

THE CONTEMPORARY RELEVANCE OF MAHARAJA AGRASEN'S 'ONE RUPEE, ONE BRICK' PRINCIPLE IN ADDRESSING SOCIOECONOMIC INEQUALITIES

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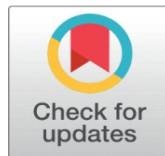
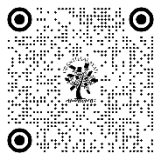
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ABSTRACT

The primary objective of the present study is to undertake a thorough and critical examination of the economic principles that are intrinsically embedded within Maharaja Agrasen's philosophical framework encapsulated in the notion of "One Rupee and One Brick," while simultaneously assessing the significance and practicality of these principles in addressing the pervasive socioeconomic inequalities that are evident in contemporary society. The paradigm articulated by the idea of "one rupee, one brick" holds paramount importance in enhancing the accessibility of educational resources for individuals who are economically marginalized and, as a consequence, find themselves deprived of the opportunity to secure educational experiences and other benefits. The theoretical construct exemplified by the principle of one rupee and one brick exhibits substantial potential for positive impact when effectively operationalized at the organizational level, particularly among numerous entities that have already adopted this innovative concept as a means to mitigate and alleviate regional disparities.

Keywords: Disparities, Collective, Contributions, Welfare



1. INTRODUCTION

Maharaja Agrasen was a famous Hindu King of Agroha who lived in prehistoric India about 5000 years ago. Through his lessons and life story he continues to inspire people in today's world.

One of Maharaja Agrasen's greatest achievements is the Agrasen ki Baoli, a step well in Delhi that is said to have been constructed when he was in power. The Baoli is a cultural monument, technical marvel, and architectural wonder that draw tourist's attention from all across India (Sharma, 2020).

King Ballabh and Queen Madhavi are reported to have been Maharaja Agrasen's parents when he was born at Pratapnagar. He was respected for his knowledge, kindness, and sense of fairness from a young age. During his military training, he improved his combat skills.

Maharaja Agrasen was devoted to his subjects' wellbeing during his reign. He devoted his life to making his kingdom a successful and joyful place to live because he upheld the ideals of equality, justice, and compassion. Maharaja Agrasen

believed in the concept of equality and treated all the people with dignity, respect and decency irrespective of their social status. (Aggarwal, 2017)

Maharaja Agrasen was dedicated to protect the environment for both current and future generations of people. He recognized the importance of sustainability. He issued a challenge to his followers to exercise environmentally conscious living.

He also believes that the people should contribute for the welfare of others rather than focusing on his own prosperity. His one rupee one brick principle states that each person should contribute one rupee and one brick to any new family that came to settled down in his country. In this process the people had to give away only one coin and one brick but the settler got over thousands of these necessary resources to build a house and start a business (Sharma, 2020.).

The basic belief behind this idea was to encourage the 'values of self-care, equality and solidarity and make people believe in the ethical values of uprightness social responsibility, sincerity and caring for others.

As of the present moment, it has come to our attention that there exists a marked unevenness within society, which is manifested in the manner in which resources are being allocated and utilized throughout the various strata of the community. This inequitable distribution is particularly evident through the disparity in income levels, whereby it is primarily the upper echelons of society that are availing themselves of the majority of available resources, thereby engendering a significant and pronounced chasm between the affluent and the impoverished segments of the population. Consequently, the innovative concept of "one rupee, one brick" is currently being implemented in contemporary society as a strategic initiative aimed at ameliorating the existing unevenness and inequity that pervades social interactions and resource distribution. The wealthier class within society possesses the capacity to substantially contribute to the enhancement and upliftment of the economically disadvantaged sectors in a multitude of ways; these include, but are not limited to, the provision of employment opportunities, the facilitation of educational access for children who are unable to attend school due to financial constraints, and the active assistance in navigating and benefiting from the various social welfare schemes that are administered by government entities designed to aid those in poverty. Furthermore, even a modest contribution from the affluent members of society could yield significant benefits in the ongoing efforts to eradicate the disparities that currently exist among the populace, and it is conceivable that, in the near future, we could witness a scenario where the distribution of resources is rendered equitable, thereby eliminating the stark inequalities that characterize our current societal framework. It would not be an exaggeration to assert that individuals ought to allocate approximately 25% of their income towards the promotion and enhancement of social welfare initiatives within the community, thereby fostering a more just and equitable social environment for all.

2. OBJECTIVES OF THE STUDY

The aim of this research is to conduct a critical analysis of the economic principles inherent in Maharaja Agrasen's philosophy of 'One Rupee and One Brick' and to evaluate their relevance and effectiveness in tackling socioeconomic disparities in today's society.

