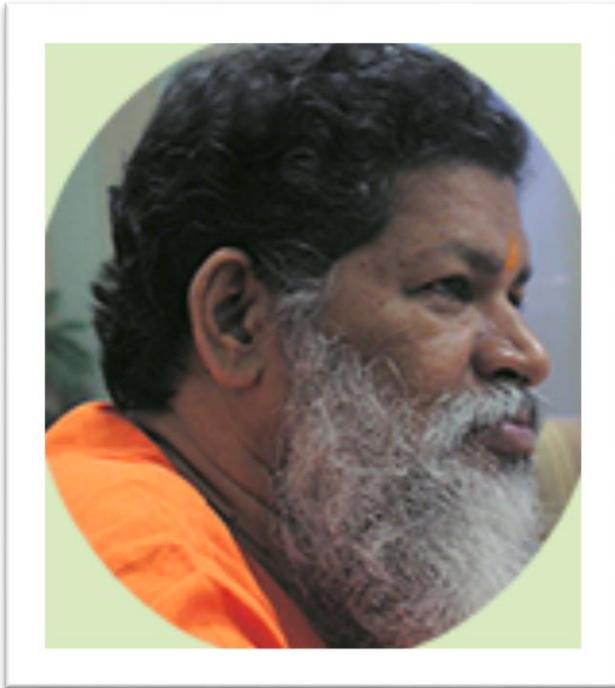


Agenda for Self-Renewal (Kerala's Awakening)

SWAMI BODHANANDA IN 1996

(Source: A written correspondence to PN Subramanian on 26th June 1996)



1. God and Human together create wealth, wellbeing and a just society.
2. A focussed way to create wealth is the only way to self-renewal and the awakening of Kerala.
3. Wealth is the quantity of quality goods and services available for human consumption, and is reflected in the satisfaction that people gain from such consumption. Wealth is not mere money, land and factories.
4. Satisfaction is a holistic experience which includes health, family, environment, values, attitudes and freedom.
5. Wealth is created as a result of interaction between labour and capital mediated by market forces operating in a free democratic polity.
6. Since capital's behaviour is governed by global demand and supply what makes the difference in a

given economy, after the restructuring process, is a productivity of labour and competitiveness of its work culture.

7. Need for a concerted social action to enhance trust and cooperation between labour and capital based on shared vision and values.

8. Need for three respects and three affections: between teachers and pupils in academies, between super-ordinates and sub-ordinates in work places, between leaders and citizens in civil society. The former gives respect and latter enjoy affection so that teaching institutions fulfil the objective of creating and disseminating knowledge, skills and attitudes; work places create wealth and organize distribution of wealth; and leaders create vision for the society and inspire people to work and live for a better future.

9. Culture of 'global thinking and local action'-like in Singapore, South Korea, Taiwan and Malaysia. Networking of households and production units in the whole of Kerala into one giant cooperation, using the latest communication techniques, production processes and shareholding principles. Every Malayali would then become a stakeholder in our leap frogging into a middle income economy.

10. Teach people to accept profit as a scientific yardstick for efficient organization of production.

11. Launch an 'Entrepreneurial Awareness Movement' in Kerala to create three thousand leaders (.01 per cent of the population) of vision, courage and commitment - Gunatita - who will lead a new kind of self-employment culture which is 'don't ask for job, but create jobs'.

12. An 'Apex Body' of leaders and opinion makers belonging to all walks of life, religions and sections of society, to formulate and propagate these values:

i) sustained hard work and - yoga karmasu kausalam
- productivity

ii) team work and trust - samatvam yoga uchyate

iii) inspired leadership and - samadau achala buddhi - motivation

13. A world class 'Research Institution' to organize research study based on this movement, to conduct seminars, workshops, symposia, conventions, awareness camps, popular talks etc; to bring out research literature and a Digest of the nature of global information made available to every household and entrepreneur.

This RTC [Round Table Conference] may critically discuss the above formulations, build consensus and suggest follow up programs.

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