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**International Brotherhood Conference 2012**

Section I

**International Brotherhood Conference 2012**

**INDIA**

**September 27Th to October 2nd 2012**

It is a matter of great pleasure to announce that an International Brotherhood Conference (IBC 2012) is being organised by Vivekananda Sevakendra –O- Sishu Uddyan (VSSU)w.e.f 27th September to 2nd October’2012 at Ashok Niloy Complex, Lakshmikantapur, South 24 Pgs., W.B, India to mark the 150th birth anniversary of Swami Vivekananda which also coincides with the completion of 25 years of functioning of VSSU. The IBC-2012 is striving its best to ensure the august presence of distinguished visitors,representatives from the UN,International & Multilateral Funding Agencies, Religious Institutions working to the cause of alleviation of human suffering, NGOs/Civil Society Members, and other dignitaries from about 50 different countries in the world.

**Broad objectives of IBC 2012**

The broad objective of this endeavor is to enhance humanity awakening, solidarity, brotherhood, peace, communal harmony and youth leadership through the teaching of Swami Vivekananda.

**Issues to be discussed in IBC 2012**

The thematic centrality of the IBC-2012 will be governed by the principles of teachings of Swami Vivekananda in the area of love, humanity, peace & unity in diversity. The IBC-2012 will encompass all essential elements of an interanational conference starting from an inaugural ceremony marked by introductory remarks by some of the distinguished personalities of International repute along with flag hoisting, exhibitions, cultural events, seminars on diversified topics such as Millennium Development Goals (MDGs) of UN, socio-economic development, sustainable living & the likes. Prior to valedictory session some arrangements for Sundarban visits by the intending visitors as a part of eco- tourism have also been made.

**The rationale of holding IBC 2012 in rural surrounding**

It is satisfying to observe that during the last 25 years we have put forth our earnest effort in carrying forward sustainable community development projects through community resources to generate self employment and to enhance the dignity of rural population burdened with extreme poverty. VSSU has been invited to grace seminars and meetings to more than 20 countries spread in 4 continents in order to enunciate its vision, mission and practices on community development through community resources to alleviate poverty. To complement our visits, we also played host of interns from 39 countries spread in 5 continents. It is not an ignoble piece of information to note that our responsibility towards society has been much enlarged when we are bestowed with the Special Consultative Status with the Economic and Social Council (ECOSOC) of United Nation’s last February,2011, an accreditation which always works as a boost to all of us working in our organization in order to move and lurk in the global arena. In this auspicious year we extend our heartfelt gratitude by requesting your imposing presence to celebrate with us the 150th birth anniversary of Swami Vivekananda and the celebration of 25 years of VSSU foundation as well.

**IBC 2012 as 3 in 1 Conclave**

By commemorating and practising the principles and teachings of Swami Vivekananda, we would be able to achieve holistic understanding of every problem we face in this mundane world. In this connection, the IBC-2012 comprising of **“three Conferences in one”,** **would concentrate on three core aspects viz. (i)** Attainment of Millennium Development Goals ( MDGs ) in the back drop of the philosophy of Swami Vivekananda on youth leadership **(ii)** Peace, Communal Harmony & National Integration & **(iii)** Global Cultural confluence **.** Parallel sessions concomitant to these aspects would predominantly focus on underlying intricacies and modus operandi of all these three strands would be brought together into exciting plenary sessions and debates that would be of commoners’ concern. Such organizational efficacy would, in turn, ensure that the IBC’2012 will be of worth for a wide cross-section of participants such as, local community, policy makers, international representatives, NGO groups, academicians, volunteers and so forth.

**IBC 2012 as a mechanism for addressing today’s challenges**

At the present time, voices are emanating, from within the human civilization, for the diminution of causes of global environment degradation, alleviation of poverty and inequality where the IBC 2012 is of practical relevance. A course which places humanity and environment on the forefront can offer a convincing solution to the most dramatic crises in history and can articulate the needs and aspirations of the poverty stricken community for a more equitable and better world.

**The objectives proposed to be attained by organising IBC 2012**

Despite ubiquitous pessimism that shrouds the MDGs illustrating scale and scope of task at hand, this IBC 2012 will be the one that would bring hope, better awareness, further understanding, more resources for alternatives and greater recognition of the rights of Sundarban’s people living under precarious conditions at the mercy of uncertain vagaries of climatic changes.

**IBC 2012 being thought as a mechanism for settling complex human issues**

India in 2012 is on the threshold of an exciting and energised SAARC member country in South East Asia. In the spirit of seeking to create an alternative society, this IBC 2012 will bring together social actors from a diversified cross-section of humanity to share their respective understanding of the complex issues at hand and thus to build networks and relationships over a period of seven days in order to awaken humanity to carry out humane work on the ideals of swami Vivekananda.