3. RESEARCH METHODOLOGY

The methodology opted in this paper is Secondary research, which is frequently referred to as desk research, constitutes a methodological approach to inquiry that entails the systematic compilation and synthesis of pre-existing information that has been obtained from a diverse array of channels and sources. This method of secondary research manifests in numerous formats, including published datasets, comprehensive reports, and scholarly research articles, and it is also capable of being sourced from a multitude of websites that aggregate information relevant to the research question at hand.

4. DISCUSSION

Relevance of Maharaja Agrasen Principle in removing disparities in current society:

The concept of Maharaja Agrasen Principle has significant relevance in today's world to remove disparities in society. The basic objective of Maharaja Agrasen Principle was to support the needy ones and help the society to

overcome the barriers faced by lower sections of society, thus this concept has relevance in helping those who are facing financial difficulties. Some of the activities that indulge in removing disparities by following the concept of Maharaja Agrasen Principle:

1. Crowd Funding

Crowd funding has emerged as one of the most efficient methods for raising funds, presenting a modern approach to financing similar to the age-old principle adopted by Maharaja Agrasen, where individuals contribute towards the welfare of the entire society. Digital crowd funding platforms have increasingly surfaced as innovative mechanisms through which individual philanthropists and donors can directly allocate financial resources to a diverse range of social causes that require support and funding. In stark contrast to the more conventional and hierarchical aid models that typically involve top-down approaches to resource distribution, these crowd funding platforms endeavor to foster a more equitable and democratic fundraising environment by providing uniform access to their sophisticated digital tools and services, thereby enabling even the smallest and most under-resourced organizations to successfully attract public donations and enhance their capacity for fundraising (Banerjee, 2021). The global community has shown a growing interest in utilizing crowd funding for social causes, a trend that has been further facilitated by the presence of Indian platforms like *Milaap*. These platforms have streamlined the process of crowd funding for both social and personal causes, offering campaigns categorized into various sections such as aiding individuals in covering medical expenses and more (Chandwani et al., 2021). Non-profit organizations seeking to increase awareness and raise funds for their causes can benefit significantly from crowd funding, as it provides a relatively effortless way to achieve both objectives. Leveraging the power of the Internet, coupled with a highly tech-savvy audience and the amplification provided by social media, campaigns on different crowd-funding platforms encourage potential donors to explore impactful causes and make contributions. By engaging in crowd funding, we are actively contributing to the betterment of our society. In India, the regulations governing crowd funding activities are overseen by SEBI (Securities and Exchange Board of India), a key market regulator. Furthermore, individuals donating to causes hosted by non-profit organizations can avail of tax exemptions under Section 80G. Platforms like *Milaap* offer donors the opportunity to support carefully vetted non-profits, enabling them to select campaigns that issue tax exemption certificates under Section 80G within specific categories.

Crowd funding operates on the principle of selflessness, devoid of any expectation of receiving tangible rewards, mirroring the ethos of Maharaja Agrasen's selfless act of distributing a brick and a rupee to community members without anticipating anything in return. Crowd funding is one of the major approaches follow now a days.

2. Role of Gram Panchayats

The theoretical framework encapsulated in the notion of one rupee, one brick holds significant potential when applied at the gram panchayat level, acting as a catalyst for the eradication of socio-economic disparities that pervade our society. Presently, we observe a troubling trend in which members of the labour class are compelled to migrate from one state to another, driven by an urgent quest for sustainable means of livelihood that would enable them to support themselves and their families. This innovative concept can be operational in such a manner that when a new laborer arrives in the village seeking employment, the resident villagers could extend a gesture of goodwill by providing that newcomer with one rupee and one brick, thereby facilitating the worker's initial steps toward stability. This act not only aids the worker in constructing their own dwelling or embarking upon entrepreneurial ventures, but it also serves to support their daily existence during the critical early days of acclimatization to the new environment. Consequently, this approach would fulfill the individual social responsibility (ISR) of the villagers, thereby contributing to the alleviation of disparities within the community. Many people donate to organizations, invest in socially responsible funds, buy green products, donate blood, or devote their time and sometimes even their lives to good causes. Such selfless acts are driven by a complicated interconnected set of incentives. They are motivated by true, innate humanitarianism: to varied degrees, we all want to do well and help others (Benabou & Tirole, 2010).

If this principle were adopted uniformly by all the panchayats across the nation, it would undoubtedly serve as a formidable mechanism for addressing and ultimately reducing socio-economic inequalities amongst the population. The imperative to eliminate disparity is predicated upon the notion that it is the collective responsibility of society as a whole, rather than the duty of a select few individuals. This assertion underscores the premise that if society, in a unified manner, actively engages in fulfilling its ethical obligations, while each member contributes earnestly towards the collective welfare of the community, then the pervasive disparities that exist can indeed be successfully addressed and mitigated.

