an idea whose time has come”, requires a dedicated, focused team effort.
- The **Bhakti Eco Village Development Plan** attempts to explain how this campaign can be put into “action”.

8.9 Advisory Committee

An Advisory Committee made up of some 5 mature devotees will be selected to provide general guidance and input to the Board of Directors.

9. Outputs and Outcomes (Deliverables)

The deliverables deal with the key results expected by the organizers. Some of these are as follows:

- Main document to serve as Development Plan or Action Plan
- Power Point Presentation reflecting the Development Plan
- Documentary Film to highlight some of the main features
- Pamphlet for easy reference and publicity
- Registered foundation to be called BHAKTI ECO-VILLAGE FOUNDATION
- Bank account
- Website
- Funds for the various projects
- Office to help coordinate the work of the Foundation
- Hire personnel to manage the work of the

10. Budget Projection

The budget will contain projection for both 'seed money' and 'capital money' to carry out identified projects. The budget will present a projected income and expenditure spread sheet covering the next 5 years. Specifically plan for Fund Raising on two levels: 1) seed money needed to get the work started, to the extent of \$ 200,00 and 2) capital money needed to execute the proposed plan to the extent of 1 to 2 million.

First year (December 2011 to December 2012)

Human Resources

Advisory Committee (5 personnel)
Board of Directors (5 personnel)
Action Team (2 personnel)
Support Team (1 Office Secretary, 1 Office Manager and 1 Researcher)

Infrastructures

Office Rental
Electricity
Computer
Printer
Telephone
Stationary
Office Equipment (chairs, tables, etc.)

Salaries

To be defined and worked out.

Transportation

Car
Flights

Next Five Years (December 2012 to December 2017)

1. Pilot Project – Saranagati Eco Village

Proposal for Saranagati Eco Village (5 year Pilot Project)

1.1 Infrastructure

Guest Houses (for visitors/retreats)
Residential Quarters (for teachers and resident workers)
Educational Building for Varnasrama College
Nursery
Gobar Gas Plant
Goshala
Cows
Reception Office
Administration Office
Health Centre
Toilet facilities
Temple facility

1.2 Personnel

Headmaster
Teachers
Administrators
Workers

1.3 Water irrigation proposal

Already submitted to the government but held up due to lack of funds. Total to be advanced by government is 50% of expected expenditure, 2 million. Needed from **Bhakti Eco Village Foundation** is 1 million. Details to be provided.

2. Bhakti Eco Village Foundation (on-going outreach program expanding globally)

2.1	Year 2012	Yearly expenditure of approximately \$ 100,000
2.2	Year 2013	Yearly expenditure of approximately \$ 110,000
2.3	Year 2014	Yearly expenditure of approximately \$ 120,000

- 2.4 Year 2015 Yearly expenditure of approximately \$ 130,000
- 2.5 Year 2016 Yearly expenditure of approximately \$ 140,000