

MEDHA JANANAM

INSTITUTE OF FAMILY MANAGEMENT

WWW.GRIHASTHA.ORG

May your marriage last forever
with full of romance and memorable experiences !

Family is the soil in which the next generation grows.



www.MedhaJananam.org

Medha Jananam

An organization dedicated to
improving balance and harmony
in individuals, families, organizations and societies !

- Spiritual Sciences
- Social Sciences
- Mind Sciences
- Life Sciences
- Physical Sciences

Framework of Aum
Consolidated, unified, comprehensive, open and extendible framework of concepts about self, life, society, world and universe

Medha Jananam
Translation of the framework of concepts into simple and usable tools and ideas to improve lives, families, organizations and societies

- intro2life.org (For individuals)
- grihastha.org (For families)
- human4ce.com (For organizations)
- IndicColors.org (For social workers)

Marriage and Family

House is the hardware.

It becomes Home, when you add the software:

the people, the relationships, the events and the experiences

Marriage is the hardware.

It becomes a family, when you add the software:

the people, the relationships, the events, the experiences

and orchestrate them well

Family is an institution

Family serves multiple purposes:

1. Give expression to multiple human instincts
2. Give a richer environment for the next generation to grow up
3. Bring multiple generations together
4. Serve as the basis for strong and stable societies

The sense of justice originates in the family, not in the judicial system.

The sense of hygiene originates in the family, not in the public health system

The sense of education originates in the family, not in the education system

The sense of well-being originates in the family, not in the spiritual systems

Those who understand the richness of family intuitively

or are educated about it

will take marriage seriously and build a family around it

Fractures in the Institution of Family

Broken, troubled, unhappy families are a result of

people not knowing the richness of family or not having the skill to build one

Broken, troubled and unhappy families are not new

They are always there, but did not come out of the closet

But they are increasing at an alarming rate

To the degree that every one, in every economic and social strata

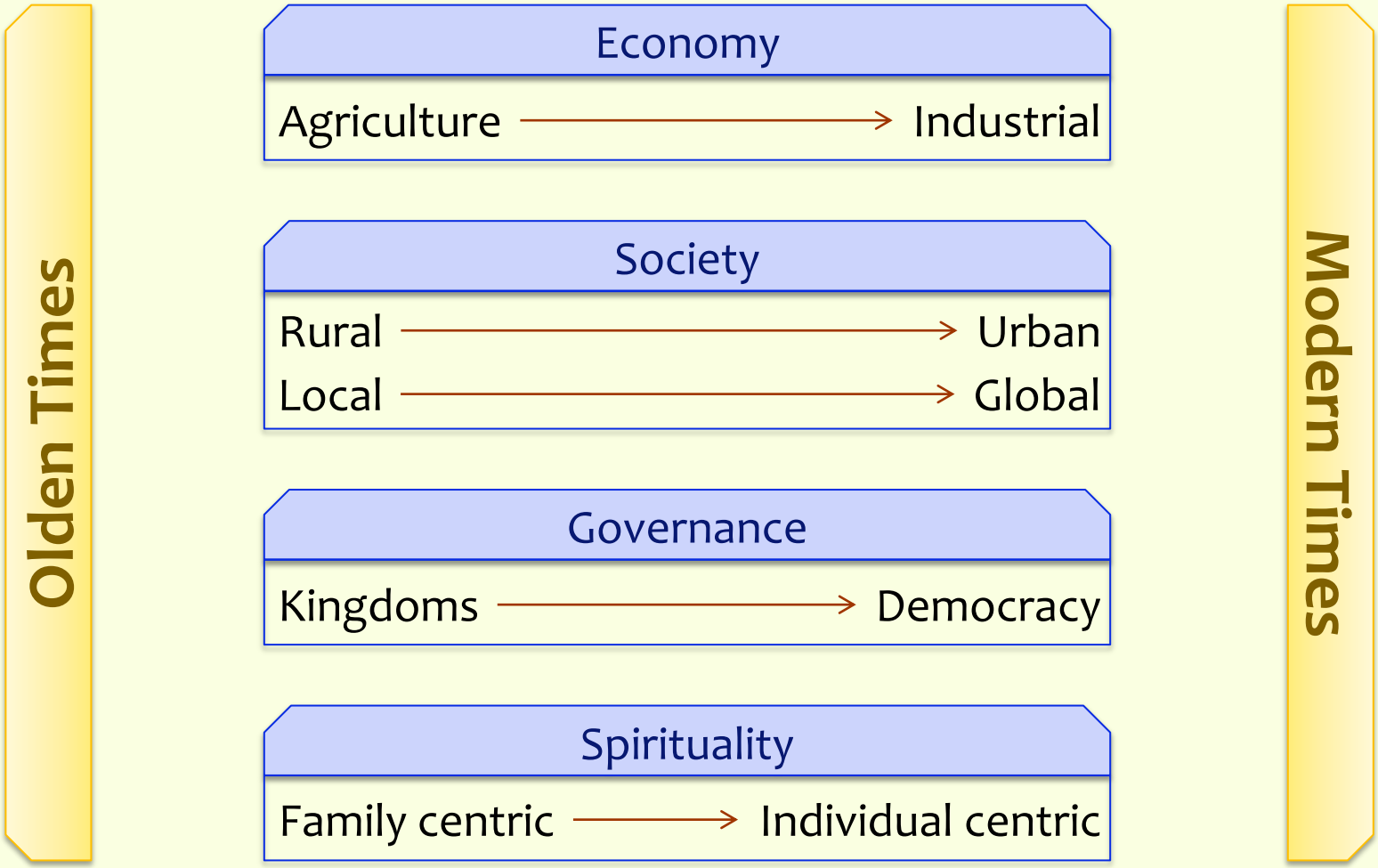
has a relative or a friend, whose marriage is in trouble or broken

because, there are new reasons and new challenges

which are leading to new and additional kind of failures

Just as there are new diseases and new causes for health problems in the modern times