Since the establishment of the Constitution did not include an explicit constitutional recognition or status for panchayats at the time of its inception, there emerged a significant and pressing necessity to incorporate such recognition within the constitutional framework; following two unsuccessful endeavors to introduce a provision that would formally institutionalize panchayats, a successful amendment was ultimately enacted through the Constitution (Seventy-Third) Amendment Act in the year 1992. This particular Act effectively conferred upon the Panchayati Raj Institutions (PRIs) a formal status, which subsequently prompted various States across the nation to enact comprehensive legislations that pertain specifically to the governance and functioning of PRIs. Additionally, this Amendment incorporated a schedule that delineates the subject matters within which PRIs are authorized to operate and engage in governance activities. The PRIs are endowed with the crucial responsibility of ensuring that the local populace is provided with opportunities for economic development alongside the pursuit of social justice. Notably, the objective of poverty alleviation through a range of targeted programs occupies a significant position within the aforementioned schedule. The goal of poverty alleviation is intricately linked to numerous other social issues, including but not limited to illiteracy and unemployment, which further complicate the challenges faced by marginalized communities. The eradication of poverty has been consistently emphasized as an essential objective of the State, a sentiment that has been reaffirmed by the Honorable Apex Court in various judicial pronouncements. In one notable judgement, the Court upheld the notion that the right to life encompasses within its scope the fundamental right to live with dignity (Constitution of India, 1950, Article 21), thereby highlighting the intrinsic connection between poverty alleviation and human rights. Panchayats, particularly the Gram Panchayats, hold a uniquely vital and irreplaceable role in the eradication of poverty, as these local institutions operate at the grassroots level and are deeply committed to fostering community development and improvement from within the very fabric of the community itself.

The foundational principle of one rupee, one brick can be effectively utilized to advance community welfare initiatives within society, facilitating the construction of various infrastructures that may be established by individuals possessing sound financial means, ultimately benefitting economically disadvantaged populations by providing them access to essential facilities. Such initiatives contribute significantly to the overall upliftment of society and the reduction of disparities that exist within it. The establishment of dharamshalas, constructed by different community groups under their respective names, serves as a tangible manifestation of their commitment to societal welfare, reflecting the cumulative contributions made by individuals where each person plays a vital role in this collective endeavor.

3. Organizing collective marriage events

The innovative concept encapsulated in the phrase "one rupee, one brick" can be effectively employed in the context of facilitating matrimonial ceremonies for individuals belonging to economically disadvantaged backgrounds. This particular notion can be implemented in such a manner that, instead of providing a literal brick, various alternative gifts or contributions may be presented by attendees at the wedding, thereby assisting those who are financially struggling in organizing the matrimonial events of their offspring. The seemingly modest act of generosity demonstrated by individuals who possess greater financial stability significantly alleviates the burden on the economically disadvantaged, as it spares them from the necessity of incurring debt through loans from external sources, which often leads to overwhelming financial obligations that can be detrimental to their economic well-being. This proactive initiative undertaken by members of society plays a vital role in empowering the impoverished segments of the community, enabling them to successfully orchestrate the marriages of those who are less fortunate.

4. Application of the Principle of one brick, one rupee in education

As we engage in a comprehensive examination of the current educational landscape, it becomes increasingly evident that the realm of education is progressively intertwining with the domain of commerce, given that substantial corporations are proactively channeling their financial resources into educational initiatives in order to cultivate an image of social responsibility; however, upon closer scrutiny, it becomes apparent that their primary motivation is fundamentally rooted in the pursuit of profit that can be derived from these educational investments. Therefore, in an effort to mitigate the transformation of education into a mere commercial enterprise, the innovative concept of "one rupee, one brick" can serve as a pivotal mechanism for facilitating access to education for economically disadvantaged individuals who are otherwise unable to attain educational opportunities through conventional private institutions. The underlying principle of "one rupee, one brick" can be effectively operationalized in the establishment and management of educational institutions in rural regions, where the aspiration of receiving a single day's worth of education remains an elusive dream for countless impoverished children. By implementing educational institutions that operate under a nominal fee structure, we can significantly enhance the enrollment rates of children in schools, thereby ensuring that

those who have previously been deprived of educational opportunities can finally access learning at a minimal financial cost. This strategic approach contributes to the alleviation of social disparities, as an increase in literacy rates ultimately paves the way for greater employment opportunities and plays a crucial role in the long-term eradication of poverty within society.

