

Action for Rural Rejuvenation



One life reaching out to another...

The need for Rural Rejuvenation

In India over 750 million people live in rural communities. The nostalgic view of rural life in India has always been that of a peaceful haven where people live simple, happy communal lives. This no longer reflects the harsh realities of day-to-day life. For the majority of rural people, rural India has become a living tale of hopeless socio-economic situations, prevalent with disease, apathy, isolation and despair.



“Action for Rural Rejuvenation” (ARR) is a multi-pronged, multi-phased, holistic, outreach program whose primary objective is to improve the overall health and quality of life of the rural poor. ARR is a unique philanthropic effort, which enhances existing development schemes by supporting indigenous models of health and prevention. Ongoing services include providing allopathic medical care, reinstating herbal gardens for home remedies, imparting yoga for inner balance and introducing community games to rejuvenate the human spirit.



ARR recognizes the inherent potential of individuals and communities to take responsibility for their own lives. The program is designed to become self-sustaining over a period of years.

ARR- Project Overview

This project was launched in August 2003, under the aegis of Isha Foundation.

Mobile Health Clinics

Central to the ARR project are the Mobile Health Clinics (MHC). These overcome two major barriers to appeasing existing illnesses: cost – by offering free examination and treatment; and access – by bringing the medical team to the rural people.

Mobile trucks active: **20**

Number of villages served: **1982**

Number of patients treated: **1,879,517**

Free medicine distributed: **9 million**

Isha Rural Health Clinics

Isha Rural Health Clinics are the next step in establishing a comprehensive approach to healthy living. Healthcare is provided through an allopathic hospital, and centres for holistic healthcare, rejuvenation, yoga, community games and herbal gardens. The first Isha Rural Health Clinic was launched in 2007.

Number of villages served: **30**

Number of patients treated: **15,362**



Community Sports

Through this initiative ARR aims to rekindle the villagers' involvement in communities, reduce addictions and promote social bonding above caste, creed, religion or economic status, by organizing community sports events and inter-village tournaments.

Villages participating: **362**

Playfields established in **106 villages**

Number of Teams: **592**

Number of district level tournaments: **18**

State wide Rural Olympics: **4**



HIV/AIDS Awareness Programs

This program creates a social base that can effectively and sensitively provide knowledge and medical support to protect rural communities from further infection.

ARR- Sierra Leone

In 2008, the first ARR project will be launched in Africa to provide sustainable development initiatives covering health, hygiene, livelihood and food production through community participation for the targeted urban & rural population of Sierra Leone.

ARR- Differentiating Features

✘ A unique vision of leading rural people to self-care without direct economic handouts

The program is designed to systematically raise the spirits of rural people i.e. improve physical health, strengthen the mind, develop community involvement, reinforce use of affordable traditional means, bring awareness, and modernize traditional skills.

✘ A cultural reinforcement not forcing a new culture

Most ARR activities focus on how rural people can make the best use of what they have or what they are familiar with, i.e., traditional medicines, self practiced yoga, community games, and crafts training.

✘ Strong management skills

Isha Foundation volunteers have hands on experience dealing with rural people. Every detail of the ARR model has been carefully designed to suit the needs of rural people. Highly qualified volunteers oversee and manage the day-to-day operations of ARR.

✘ A scalable and replicable model

Each prong of ARR is simple to implement, does not require any particular expertise and can be modified easily to suit different local social conditions. As such, in 2008, the ARR model will be replicated in Africa.

Isha Foundation


Isha Foundation is a non-religious, not-for-profit, public service organization, which addresses all aspects of human wellbeing. From its powerful yoga programs for inner transformation to its inspiring projects for society and environment, Isha activities are designed to create an inclusive culture that is the basis for global harmony and progress. This approach has gained worldwide recognition and reflects in Isha Foundation's special consultative status with the Economic and Social Council (ECOSOC) of the United Nations.



Founder of Isha Foundation, Sadhguru has inspired the conception and execution of successful, large-scale humanitarian projects such as Action for Rural Rejuvenation, Project GreenHands, Isha Vidhya, Isha Craft and Inner Freedom for the Imprisoned (for more details visit www.ishafoundation.org).

*"Every human being aspires for health and well-being.
True health fundamentally means to be in tune with nature,
both the inner and outer."*

- Sadhguru

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