

MEDHA JANANAM

INSTITUTE OF FAMILY MANAGEMENT

WWW.GRIHASTHA.ORG

LAUNCHING CONFERENCE

NOV 24-25, 2012

IICT, HYDERABAD

Mission

To help build	strong, stable and happy marriages
which will lead to	strong, stable and happy families
which will build	strong and enriched cultures
which is the basis for	strong and happy next generation
which results in	strong and vibrant societies

Vision

- To build a pioneering and premier world-class institution in the area of family management
  - of the size, scale, standard, expertise and reputation of IIT's and IIM's with instruction, practice, research and certification capabilities
  - to offer programs that provide foundational and essential understanding in seven critical areas of family management
  - to explore efficient mechanisms to compensate for the loss of traditional structures, norms and methods that used to keep the institution of Family strong

Marriage as an institution

Male and female come together and
give birth to children to continue the species.

They can serve the Nature's purpose without Marriage.

Marriage serves a larger purpose.
It is an institution
to give expression to multiple human instincts,
to give a better environment for the children to grow up
to bring multiple generations together
and to build a stable social structure.

Those who are aware or educated about the wholesomeness of marriage
will take marriage seriously and
make the necessary effort to make their marriage successful.

Historical Context

- Broken, troubled and unhappy families are not new
  - However, the increase in their number is alarming
  - To the degree that every one knows a relative or friend, whose marriage is in trouble or broken
  - And calling our attention
- There are new reasons and new challenges which are leading to 'new kind' of failures
  - Just as there are new diseases and new causes for health problems

Two kinds of problems

- Traditional (eternal) problems
  - Male chauvinism, female stubbornness, greediness, sexual issues, adultery
  - Dominant personalities, excessive intervention, ..
  - Using people, exploiting weaknesses., ..

- Problems caused by the changing environment
  - Two career families, uncertain future, stress at work
  - Overwhelming professional, social, spiritual avocations/commitments
  - More opportunities to explore personal interests
  - Thinning family connections, dwindling support structures, irrelevance of norms
  - Too many choices, lack of emotional nourishment

The great 4 dimensional shift

Economy: Agriculture to industrial
Society: Rural to Urban , local to global
Governance: Kingdoms to democracy
Spiritual: Family centric to Individual centric

- 20th Century: The shift is a solution
  - 1947 : Jawahar Lal Nehru, "Architect of Modern India"
  - 1990 : P. V. Narasimha Rao, "Father of Economic Reforms"
- 21st Century: The shift has fallouts
  - The GDP / GNP Conundrum
  - Medical advances – abortions, gender selection
  - GM foods, Industrial effluents, poor becoming poorer, environmental impacts
  - Sparrows gone, mosquito sprawl, dengue spread, tasteless vegetables …
  - *Villages are becoming squeaky wheels of economic engine, rather than being the fountains of Indian ethos and culture*
  - Everything is changing: Meaning of trust, collaboration, connection, justice, progress, goals, objectives, inter-generational dynamics
  - People disconnected, stressed out, families broken, …

Need of the hour

- We have to deal with fallouts
  - Social activism is stepping up, NGO's are stepping in – rightly so
- Putting the institution of family back together
  - But, it is not going to be the same
  - No more the marriages are going to mature under the watch of older generations
    - People with skills to take the guidance positively benefitted
  - But have to mature in the midst of apathetic noise of the society
    - People need the skills to figure out what they need in the midst of the noise
- What is the **first significant** move of P. V. Narasimha Rao as Prime Minister?
  - Steering away from the symptoms; focusing on the root issue
- Failing or troubled marriages are only symptoms
  - Marriages is being treated as employment; the attitude is to resign, if doesn't work out !
  - Rather marriage should be treated like business; the only option is to make it successful
- Loss and ineffectiveness of the structures, methods, norms
  - We need rebuild some, introduce new ones to that match the new conditions

Bhagavad Gita 2.32

Sizing the task

What is the last significant accomplishment of P. V. Narasimha Rao as Prime Minister?

(Hint: Relates to a recent milestone reached by India, in the field of public health)

Hyderabad population	68 Lakhs
Number of people in the age of 20 or 21 .. Or 30	2 Lakhs
Number of marriages per year	1 Lakhs
Reaching 10% of the couples	10,000
Number of couples to reach every week	200

Number of instructors needed	20
Number of instructors for longer courses	10
Supporting staff (1 – 2 per committee)	7 - 14
Research Faculty (1 per area, at least)	7

About 50 people, to serve 10,000 couples.

Three legged stool



Personality

Stable, strong, kind,
patient, positive, ..