As per Article 26 of Universal Declaration of Human Rights, every individual possesses an inherent entitlement to education. It is imperative that education is provided without charge, particularly during the elementary and foundational phases. Participation in elementary education shall be obligatory. Furthermore, technical and vocational education should be rendered widely accessible, while higher education must be uniformly attainable for all individuals based on meritocratic principles.

The Scheme of Integrated Education for Disabled Children is strategically designed with the overarching objective of facilitating the seamless integration of children and youth who are experiencing moderate disabilities into the conventional educational framework of the standard school system. This comprehensive Scheme extends a generous provision of 100% financial assistance directed to the various State and Union Territory governments, as well as non-governmental organizations, under an array of distinct components specifically tailored to support the educational pursuits of children who are afflicted with mild to moderate disabilities within the context of mainstream educational institutions. The diverse components encompassed within this initiative include financial allowances allocated for the procurement of essential books and stationery, provision of uniforms, transport services, escort assistance, specialized readers for visually impaired children, necessary educational equipment, and, importantly, the remuneration of educators who have been specifically recruited and trained to effectively teach and support the disabled children within these inclusive educational environments (Chaudhary, 2016). As these children are sought to integrate into the regular school system, this project has the potential to provide them with a better life by the collaboration of the government and educational institutions.

5. Housing for All

As we progress from a hamlet to an urban region in search of better opportunities, each and every individual needs their own home, which is their greatest desire. Nowadays, buying a house in urban regions is so expensive that not everyone can afford it. So, the cooperative society can apply the one brick, one rupee approach to help newcomers to the area by contributing to inexpensive homes. In this approach, a cooperative society can offer newcomers with houses at a low rent and sell them at a reasonable price, ensuring that everyone has their own home.

In order to mitigate this issue, Prime Minister Narendra Modi has expanded the scope of reforms to promote construction and home acquisition through his initiative titled "Housing for All," which was inaugurated in June 2015. Consequently, property has also become the most economically accessible in the past two decades. Nonetheless, the government acknowledges that the initiatives it has implemented independently are inadequate for the successful realization of this ambitious objective; therefore, to attain this formidable goal, the government actively seeks collaboration from the private sector (Sethi, 2017).

6. Public Private Partnership

The one rupee, one brick principle can be applied to private-public partnerships involving both the government and individuals. This assists the government in identifying societal needs, and based on those requirements and difficulties, the government and society will reach an agreement in which both parties will contribute to societal welfare. In this way, the needs and concerns of society would be addressed by both the government and society. The overall notion or premise of one rupee, one brick is based on collective contributions from all members of society. Individual contributions to the benefit of society are smaller than collective contributions. Individuals' collective contributions will benefit society.

7. Bhandara Organized by the Community

As we know, most of the population of our country lives in rural areas, and there we see the concept of *bhandara*, which is organized by the collective contribution of people who stay in that particular area. This concept can be modified in such a way that each and every individual contributes to the arrangement of food for those who don't get it. In urban areas, this may be implemented in such a way that there would be an arrangement of *Rasoi* that each and every individual could have at a minimal cost that he or she could afford with good quality. All this involves the collective contribution of the whole society. This cannot be done by a single person because the resources are confined to that person, and a huge amount of resources are required to remove that disparity, and those resources can be collected by the contributions of

each and every individual. As we know, the concept of one rupee, one brick teaches us that collective contribution is the only way to remove the disparity in society.

8. Establishment of orphanage homes

The concept of one rupee, one brick can be used by individuals for the establishment of orphanage homes through their collective contributions. The collective contribution of individuals helps the orphan children have a house in which they will be cared for by the staff working in that organization. On the basis of the principle of one rupee, one brick, each individual contributing for the orphan children makes the lives of several children. These orphanage homes make responsible citizens. Those individuals who grow up in those orphanage homes should also contribute to those orphanage homes as their moral duty. Children residing in orphanages are frequently noted to consume considerable quantities of food, and their weight is perpetually greater than their height, particularly the weight/height ratio, which has been posited by certain researchers to indicate that psychosocial deprivation constitutes a significant factor (Johnson, 2000).

9. Donating for the Gaushalas

The concept of one brick, one rupee can be applied by individuals when performing donations. The contributions made by the individuals for the better running of the government show that each and every individual is performing their moral responsibility towards animals, which is also essential for the equitable welfare of society. As we watch in the urban areas, the shopkeepers in the market place a box in their shops, and daily they donate some part of their income to the Gaushalas. In the villages, many farmers, after the crop harvesting, donate some fodder for the cows in the Gaushala, which shows how responsible they are in performing their social responsibility. The contributions made by the farmers give awareness to those individuals who are in a good financial situation and should contribute more than the farmers. This makes them capable to contribute for to the welfare of the society as a whole.

