

MEDHA JANANAM
INSTITUTE OF FAMILY MANAGEMENT

WWW.GRIHASTHA.ORG

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

NOTE:

This document will be refined frequently, even more than twice a week at times.
Always use the latest version, by going to: www.grihastha.org .

Updated: 11/6/2012

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BACKGROUND

FAMILY AS A SOCIAL INSTITUTION

Family is a foundational institution in any society. It is held as the single most important social institution by the Indic Civilization, called Grihastha Ashrama.

It is the foundation for providing the physical as well as the emotional nutrition for the next generation, for enjoying the company of the current generation and caring for the previous generation. It provides the necessary ambience for bringing together all the three generations for sharing the rich experiences of life.

Though justice seems to belong to the judicial institutions, the sense of justice and fairness in a person originates from the upbringing in the family. Though education seems to belong to educational institutions, the sense and value of education is embedded into a person's character by the institution of Family. Though health seems to belong to nutritional and medical institutions, the fundamentals of good nutrition and health are imbibed into a person's make up by the institution of Family. No other institution compares as well to the institution of Family, in influencing the character of the individuals and hence that of the society.

Hence, from times immemorial, societies have developed methods, established norms, built support structures to ensure the success of the institution of Family. These methods, norms and structures also used to prepare the young men and women to smoothly adapt from life of being single to the life of being the head and heart of a family.

In the modern times, the institution of Family is facing severe challenges. Industrialization and urbanization are changing the environment underneath the feet. Traditional methods are becoming unviable, established norms losing their ground and support structures are dwindling and crumbling in front of our eyes.

The repercussions of this can be directly felt in the increase of the number of troubled or failed marriages, in the number of single parents and in the number of children distressed and disillusioned and torn in the middle of the fissures in the relationship between the parents. The repercussions can be felt indirectly in the increase in depression levels, increase in alcoholism and drugs, and so on.

This problem is not specific to any single country or civilization. It can be seen in every part of the world. It is more visible and prevalent in the emerging middle class whose single minded pursuit of upward mobility is relegating every other value and pursuit in life into the background, with little or no attention.

One needs to prepare well in order to succeed, whether it is writing an exam, or starting a business, or climbing Mount Everest. Same is true with getting married and starting a family. The more one is prepared the more one will be successful. Starting a business is exciting. Getting married and starting a family is also exciting. But assuming that it will be a smooth and easy ride all along is naive. But, if done well, both are extremely gratifying, rewarding and fulfilling.

However, people get into marriage, rarely with a good understanding of all that is involved in marriage and family life. Structures, methods and norms of the past used to hold their hand while they learn to float in the shallow waters. Changing economic and social conditions are favoring atomic families. There are no more shallow waters. It is a deep dive from the get go. Young families are getting into troubles more and more in the recent years, as they fail to find a firm ground, when the currents in the deep waters carry them away.

Institute of Family Management is conceived to compensate for the loss of traditional structures, norms and methods and provide foundational understanding in seven critical areas of family management.

Seven areas of Family Management

There are seven key areas, speaking at a high level, in which one should gain basic understanding to get prepared for marriage and family life:

1. **Spouse**: Marriage brings another person into close quarters of one's life, both physically and emotionally. The relationship between the two is like a dance and it is fun. But if the steps are not in sync, the dance will not be gracious. One needs to prepare oneself with a broad and deep understanding of the sensitivities and sensibilities of the other gender, in order to enjoy this deep and precious relationship.
2. **In-laws**: Marriage not only brings one new person, but also many others, the family and friends of the spouse into one's life. If one is capable of integrating them into one's life, one's life will be enriched. If not, one will spend many resentful years with the in-laws and friends of the spouse. One needs to prepare with the knowledge of understanding diverse personalities and managing them, in order to integrate the extended families and social circles of both the sides.
3. **Children**: One can choose one's husband or wife. But one cannot choose one's children. They are given by nature /god. There is no guarantee that their personality will be just as we like it to be. It is fun to say that all the 'likable' qualities of the child came from your side of the family and all the other qualities came from the other side of the family. But the reality is that we have to deal with the child, no matter what. So one needs to prepare oneself with the knowledge of diverse personalities in order to guide the children properly. We need to help children flourish in tune with their native energies, rather than, in accordance with our wishes. If we want to give the best to our children, we need to be capable of objectively assessing their personality and unconditionally supporting their growth.
4. **Society**: Marriage and family is not about the spouse, in-laws or children alone. The family operates in a social environment and is subjected to its good and bad influences. Family members can get distracted by fads, unhealthy foods, unhealthy entertainment, fraudulent enticements and peer pressure. A storm upfront may actually bring lasting cool temperatures. A cool and nice breeze may turn into a violent storm. All the good things of life do not start with a smooth tone; all the bad things of life do not open up with a jarred note, either. One needs to prepare oneself with the ability to discern between the good and bad and steer the family members in the right direction, against the winds of changing environment.
5. **Rituals**: Some people like rituals and functions and others do not. More likely than not, both types of people will be there in every family. One needs to understand both sides of the coin, in order to appreciate the people who are different. One needs to prepare oneself with the skills of managing the situations, where the interests, instincts and inclinations of the people differ in one or other aspect.
6. **Basics**: Successful family management includes the management of the house, nutrition, finances and other trivial aspects. One needs to know the basics of these aspects and develop good habits around them, in order to have a family life that is smooth in the short term and stable in the long term.
7. **Balance**: Family life is only one of the aspects of life. All of us have other lives as well, such as Professional life, Social life and Spiritual life. One needs to keep a balance among these multiple lives. Too much or too little focus on family life will not keep one in balance. Family life, indeed, takes away some of the freedoms, but it also gives certain other rewards. One needs to learn to appreciate the challenges and rewards of the family life and learn to balance the family life along with other lives.

Institute of Family Management

Mission

To help everyone enjoy and succeed in their family life and to strengthen the institution of family, which is weakening because of changing social and economic conditions.

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

Location

The institute will offer programs in Hyderabad, India, to begin with. The programs and campuses will be expanded to other parts of Andhra Pradesh, other states of India and other countries, gradually. The expansion will be in a planned and phased manner to ensure that the quality of the programs is not compromised.

Financial/Funding Model

The Institute will be run with three streams of financing:

The operational/instructional expenses will be met from the fees collected for the various programs.
Donations will be solicited to meet the expenses in developing infrastructure, facilities and towards other capital expenditure.
Grants will be solicited for research activities.

Initial Organizational structure

Institute of Family Management will be set up initially with seven different visionary committees. These committees would also serve as executive committees, to begin with.

1. Curriculum/Academics committee
   (Headed by Krishna Sharma, the founder)
2. Administrative committee
3. Facilities/Infrastructure committee
4. Finance committee
5. Marketing, Media and Public Relations committee
6. Government and legal relations committee
7. Inter-institutional liaison committee

These committees will be formed during the 2 day conference in Hyderabad on Nov 24-25.

PROGRAMS

- **Instruction** – workshops and programs from one week to six months in length, for young women and men in the age group of 24 to 33 in seven areas of family management
- **Research** – doctoral and post-doctoral research programs in the area of family management, for researchers in sociology and psychology
- **Certification** – one year certificate course, for social workers and counselors
- **Practice** – provide specific services, for families in need or trouble

CORE CURRICULUM

The core curriculum for the Institute of Family Management is derived from the tried and tested content of the workshops of Medha Jananam, the parent organization of the Institute of Family Management. The content will be extended with relevant material as the institute develops, in the years to come.

> [The workshops of Medha Jananam titled 'Introduction to Life', 'Welcome to Life', 'Four Lives and Balance' are in the field since 2009 in India and USA, enhancing, enriching and strengthening many people's lives in many ways. These rich, open, integrated, logical and non-dogmatic content of these workshops is based on ancient wisdom and modern advances in various areas such as psychology, sociology, economics, politics, physical sciences, biological sciences, spirituality and others. The content spans a broad range of topics in life from Family Management to Business Management to Spirituality. One can get a flavor of the impact of the content of these workshops, from the expressions of the former participants, in their testimonials: http://www.medhajananam.org/?p=testimonials .]