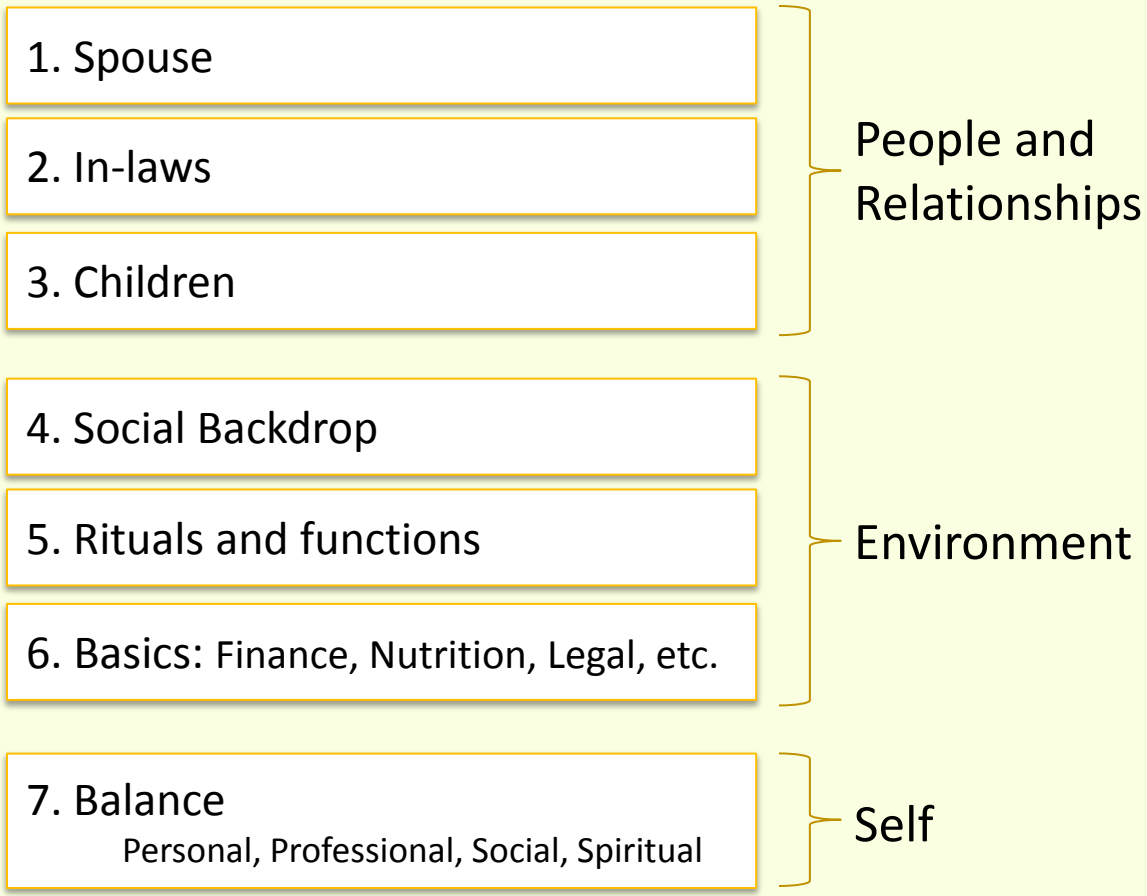
Luck

Everything is going right,
everyone around is good, ..

Preparation

What to expect,
what to insist, what to ignore,
what to accept, what to reject,
how to insist, how to ignore,
how to accept, how to reject, ..

Seven Areas of Family Management



Programs

1. Family Management Certification
   - Core Level: 60 hours.
   - Extended Level: 120 hours.
   - Advanced Level: 300 hours.

2. Exchange Student Program
   - Half Semester
   - Full Semester

3. Counselor Certification Program
   - Full Semester

4. Instructor Certification Program
   - Two Semesters

5. Research Program
   - Doctoral and Post-doctoral

Concept to Implementation

It is not going to be easy.

It is not going to be exactly what we think.

It is not going to be all that we think.

It is going to be lot of grunt work
fighting the traffic, weather, lack of electricity,
fighting emotional differences, distractions, part-time participants,
fighting the legal framework,
fighting people's apathy for self betterment
fighting lack of funds, ..

We are neither everything nor nothing.

At the end, it is just a way of burning ourselves out,
hoping it would produce the warmth and light for many.

Gita 18.60

Learn from bad people

India is the most free country on the face of earth !
Everyone is free to do what they like.

When bad people are using the freedom in full,
Why don't / can't the good people?

Bad people do not ask anybody to thank them.
Why should good people ?

Concept to Implementation

We need to create a culture
of openness, innovation, adaptation, inclusiveness.

If the cultural tone is set wrong, it is difficult to make it right.

Germany is good with cars and trains, but not with planes !

ISRO succeeded, but not IDPL!
Railways succeeded, but not Air India !
Postal Service succeeded, but not government schools !

Seven Committees

5. Publicity, Media relations Committee

1. Curriculum and Academics Committee

2. Administration Committee

3. Infrastructure Committee

4. Finance Committee

6. Legal & Government Relations Committee

7. Inter-Institutional Committee

3 year roadmap

Year	Offerings	Organizational Development
2013	Core Certification (starting July)	Organizational structure Organization registration Financial Model Temporary campus / facilities Advertisement Strategy Preparation for 2014 offerings Inter-institutional relationships
2014	Extended Certification Advanced Certification Counselor certification Instructor certification	Permanent Staff Permanent facilities Research program planning Grant seeking
2015	Exchange Student Program Research Programs	Conduct **launching conferences** in other cities in AP, other states in India and other countries in the world.

Change the world !

Ground up opportunity !

Not a government nor an international nor a commercial entity !

By the people, of the people, for the people !

Bhagavad Gita 2.32

"Do you want to sell sugar water for the rest of your life,
or do you want to come with me and change the world?"

Steve Jobs to
John Sculley, President of Pepsi.

Curriculum

The organic evolution of the content