10. Concept of One Rupee, One brick for MSMEs

In the modern scenario, some MSMEs are not in good financial condition due to several disadvantages of resources, as all the enterprises are not in a position to get all the resources required for the smooth operation of the business. Sometimes the required resources are not managed by the enterprise due to a financial situation, and at the end they have to shut down their operations, which lead to the firing of employees and the situation of unemployment. In the situation of unemployment, it is natural that the resources are not arranged by the unemployed person for their living, which leads to disparity among those who are employed and unemployed. If the remaining MSMEs, which are in good financial condition, come forward and contribute to the revival of that sick enterprise by following the concept of one rupee, one brick, then the operations of that sick enterprise start again and provide employment to the unemployed, this can also helps in reducing disparity in society. Employment leads to the generation of a certain level of income for that person, which helps him or her to arrange resources for their livelihood, and this leads to the removal of disparity among the employed and unemployed. The concept of one rupee, one brick teaches us that this concept doesn't confine itself to individuals; the corporate world can also implement this concept in reviving sick enterprises that provide employment to individuals and help promote the welfare of society.

Acknowledging the significant contribution of Micro, Small, and Medium Enterprises (MSMEs) to economic advancement and their substantial impact on employment generation and Gross Domestic Product (GDP), as well as recognizing the necessity of financial accessibility for the growth and development of MSMEs, both the Government and the Reserve Bank of India are proactively engaging in initiatives that enhance financial access. On a macroeconomic scale, financial inclusion promotes a more equitable and sustainable growth paradigm by progressively integrating previously marginalized populations, thereby establishing it as a national imperative; conversely, on a microeconomic level, given the exceedingly high rates of financial exclusion within this sector, the pursuit of universal financial access, particularly in relation to SME financing, has transcended mere policy preference and emerged as an essential obligation (Chakrabarty, 2012).

11. Vanvasi Kalyan Ashram

Vanvasi Kalyan Ashram constitutes a prominent social welfare organization that is strategically located in the Jashpur district within the state of Chhattisgarh, India. This esteemed Ashram was initiated and established by the visionary Ramakant Keshav Deshpande in the year 1952, with substantial support and collaboration from the state government as well as the famous Rashtriya Swayamsevak Sangh (RSS), thereby marking a significant milestone in the realm of social service. The fundamental objective underlying the creation of this Ashram is to specifically address and

advocate for the welfare of the tribal population throughout the nation, who are often marginalized and distanced from access to basic necessities of life. The primary ambition of this Ashram is to provide comprehensive educational facilities and opportunities to ensure that no individual is deprived of their inherent human rights and entitlements as citizens. Vanvasi Kalyan Ashram is engaged in the implementation of numerous projects across a diverse array of sectors, including the establishment of Chaatrawas (Hostels) dedicated to accommodating students, as well as various educational institutions such as schools, Baalwadi, Baal-Sanskar Kendra, Ekal Vidyalaya, Adult Education Centres, Libraries, and more, thereby fostering an environment conducive to learning and development. In the context of the healthcare sector, the Ashram has recognized the significant deficiencies in medical facilities within tribal areas; consequently, it organizes medical camps, sets up Health Centres, and appoints Arogya Rakshaks in local villages, which are trained and knowledgeable in the provision of first aid and basic medicinal treatment. Despite the multitude of initiatives and projects undertaken, Vanvasi Kalyan Ashram continues to place a strong emphasis on promoting sports and physical well-being through their Eklavya Khel Khood Programme, which is specifically designed to encourage athletic participation among tribal youth, alongside the implementation of the Gram Vikas Project and the organization of various cultural and social activities such as Satsangs and Bhajani Mandals (Bordia, 2015).

Vanvasi Kalyan Ashram has established a highly accessible framework that facilitates and simplifies the process for donors to contribute their resources, whether in the form of monetary donations or through the provision of their personal skills if financial contributions are not feasible. The donation process is structured in such a way that individuals have the option to cover the educational expenses of a child for a duration ranging from one month to an entire year, with the financial commitment being set at a rate of 1,000 rupees per month, culminating in a total of 12,000 rupees over the course of a year. This unique approach allows for a meaningful connection whereby a donor can effectively "adopt" a child for the purpose of supporting their educational journey. A similar framework applies to the hostels managed by the Ashram, where donations are systematically collected to assist with the expenses incurred in providing accommodation for the children residing in these facilities.