**IBC 2012 as a platform of sharing each other’s views**

We invite you to join us at this Conference and share your valuable views relating to a diverse range of topics of discussion and thus explore future opportunities and challenges related to spiritual understanding and sustainable alternative forms of development. The event will be a unique learning experience, a potential networking space for future efforts and an opportunity to think and act. There will be enough rooms for informal discussions during breaks, welcome reception, and during social events.

**IBC 2012 as a mechanism to effect ecological balance & reduce carbon impacts**

We have put together an excellent technical program. It is expected that some plausible ways would come out of such technical discussion to maximize its benefits in relation to the ecological balance and reduce carbon impacts, as manifested during traditional Conferences

**Bi- lingual language as the communication instrument for exchange of views**

VSSU is determined to make this Conference create a lasting impact. We do hope that you will join us at this event, which promises to be of definitive and precious worth. In major parts, communications in the conference will be through English and Bengali, unless it is inhibited by more language groups.

**Arrangement for boarding & lodging for the participants**

We have made arrangements for the required hospitality to the participants.

**Provision for Tax Relief for donations, sponsorship & collaborations**

As you are aware , organizing such international seminar is a costly proposition which VSSU cannot afford by its limited resources, we require your active support in various phases of implementation till it ends with a satisfactory note. We, therefore , appeal to all conscious and informed domestic and global citizens to donate generously for this philanthropic work in any manner towards fructifying the objectives.

All donations and contributions are tax free as applicable u/s 80G of Payment of I.T. Act,1961; Our advertising rates for government & corporate sponsorship and collaboration are available on request. We welcome everybody’s involvement in order to make IBC-2012 a grand success. Do not hesitate to contact us if any clarification is required which will be responded immediately.

**SECTION II**

**ROLE OF VSSU IN RURAL DEVELOPMENT**

**VSSU & it’s object**

**Introduction**

Vivekananda Sevakendra –O- Sishu Uddyan ( VSSU) , an NGO established in the year 1986 ( the year of Registration ) by Sri Kapilananda Mondal, Founder Secretary & CEO of the organization in South 24 Pgs, a backward District in West Bengal, India to support the holistic development of the local community in a self sustainable manner through Microfinance project & various community development programmes.

**The object behind creation of VSSU & The scope of it’s activities**

The object behind creating VSSU was to empower the weaker rural communities residing in the villages of economically backward South 24 Pgs. district & to upgrade the quality of their lives by launching a number of community development & micro finance projects through mobilizing the community resources ( CDCR) .

The scope of activities of VSSU encompasses upgradation of the quality of lives of the rural masses subjugated by extreme poverty , illiteracy , disease , extreme indebtedness & other maladies. VSSU aims to bring about significant changes in the lives of the poor people by addressing their present & future needs , aspirations & concerns by making use of unused & underused social resources developing in the process a self- reliant society .

The focus of VSSU had so long been on the planning and implementation of the following poverty alleviation & employment generation programmes : -

* Help creating eco -friendly environment ;
* Infrastructural development ( rural road construction , electrification , arrangements for water availability , sanitation etc. ) ;
* Youth education ( from pre- primary stage to secondary stage);
* Promotion of local art & culture & development of the local artisans ;
* Establishing rural library for spreading of knowledge & ensuring it’s effective use .
* Strengthening health care measures .

While during the initial stage of functioning , VSSU ran entirely by generating community resources only , of late VSSU has broad based it’s philosophy by inviting a vast number of other institutions to work together on empowering the poor & with this end in view VSSU has established partnership with the GOI , other NGOs and charitable institutions , funding agencies & single doners. VSSU always looks forward to the opportunity to create new partnership in the days to come.

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| **Humble beginning VSSU in 1986**  http://www.vssu.in/images/img-1.jpg  **In 2012 VSSU has come here**  Set up in 1983  http://www.vssu.in/images/arrow-down.jpg |
| http://www.vssu.in/images/line.jpg |
| |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | | http://www.vssu.in/images/arrow-down.jpg |  | http://www.vssu.in/images/arrow-down.jpg |  | http://www.vssu.in/images/arrow-down.jpg |  | http://www.vssu.in/images/arrow-down.jpg |  |  | | Aschool building under JNVS at Ashok Niloy Complex |  | RESIDENTIAL COMPLEX For Training Attendant |  | HOME For Destitute Children |  | Office Complex of VSSU |  | Oceanic Library campus set up with partnership from READ GLOBAL ,USA | |  |  |  |  |  |  |  |  |  | | http://www.vssu.in/images/img-2.jpg |  | http://www.vssu.in/images/img-3.jpg |  | http://www.vssu.in/images/img-4.jpg |  | http://www.vssu.in/images/img-5.jpg |  | http://www.vssu.in/images/img-6.jpg | |
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During the last 25 years VSSU had been able to accomplish all the aforesaid activities without any external grants & almost no financial assistance by dint of hard work & sincerity remaining firm to it’s commitment towards the mission of the organization .( To learn more about VSSU , it’s mission & vision ,please visit it’s Website at [www.vssu.in](http://www.vssu.in))

