



SRILAKSHMI AVADHANAM

Jai jawan's innovative plan to enrich Jaikisan's land

Palle Srujana is a voluntary organization started by Brig. Ganesham in 2007. It is a unique and innovative initiative to help our rural talented youth to hone their innate abilities to create innovations as per their need, with the available resources.

Brig Ganesham with his rich army exposure had understood the ground realities faced by the men in the war front. Emergency situations prompt soldiers to innovate and redesign their equipment in the ground for better performance.

Indian Army works in collaboration with National innovation Foundation and has come up with several innovative and utility designs. Brig Ganesham had worked with the National innovation Foundation and was inspired to start an organization after his retirement at Hyderabad.

As a voluntary organization, Palle Srujana extends its support to the grass root innovators in rural areas. As the saying goes, "Necessity is the mother of invention", farmers who work in fields encounter several problems with their working equipment and look for plausible solutions to redesign and revamp their devices. With the limited availability of resources and manpower at several instances, farmer himself comes up with a novel approach to modify and rectify the existing problems with the equipment. Many a times, these people only look for problem rectification and do not bother about patenting or recognition of their work. It is at this point, the volunteers of Palle Srujana approach the innovators and make them aware of the options, scope for commercial business propagation etc.



It is amazing to know how these innovators, who do not even possess a formal degree, come up with feasible solutions for their problems utilizing



Nannam Thirupathi Rao, a grassroots innovator from Chirala, receiving a National Award from Chairman, NIF-India on 15 March 2019 at Ahmedabad for his outstanding Innovation "Pole Climber"

local resources. Palle Srujana volunteers encourage these innovators to further improvise and share their innovations with other farmers who face similar problems. They try to fund these innovators through sponsors and donors. The volunteers of Palle srujana help them through the procedures for applying and procuring patents for their innovations.

The phenomenal journey of Palle Srujana for the past fifteen years in the rural areas scouting for innovative talent has yielded several acclaimed innovations.

Palle Srujana as a voluntary organization has been working in Telangana and Andhra to recognize and promote creativity at grassroots levels. It pursues the mission of National Innovation Foundation (NIF-India). Documentation of the knowledge, promotion to aid validation and reengineering of grassroots innovations is taken up by Palle Srujana. It also helps the innovators to apply for patents and seek national and international recognition for their works. These improvisations, innovations, and rural knowledge are encouraged for propagation through dissemination of knowledge horizontally from land to land and



village to village through Shodh Yatras, (Walking on foot touring the villages), magazines in native local language, participation in various farmers meets. The grassroots knowledge of the innovators is streamlined with the process of validation, value addition, seeking patents, reengineering, manufacturability, marketability and business incubation etc. by the volunteers of Palle Srujana.

Palle Srujana functions solely with the active participation of its volunteers, comprising of students, elders, women, public and private institutions, NGOs and government agencies.

The members of Palle Srujana team work towards building a strong team comprising of volunteers from each mandal. Both Telangana and Andhra have around 1200 mandals. These volunteers try to involve students and teachers of the local schools and colleges in scouting for the right talent. They follow up with NIF for patents, validation and awards for the innovations of the grass root innovators belonging to the Telugu states. Seek support from local resources for incubation and commercialization of these innovations. For official authentication of the innovations, they request academia, Government Research Institutions to extend their support. Several companies offer their support as a part of their Corporate Social Responsibility initiative. Help is sought from other agencies like CII, MSME and NABARD.

Chinna Shodha Yatras or Mini knowledge exploration walks are organized every quarter to recognize the rural talent.

The innovations of the rural youth are displayed at farmers exhibitions all over the state.

Another innovative approach for creating awareness about rural knowledge and creativity among students is by offering social internship, among students. Volunteers of Palle Srujana put in all

their efforts to build a synergistic network with the government, non government, private, individuals and villagers for influencing policy and implementation towards sustainable development.