The comprehensive operational framework of the Vanvasi Kalyan Ashram illustrates that the successful functioning of such a substantial organization is not solely reliant on the efforts of the individuals at the helm but rather reflects the collective contributions and involvement of every individual associated with the initiative, thereby creating a collaborative environment for social betterment. The active participation of individuals in the pursuit of societal welfare serves as a testament to the notion that if every member of society commits to contributing towards the common good, particularly for those who are significantly lagging in accessing basic human necessities, it becomes entirely plausible for these individuals to attain their essential requirements for a dignified and fulfilling human existence. This principle is succinctly encapsulated within the motto that emphasizes the significance of "one rupee, one brick," signifying the collective impact of individual contributions towards building a more equitable society.

12. Akshaya Patra Foundation

As of the year 2010, it is noteworthy that India's Mid-Day Meal Scheme (MDMS) program was recognized as the most extensive initiative of its nature globally; this comprehensive program provided nutritional support and educational benefits to approximately 100 million children, with a significant proportion, nearly two-thirds, of the recipients residing in the rural regions of India, highlighting the program's critical role in addressing child malnutrition and promoting educational attendance in underserved areas (Ghatak, 2010).

The Akshaya Patra Foundation, which is an esteemed non-profit organization operating within the geographical confines of India, is recognized as the operator of one of the largest school meal programs that is administered by non-governmental entities on a global scale, thus demonstrating its extensive reach and significant impact. Established in the year 2000, this foundation was created with the fundamental objectives of combating the issue of hunger within classroom settings and simultaneously promoting educational advancement by providing nutritious midday meals to children enrolled in both government and government-aided educational institutions throughout the nation. In pursuit of these noble aims, the foundation actively engages in collaborative efforts with governmental bodies as well as various philanthropic donors, thereby adhering to the model of public-private partnerships that enhances the efficacy of its initiatives.

Beyond merely fulfilling the nutritional needs of children, the meals provided by Akshaya Patra function as a compelling incentive for children to consistently attend school, which in turn contributes to the enhancement of both enrollment and retention rates within the educational system. Each day, the foundation serves meals to millions of children, which plays an essential role in breaking the persistent cycle of poverty while simultaneously improving the

overall well-being of communities, thus highlighting the integral connection between nutrition, education, and social upliftment. The operational framework of the Akshaya Patra Foundation, necessitates the establishment of a comprehensive cooking infrastructure within an urban area that is adept at fulfilling the nutritional requirements of numerous rural educational institutions located in the peripheral regions by employing a fleet of delivery vans specifically designed for this purpose. The determination of the operational capacity of a culinary facility, alongside the dimensions and capabilities of the corresponding delivery fleet, is carefully calculated based on the projected demand for food services within a particular geographical region, which is influenced by various socio-economic factors. Following the successful establishment of such a facility, the Akshaya Patra Foundation meticulously formulates a precise routing schedule for each individual delivery van, ensuring that the distribution of prepared meals from the kitchen to the designated schools occurs in strict accordance with the predetermined schedule, thereby facilitating efficient and timely service delivery. (Mahadevan et al., 2013).

Furthermore, the organization places a strong emphasis on maintaining rigorous nutrition and hygiene standards, thereby ensuring that the meals provided are not only adequate in quantity but also rich in essential nutrients and safe for the consumption of the children it aims to serve.

In summation, the Akshaya Patra Foundation has made profound and meaningful contributions to the domains of education and child welfare within the Indian context, thereby creating a positive ripple effect that has significantly enhanced the lives of millions of children across the vast expanse of the country.

13. Habitat for Humanity

An internationally recognized non-profit organization, which operates under the name of Habitat for Humanity, is ardently dedicated to addressing the pressing issues associated with homelessness as well as the challenges posed by substandard housing conditions that affect countless individuals and families around the globe. Established in the year 1976 by the visionary founders Millard and Linda Fuller, Habitat for Humanity has expanded its reach and now engages in meaningful work across more than seventy countries, thereby providing invaluable assistance to millions of individuals who are seeking help in the construction or renovation of their residential dwellings (Hays, 2002).

This esteemed non-profit organization actively undertakes the construction and renovation of affordable housing units for individuals who find themselves in desperate need of such support, relying heavily on a combination of generous contributions from donors and the invaluable labor provided by volunteers willing to dedicate their time and effort. In accordance with the principles guiding Habitat for Humanity's operational methodology, families that can convincingly demonstrate their urgent need for housing, exhibit a willingness to collaborate as part of a team, and possess the financial capability to manage a mortgage, are systematically paired with one another in a manner that reflects their unique housing situations. These families contribute to the concept of "sweat equity" by engaging in hands-on work alongside volunteers and fellow Habitat homeowners, thereby playing an integral role in the construction of their own homes.