Changing environment



Old and new problems

Traditional and general problems that continue

Dominant personalities, excessive control, excessive intervention,
using people, exploiting weaknesses, forcing others to do their way, greediness,
male chauvinism, female stubbornness,
sexual issues, adultery,
poverty, cultural differences, …

New problems caused by the changing environment

Two career families, uncertain financial 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 shift in the paradigm of marriage

Olden Times

Marriages used to mature into families under the watch of older generations

→

Marriages have to mature into families in the midst of the apathetic noise of the society

Modern Times

The societies were more suitable for informal structures

→

The societies are more suitable for formal constructs

↓

Medha Jananam's Institute of Family Management is conceived as a formal structure to substitute for the loss of informal structures and to complement the other enduring structures to the extent feasible

Institute of Family Management in a nutshell

7 areas of family management

5 different programs

3 stream financial Model

7 committee structural Model

Scalable Outreach Model

Institute by numbers

IFM prepares you in Seven Areas of Family Management

1. Spouse

Spouse is a person that comes to the closest possible proximity in your life, not only physically, but also emotionally. IFM prepares you with a good understanding of that emotional embrace and how to enjoy it!

2. In-laws

Your spouse will be happy and your marriage will be good, if you can embrace all his or her people into your life, along with him or her. IFM prepares you with the knowledge of nurturing, maintaining and enjoying these relationships.

3. Children

You can perhaps set your own criteria while selecting your spouse. But you cannot set any criteria regarding the type of children you want. They come with their own personality and to fulfill their own destiny. IFM prepares you with good understanding of a variety of factors in raising children.

4. Home Basics

Managing the finances, managing good nutrition, keeping the house clean, knowing the legal aspects of family relationships, and many other basics matter in the family life. IFM prepares you with the essential understanding of all these basics.

5. Social backdrop

Peer pressure is real. Enticements and distractions are real. There are many social factors that influence you and your family members. IFM prepares you with tips and techniques to let the right things in and keep the wrong things out.

6. Rituals and Functions

Rituals and functions are the spice of life. Children always like them. Adults vary in their attitudes towards them. IFM prepares you with tips and techniques on maintaining the fun and purpose of the rituals in the midst of these diverse attitudes.

7. Balance

You will have other lives, besides family life, such as a social life, professional life and spiritual life. IFM prepares you with the insights and techniques needed to balance all of them together.

Programs offered

	Program	Duration	Audience
1	Family Management Certification	Level 1: 60 hours. Level 2: 120 hours. Level 3: 300 hours.	**Primary** People who are about to get married or recently married. **Secondary** Any one interested in learning about family management.
2	Counselor Certification	Full Semester	Social workers Family counselors
3	Instructor Certification	One year	Anyone interested in becoming a licensed instructor of the Institute of Family Management
4	Research Program	Doctoral and post doctoral	See Prospectus for details.
5	Exchange Student Program	Half Semester Full Semester	For students of national and international institutions specializing in the areas of social work, social studies, family law, etc.

Financial Model

Fees

For operational expenses

Donations

For infrastructure and facilities

Grants

For research activities

Structural Model

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

Outreach Model

Pilot program

Initially, the program will target the middle class in the city of Hyderabad.

Expansion

Over time, we will mature the logistical, financial and curriculum models
to serve populations of all social and economic strata.
IFM will be expanded to other parts of Andhra Pradesh, and other states of India
Eventually, IFM will be expanded to other countries.

IFM centers

The structure of IFM is designed with flexibility
such that it can be expanded to in any place in the world, easily.

Institute by numbers: Sizing the task

Example: Hyderabad.

How many couples are getting married every year ?

How many people are required to prepare them in the seven areas of family management ?

Population (2010 census)	68 Lakhs
Number of people in the age of 20 or 21 .. or 30	~2 Lakhs
Number of marriages per year	1 Lakh
Reaching 10% of the couples	10,000
Number of couples to reach every week	200
Number of instructors needed	20
Number of instructors for other programs	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.

About 500 people - to serve Hyderabad.

2013 Objectives

Establishment necessary for the pilot program

Organization Registration

Full-fledged Website

Academic year to start in July

Pilot program targets:

Level 1 Certification for 500 people.

3 Workshops: 1 Day + 3 Days + 3 Days

Reach 50,000 people in the age group of 24 – 33.

using three Channels:

1. Major 'new industry' companies, 2. Major events, 3. Associations and clubs

Additional objectives

Develop relationships in the society, with:

universities, institutes, social workers, counselors, businesses, etc.

and plan for the 2014 activities

2013 Plan

Publicity Committee (Part time)

One Director

One Manager

1 - 2 part time outreach communicators and 3 -4 inbound registration interns.

Before Ugadi

Plan outbound communications (email, web, poster, brochure)

Recruit the interns and train them.

Publish the calendar of workshops for July to Dec

Prepare the website and registration center (for information as well as registration)

After Ugadi and before July: 10 weeks.

Execute the outreach communication (5,000 per week x 10 weeks)

Execute the inbound registration center (500 calls / 50 registrations per week)

2014

Instructor training and additional faculty

Additional curriculum and programs
for Level 2 and Level 3 certification

Permanent Campus

Phase 2 publicity: TV, Newspapers, Matrimonial sites.