

INDIAN ENTRIES WIN INTERNATIONAL COMPETITION ON CHANGEMAKERS

Two successful financial initiatives of the south based NGO Shri Kshethra Dharmasthala Rural Development Project (R.) (SKDRDP) namely “the Pragathibandhu - small farmers come together to share and learn” and “Sampoorna Suraksha - a social security for all occasions” have won prestigious “Changemakers Award” promoted jointly by the US based Ashoka Foundation and Citi bank in the competition “Banking on social change - seeking financial solutions for all”.

Promoted as a novelty to search for models for financial inclusion in the 21st century, this web based competition evoked response from 280 institutions across forty three countries. An expert committee drawn from the corporate sector finalized a list of **thirteen** nominations. Four models from India, two from Argentina and a model each from Canada, America, Venezuela, Netherlands, Liberia, Kenya moved into the final round. Among these the SKDRDP promoted **pragathibandhu model** provides an alternative methodology to finance the farming activities of the small farmers. It strives to provide viable answers to the complicated problems of the farming community in India today. The model has successfully been implemented in coastal and malnad Karnataka districts consisting of 1,32,000 small farmers who have been organized in 23,300 Self Help Groups. What is more, the model is entirely self sustaining.

While **Sampoorna suraksha** is a self financing multipurpose insurance product to protect the poor against hospitalization expenses, maternity, death, domiciliary treatment and accidents. Implemented for over five years now, the model sofar has settled more than 100,000 claims and during this year has attracted 14,00,000 clients

In the final phase the **thirteen selected models** were kept open for voting in the website www.chagemakers.net.

On **December 1, 2008 three most popular models** comprising the Pragathibandhu, Sampoorna suraksha and a micro finance model from Argentina were declared the best. Announcing this the **Asia Director of Ashoka Foundation Mrs. Kalpana Kaul (Ph : 033-24172587)** complemented SKDRDP for their amazing performance in developing unique models for the poor.

Expressing his happiness at two of his models winning the coveted international competition Dr. L. H. Manjunath, the Executive Director of SKDRDP, paid rich tributes to the pro people programmes of Dharmasthala and farsightedness of Dr. D. Veerendra Heggade who is celebrating his sixtieth birthday. He thanked trustees of SKDRDP, Smt. Hemavathi V. Heggade, Shri D. Surendra Kumar, Shri K. M. Udupa, Shri R. V. Shastri, Shri B. B. Shanbhogue, Shri Uday Kumar Shetty and Mr. Harshendra Kumar for their guidance. He has congratulated the 800,000 stakeholders and 2,000 staff of SKDRDP for their excellent performance.

PRAGATHI BANDHU MODEL

SAMPOORNA SURAKSHA MODEL