In addition to its fundamental activities centered around the construction and renovation of homes, Habitat for Humanity also takes on the crucial role of advocating for policy reforms and systemic changes that aim to address the broader issues of housing affordability and homelessness in a more comprehensive manner. The organization is committed to enhancing public awareness regarding the critical importance of access to quality and affordable housing, which they view as a pivotal strategy for breaking the cycle of poverty and fostering financial stability within communities.

Operating under the core belief that every individual has the inherent right to a safe and decent place to call home, Habitat for Humanity tirelessly pursues the realization of this noble vision through a diverse array of programs and initiatives that are implemented on a global scale, thereby making significant strides towards improving the living conditions of those in need.

14. Goonj

The non-governmental organization, widely recognized by the acronym NGO, known as Goonj, is strategically located within the geographical boundaries of India and is fundamentally dedicated to the multifaceted aspects of community development, the provision of humanitarian assistance, and the implementation of disaster relief measures aimed at alleviating human suffering. Goonj represents a transformative initiative that was conceptualized and founded in the year 1999 by the visionary Anshu Gupta, alongside his spouse, Meenakshi Gupta, with the overarching objective

of tackling pressing societal challenges, which include, but are not limited to, the pervasive issues of poverty, systemic inequality, and the critical need for environmental sustainability in contemporary society.

The organization operates within a distinctive and innovative framework that is aptly termed 'Cloth for Work,' wherein the act of donating clothing and various other resources serves as a motivating factor or incentive for community members to actively engage in developmental initiatives that benefit their localities. Through the implementation of this unique framework, communities are afforded essential commodities, such as clothing, kitchen utensils, and educational supplies, in exchange for their active participation and contributions towards projects that significantly enhance the overall welfare of the community, which may encompass activities such as the construction of roads, the establishment of educational institutions, or the development of infrastructure aimed at conserving water resources. GOONJ operates a multitude of collection centers throughout the country, facilitating the procurement of used garments. Subsequently, these garments undergo a thorough process of washing, drying, repairing, and packaging, before being distributed to remote villages with the assistance of grassroots NGOs, local governance bodies, the Indian Army, among others (Sanjeev, 2011).

Goonj's comprehensive efforts span an extensive array of thematic areas, which encompass critical domains such as disaster management, the advancement of rural communities, the empowerment of women, the promotion of sanitation practices, the facilitation of educational initiatives, and the proactive preservation of the natural environment, thereby reflecting the organization's commitment to fostering holistic development across diverse sectors.

15. UNICEF (The United Nations International Children's Emergency Fund)

UNICEF, which was originally established under the designation of the United Nations International Children's Emergency Fund and has since been officially rebranded as the United Nations Children's Fund, constitutes a vital entity functioning within the framework of the United Nations, tasked with the critical responsibility of providing humanitarian aid and developmental support to children in various regions across the globe. The agency has attained significant recognition and has risen to prominence as an essential actor in the field of social welfare at an international level, with its extensive operations encompassing a total of 192 countries and territories throughout the world. Among the vast and diverse range of initiatives that UNICEF undertakes are the facilitation of comprehensive immunization programs aimed at disease prevention, the provision of crucial medical care for children and mothers who are adversely affected by HIV, the promotion of optimal nutritional standards for both children and mothers, the execution of initiatives designed to improve sanitation conditions, the advocacy for enhanced educational opportunities for all children, as well as the provision of immediate and essential assistance in the wake of disasters and emergencies that disrupt communities. UNICEF's operational capacity is fundamentally reliant on the voluntary donations that it receives from both governmental institutions and private individuals who support its mission. By the year 2022, the organization's total financial resources had reached an impressive sum of \$8.30 billion, which reflects the extensive support garnered from various sectors. Among this substantial financial amount, a noteworthy portion of \$5.45 billion was generously contributed by collaborators from the public sector to further bolster the organization's vital work. The World Health Organization, in collaboration with the United Nations Children's Fund, has meticulously developed a comprehensive primary health-care measurement framework that presents a significant opportunity for the establishment of a cohesive and integrated monitoring system, which is specifically designed to systematically assess and track the performance and efficacy of primary health care services across various contexts and populations.

16. Application of one brick one rupee principle at Organizational Level:

The majority of individuals in positions of directorial or managerial authority tend to hold the prevailing belief that organizations have a significant obligation to engage with and contribute positively to the welfare of local communities as well as society at large (Pederson, 2010). Nevertheless, there exist prominent corporations, exemplified by industry giants such as Ford and Volkswagen, which actively undertake initiatives that not only benefit their workforce, through the implementation of educational programs aimed at enhancing the lives of their employees' families, but also contribute to societal welfare by conducting various activities that are environmentally conscious and aimed at uplifting local communities. Furthermore, a number of other corporate entities have taken the initiative to launch comprehensive campaigns that focus on critical health issues, including but not limited to breast cancer awareness, disease prevention strategies, support for the maintenance of healthy vision, and the promotion of inclusive workplace environments.