INSTRUCTION MODEL

The instruction model of this institute is non-traditional. There will be no lectures, text books or examinations. Concepts are taught in a group setting involving lively group discussions among the participants and between the participants and the instructor. Longer programs include both on-campus and off-campus activities.

The objective of Institute of Family Management is not to promote academic proficiency in the concepts, but to expand the mind, ignite the intellect and strengthen the individual to make them better prepared for family life.

	Concepts of Family Management	Group Discussions	Group Activities	Guest Lectures	Project Work	Inter-institutional programs
One week workshop	Yes	Yes	No	No	No	No
Three week course	Yes	Yes	Yes	No	No	No
Three month course	Yes	Yes	Yes	Some		
Six month course	Yes	Yes	Yes	Yes	Some	No
One year course	Yes	Yes	Yes	Yes	Yes	Yes

3 YEAR ROADMAP

PHASE 1: ZERO TO 6 MONTHS

OFFERINGS

Conduct one week workshops every week.

- Promote the institute and its offerings through minimum expensive channels –personal and institutional contacts.
- Use a rental or ad hoc or hosting organization's facility for the workshops.
- Conduct workshops in multiple cities, beyond Hyderabad, across AP and India.

ORGANIZATION

- Firm up initial composition of the boards and committees.
- Register the organization.
- Develop a detailed, self-sustaining financial model
- Develop HR structure – teaching and non-teaching staff
- Expand the curriculum required for other programs.
- Develop a detailed marketing/advertisement model
- Get ready for the next phase.

PHASE 2: 6 MONTHS TO 18 MONTHS

OFFERINGS

Continue the 1 week workshops.

Introduce 3 week programs.

ORGANIZATION

- Start training for additional faculty (selected from the workshop graduates from Phase 1)
- Start operating form a permanent or semi-permanent office location and administrative staff
- Develop relationships with institutions for conducting the inter-institutional programs
- Plan and start wider promotional activities – advertisements in media, etc.
- Start the work for multiple campuses
- Plan for Phase 3

PHASE 3: 18 MONTHS TO 3 YEARS

OFFERINGS

- Start the full menu of offerings (1 week, 3 week, 3 month, 6 month and 1 year programs)

ORGANIZATION

- Firm up the establishment
- Start work on expanding the institute into other countries.

PLANNING CONFERENCE – NOV 2012

DATES & VENUE

November 24-25 (Sat and Sun), 2012

IIICT, Indian Institute of Chemical Technology, Tarnaka, Hyderabad

OBJECTIVE

- To discuss the mission, vision, strategy, structure and roadmap of the institute.
- **To form seven ad-hoc committees** (Curriculum, Administration, Infrastructure, Finance, Public Relations, Legal Relations, Inter-institutional), which will work on getting the institute off the ground and to start the first academic year in July 2013.

AGENDA

Session	Agenda
Day 1 Saturday, Nov 24 Morning Session	09:30am: Socialization 10:00am: Opening Ceremony 11:00am: Tea/Snacks 11:15am: Details of the Institute of Family Management by Krishna Sharma 1:00pm: Lunch
Day 1 Saturday, Nov 24 Afternoon Session	2:00pm: Q/A about the Structure/Scope/Curriculum/Roadmap 3:30pm: Tea/Snacks 3:45pm: Formulation of seven ad-hoc committees
Day 2 Sunday, Nov 25 Morning Session	10:00am: Q/A to answer additional questions 11:00am: Tea/Snacks 11:15am: Break-out sessions for each committee, to work on a phased roadmap 1:00pm: Lunch
Day 2 Sunday, Nov 25 Afternoon Session	2:00pm: Report by the seven committees on the roadmap. 3:30pm: Tea/Snacks 3:45pm: Closeout / remarks.

INVITEES

Everyone who likes to be on one of the above seven committees with:

- prior experience in the respective area
- passion to contribute volunteer time in a limited or extended manner and in advisory or contributory capacity
- passion to get the institute off the ground as quickly as possible

Please confirm your interest in participation by contacting any of the organizing members, found on the last page of this brochure.

Please contact us as soon as possible well before November 15th to help us plan well .

CONTACTS

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