


# 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

## Nature's goal: To continue the species

Male and female can come together to serve the Nature's purpose
without marriage or family.

## Marriage / family serves a larger purpose. It is an institution to:

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

## Those who are aware and educated about the wholesomeness of marriage

will take marriage / family seriously and
make the necessary effort to make their marriage / family
better, stronger, enduring, successful and cherishable.

# Historical Context

Broken, troubled and unhappy families are increasing at an alarming rate

To the degree that every one has a relative or a friend,
whose marriage is in trouble or broken

Broken, troubled and unhappy families are not new

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

However, 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 in the modern times

# Symptoms vs. causes

## Broken, troubled and unhappy families are only symptoms

The root causes are elsewhere

## 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 financial future, stress at work,

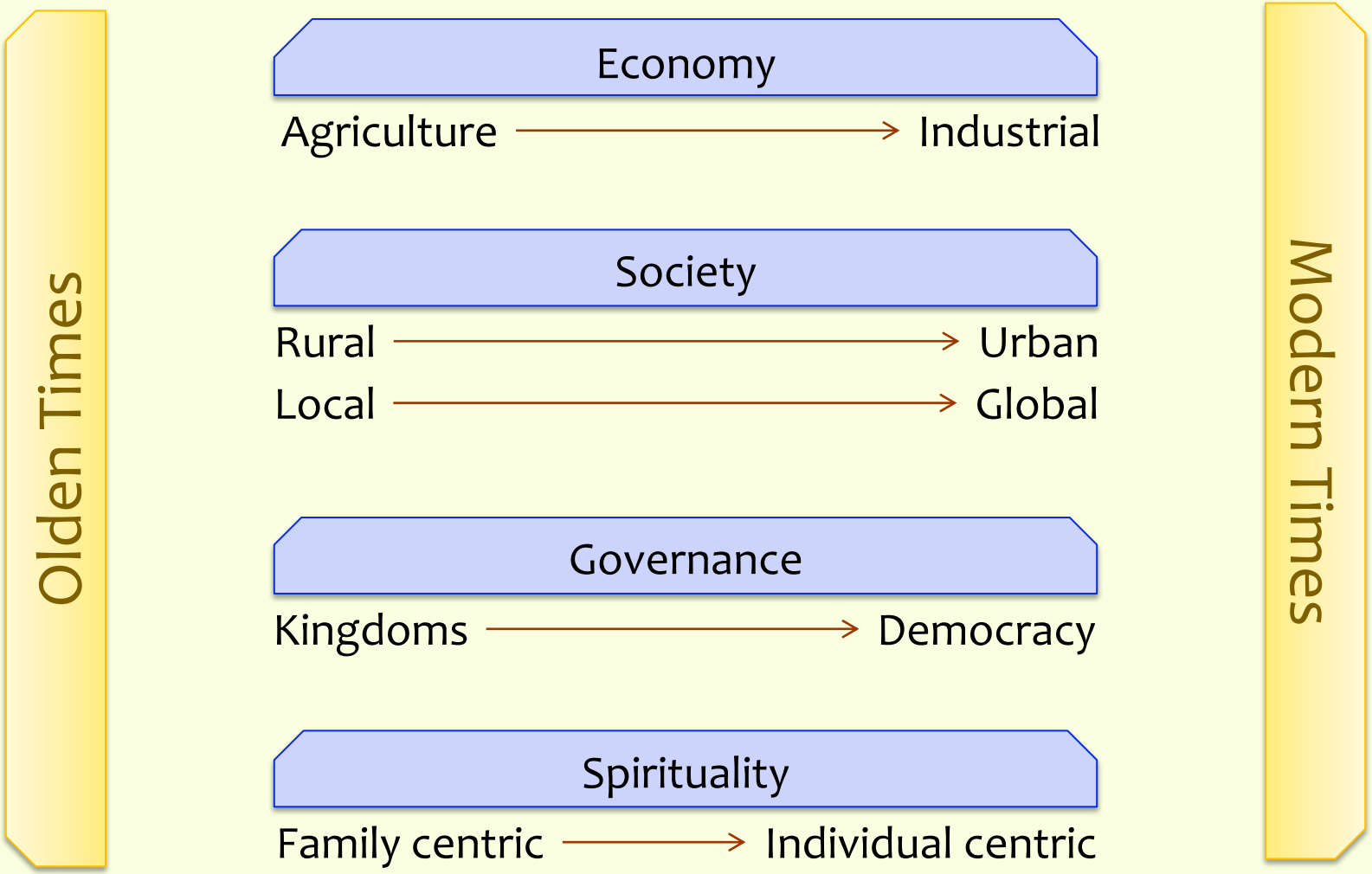
overwhelming professional, social, spiritual avocations/commitments

more opportunities to explore personal interests

thinning family connections, dwindling support structures, irrelevance of norms

too many choices, lack of emotional nourishment, ..

# The great shift



# Is the shift a solution or a problem ?

## 20th Century: The shift is a solution

Prevention of large scale famines, vaccinations to prevent epidemics,
Reduction of infant mortality, feeding the growing population, …

## 21st Century: The shift has fallouts

Medical advances – abortions, gender selection
GM foods, Industrial effluents, poor becoming poorer, environmental impacts
Sparrows gone, dengue spreads, tasteless vegetables …

Everything is changing:
Meaning of trust, collaboration, connection, justice, progress, goals, objectives, inter-generational dynamics

People disconnected, stressed out, families broken, …

Progress measured in GDP / GNP

# Handling the fallouts

We have to, obviously, deal with fallouts

Social activism is stepping up, NGO's are stepping in – rightly so, addressing:
illiteracy, educational needs, health issues, women empowerment,
sustainability, social justice, anti-corruption, poverty eradication, …

But no noteworthy efforts in
addressing the failing institution of family

This is the need of the hour.

# The shift in the paradigm of marriage

| Olden Times | | Modern Times |
|---|---|---|
| Marriages used to mature under the watch of older generations | → | Marriages have to mature in the midst of the apathetic noise of the society |
| 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.

# Institute of Family Management in a nutshell

7 areas of family management

5 different programs

3 streams of revenue

7 committees

Sizing the task

# IFM prepares you in Seven Aspects 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 like them. Adults vary in their attitudes towards them. IFM prepares you with tips and techniques on in 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 by the Institute

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

# 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 | 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 other 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.

About 500 people to server all the couples.

# 2013 Objectives

## Establishment

Organization Registration

Full-fledged Website

Academic year to start in July

Develop relationships in the society – universities, social workers, businesses, etc.

## Target: Core Level Certification for 500 people.

3 Workshops

1 Day + 3 Days + 3 Days

Facility: Hotels, resorts, vacation or pilgrim spots.

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

Three Channels:

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

# 2013 Plan

## Publicity Committee (Part time)

One Director

One Manager

Five part time outbound marketing / inbound sales interns.

## Before Ugadi

Plan communication (email, web, poster, brochure)

Recruit the interns and train them.

Publish the calendar of workshops (July to Dec)

Prepare the website and call center (for information and registration)

## After Ugadi and before July: 10 weeks.

Execute the outbound marketing (5,000 per week x 10 weeks)

Execute the inbound call 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.