17. Self Help Groups

Self help groups are the informal kind of association of persons who together find ways of improving their living conditions through their collective efforts. The study conducted on self help groups proved their relevance in growth of an economy. A study conducted on self help groups reported that there is significant increase in net household income of self help groups of about 6.1 percent, assets record a significant increase of 9.9 percent between period of pre and post self help groups. One of the most important finding of the study was the reduction of the poverty from 58.3 percent to 33 percent and savings shows the annual growth of 14.2 percent from the year 2002 to 2006 (National Council of Applied Economic Research, 2009).

Self help groups promote the habit of savings among its members and it also acts as a source of micro-finance for poor section of the society. Self help groups also provides collateral free loan to the people who are unable to generate credit from the banks. Self help groups work for the poverty alleviation. The members of self help groups also indulged in the collective efforts to help its members and other people in the society, in turn based on the Maharaja Agrasen principle of ONE BRICK- ONE RUPEE.

18. Co-operative Movements

India with 72% of its total population engaged in agricultural activities and residing in rural areas can be termed as an agrarian economy. Village cooperative societies help these rural people in providing various services in daily life. With the motive of providing help to rural people and to protect them from the exploitation of moneylenders, this society got established in last quarter of 19th century (Aashtankar, 2015).

Indian Cooperative system is one of the biggest networks in the whole world in the present scenario. We can call it as a strongest pillar on which agriculture and allied sector is flourishing (Ashtankar, 2015).

The history of a cooperative must be extensive and lengthy. Cooperatives have made numerous accomplishments during the past 200 years. England was the birthplace of the first cooperative movement, and today its proponents are found all around the world. Different financial Banks and institutions are products of cooperative ideas. Cooperative businesses have changed several societies and countries. In terms of conflict of Cooperatives are typically regarded as middle-class in ideologies like capitalism and socialism. (Dutt, 2018)

5. CONCLUSION

The foundational principle referred to as "One Brick, One Rupee" distinctly advocates for the compelling notion that even the most minimalistic forms of financial contributions can, when aggregated collectively, yield a remarkably significant and transformative impact on various initiatives and causes. This particular principle is frequently employed within the realms of charitable activities or community development projects, wherein individuals are encouraged to offer a relatively small financial amount, metaphorically symbolized by the concept of a brick, which, when combined with the contributions of others, can effectively fund considerable undertakings, represented by the construction of substantial edifices. The One Brick, One Rupee philosophy empowers individuals from all walks of life, regardless of their financial circumstances, to play an active role in contributing to a more extensive and meaningful cause. This principle actively promotes inclusivity within philanthropic efforts, thereby allowing individuals from diverse backgrounds to participate in the pursuit of enacting positive societal changes.

This foundational principle elucidates the tangible and concrete outcomes that arise from collective collaborative efforts among individuals and communities. By visually monitoring the progression of a project as additional bricks are incrementally added over time, donors are afforded the unique opportunity to see how their personal contributions directly fuel and advance the overarching objectives of the initiative, thereby instilling within them a profound sense of accomplishment and motivation to continue their support. The One Brick, One Rupee framework serves to strengthen the bonds of community as individuals come together to rally around and support a common goal. It nurtures a profound sense of solidarity and shared responsibility, thereby fostering an environment of cooperation and collaborative engagement among a variety of stakeholders involved in the initiative. This concept possesses a remarkable adaptability and scalability, making it applicable to a wide array of contexts and endeavors. Whether the focus is on the construction of educational institutions, healthcare facilities, or communal gathering places, the One Brick, One Rupee methodology can be judiciously implemented across projects of differing sizes and objectives.

By effectively segmenting contributions into smaller, more manageable increments, the One Brick, One Rupee principle actively encourages sustained engagement and commitment over an extended period of time. It fosters a

cultural ethos of generosity and kindness that has the potential to endure beyond isolated instances of giving, thereby promoting lasting support for ongoing projects and initiatives that aim to improve community welfare. In conclusion, the One Brick, One Rupee principle poignantly underscores the transformative power inherent in collective action and collaboration. By recognizing and valuing the significance of each individual contribution, irrespective of its magnitude, this principle exemplifies the notion that substantial and meaningful transformations can indeed emerge through unity, cooperation, and collective commitment.

CONFLICT OF INTERESTS

None.

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