Cumulative Efforts are undertaken to interact with major government organizations like TSIC, T works, AP innovation Society, TSCHE an APCHE for realising the objectives of Palle Srujana.

In pursuit of spreading the rural knowledge power bank in the society, a magazine in local Telugu language, Palle Srujana is being promoted among all Telugu speaking areas and also among

NRIs.

Palle Srujana believes in working in harmony with other agencies who are also committed to bring about sustainability of environment.

The following are only some of the achievements among a galaxy of awards and recognitions of



President Sri Pranab Mukherjee with in-residence innovation scholars in Rashtrapathi Bhawan. Ch Malliksham, innovation scholar and grassroots innovator was in the Rashtrapathi Bhawan from 12-26 March 2016.



"M Devi, 8th Class from Govt Girls High School, Rajahmundry getting IGNIIE 2016 award for her creative idea by President of India at Rashtrapati Bhavan on 07 November 2016. Dedicated efforts of Palle Srujana Volunteers have paid up!! We are proud of Devi."

innovators recognized and encouraged by Palle Srujana

- Sri Mallesam, who invented the ASU machine for handloom machine equipment was honoured with Padma Sri.
- Three grassroots innovators of Andhra Pradesh were awarded on 9th March 2012 as part of 6th Bi-Annual Awards of outstanding traditional knowledge and grassroots Innovations at Rashtrapathi Bhavan.
- Boya Pedda rajanna from Golla village, Kalyandurg Mandal and Dist Anantpur was felicitated for providing treatment to thousands of animals in the last forty years without any charge. His treatment reduced the pain of animals in around his village. Rajanna used only herbs available around his village for the treatment. He was awarded for his selfless services over such a long period.
- T. Bhoomiah Chary, resident of Nizamabad, Telangana developed a windmill with a unique wing design. Such design was never attempted in the world earlier. This innovative design is expected to provide sufficient speed to the wind mill even during very low

wind speeds. He was selected for an award for his creative and effective design of a wind mill.

- Nazeer Ahmed lives in Gadwal, Dist Mahbubnagar, A.P. and grinds chilly into powder which is his only livelihood for family sustenance. Though impaired with speech disability he is bestowed with creativity. To reduce the daily pain his wife undergoes in sieving the beaten up Red Chilies into fine powder, he provided a simple attachment to the existing machine. For such a simple yet compassionate device, President of India chose him for an award.
- Identified 78 innovators from Andhra Pradesh and registered their innovations with NIF.
- Student Clubs for Augmenting Innovation (SCAI) started in 14 Colleges.

Speaking to this correspondent, the founder of Palle Srujana, Brig Ganesh humbly states that it is the dedication and generous contribution from the volunteers that has stabilised and helping Palle Srujana to spread its operations to the nooks and corners of rural areas, for the past several years.

"I have learnt so much after my retirement, and feel grounded looking at the enormous potential these rural people acquire and possess. The innovations they come up with are endorsed with an inbuilt approach for the sustainability of environment. These grassroots innovators design devices that are efficient, cost effective, and reduce down time for farmers. To put it in simple terms, they come up with plausible solution which are economically and socially viable." Their models can be emulated on par with the latest innovations of modern scientists. In fact they are bestowed with more practical knowledge as they work on the ground, understand the necessity for redesigning with the existing available systems for better performance and do the changes accordingly. Their primary concern is to get away with the problem and do not wait for any recognition or awards. Time and again they have been proving that innovations can be done with logical thinking and minimum investment and practically no formal education. Their contribution for the agricultural development and economic progress of our country is enormous. Although things are being streamlined to recognize and reach out to them, lot of work and potential is yet to be discovered. It can be achieved only with the participation of passionate volunteers and students. Donors also play a crucial role in providing support to the innovators to improvise their models.

The immense contribution of Palle Srujana in wealth generation in the rural areas through these innovations is exemplary and gives us a bright ray of hope to revive and establish a green eco friendly environment for our future generations as well. ■