**Existing partners of VSSU**

* **READ GLOBAL , USA** is one important partner of VSSU helping it to set up Oceanic Library as a collaborative effort in early 2008 for educational benefit of the local community **.**
* **Jawahar Navodaya Vidyalaya Samity ( JNVS)** under the ministry of **HRD , GOI** is another important partner of VSSU under which VSSU has donated land worth 11 acres for enabling the meritorious students of the districts to pursue the high quality education .
* **SIDBI, AXIS BANK, HDFC, SBI** & other micro finance organizations are also important partners of VSSU . These organizations are concurrently executing their micro credit schemes in collaboration with VSSU to provide more credit deliveries to the deserving local communities.
* VSSU has already finalized an agreement on mutual collaboration with BRAC , Bangladesh to provide technical assistance to upscale the micro finance operations in future.
* VSSU has received financial support from the world bank through the Indian Council of Agriculture Research ( ICAR) , Bangalore with direct support from the University of Agricultural Sciences , Bangalore for working on wild Honey bees .
* VSSU has also planned to set up a B ED college in their campus in collaboration with Calcutta University with permission of the National Council from Teacher’s Education ( NCTE)

**CEO of the organization**

* Sri Kapilananda Mondal , aged about 53 years , the Founder Secretary of VSSU , has been promoting microfinance , various community development schemes and livelihood programmes for the poverty stricken rural masses throughout the district of south 24 Pgs. , West Bengal, India, since 1986.
* In recognition of his outstanding efforts in poverty alleviation and employment generation in the rural sector , Sri Kapilananda Mondal , CEO of the organization has been chosen by the Planning Commission in India as one of the members of the **Working Group on Outreach of Institutional Finance ,Cooperatives & Risk Management for Twelfth Five Year plan ( 2007-2012 under GOI , Planning Commission ( Agriculture Division)**  .
* He has been honored with Ashoka Fellowship, **for Innovation on Micro Banking** in the year 2003. From Ashoka innovators for the public –Washington,USA
* His 25 years of experience in the organizational development , resource mobilization, designing & development of innovative products & services enabled him to promote & upgrade the social & financial standing of rural households.
* He has developed partnership with national & International development institutions, commercial banks , local administration , municipal bodies as well as other institutions actively engaged in micro finance & community development.
* Besides attending various national Seminars, workshops, meetings, conferences , Sri Mondal had attended quite a good number of international seminars, workshops, meetings, conferences during the last one decade.
* He is also attending Planning Commission meetings as an expert on microfinance & community development techniques to share his rich & varied experiences & exposures .

**Rewards & Recognitions , National & International acclaims for VSSU & it’s CEO**

* **“..Broad range of clients, responsive products, leading Savings product…the MFI world will learn from VSSU”-** ***Graham A.N. wright, Micro-Save, Africa*.**
* **“..Inspire a lot of Confidence for future growth and empowerment of VSSU***”-* ***By T. Hanzel, GM, RBI***
* **VSSU is a very innovative MFI, with a unique business model: using the community’s own resources in order to foster economic and social development, through small business growth and community work** *- By* ***EDA/M-Cril, Argidius, and The SEEP Network*** ***in Social Performance Report 2009****.*
* **“…International micro finance can learn from VSSU,**  ***Stuart Rutherford,Consultant-WorldBank 56 pages (***[***http://www.microfinancegateway.org/static/2789.htm***](http://www.microfinancegateway.org/static/2789.htm)***)***
* **“…The Main strength of VSSU is an Extra ordinary leader and dreamer, who believe that** **financial services are built on savings...’ - Geetali Thakur, Basix.**
* **United Nation’**(Economic & Social Council ) Accreditation **“Special Consultative Status’** to support the holistic Development of the Indian community in self Sustainable manner in particular through Micro Finance program with various community development programs.
* **The visitors from 39 countries involving 5 continents ( Asia, Africa, Europe, Australia, America )** studied and learned the Micro credit Program, and some of them replicated the same in their Countries.
* ‘He has created a model in the form of Micro finance initiatives is **what Reserve bank of India** is trying to implement after 15 years of his Innovation. ..’ - By S. Kuberan
* Besides these above VSSU has received extensive media coverage throughout it’s entire existence during the last two & the half decade .
* Md. Yunus , the Nobel laureate observed “ I am trying but Kapil has already achieved 100% loan from savings in the micro credit sector”, He also stated that he was successful in Micro Credit By availing funds from banks & international Funding agencies where as Kapil Pioneered the Micro Credit sector by Mobilizing savings from the local community. This makes the difference between me & Kapil “(10th Dec ,2006 - Stockholm, Sweden) And this proves beauty of the VSSU model**.**

**“To be good and to do good - that is the whole of religion”**

**Swami Vivekananda.**