

## **UNESCO-VIHARA FOUNDATION PARTNERSHIP**

In June 2013, UNESCO Center for Peace New York State Chapter teamed with Vihara Foundation to emerge with a rebranded RaP/VF-UNESCO Fundraising Campaign.

## **ABOUT ROCK AGAINST POVERTY MOVEMENT**

Rock against Poverty is an art/film/music/fashion and sports entertainment industry fund raising movement being grown out for raising much needed funds to carry out propagation of development and implementation of real science and action based solutions for several of the biggest challenges facing our planet – poverty, illiteracy, health and climate change.

RaP was founded by the Vihara Foundation as a creative fund raising initiative to support critical ground work that is currently underway in rural sector Bihar/Uttar Pradesh India (where a quarter of the world poverty stricken live), and which will serve other poverty stricken regions globally – Africa and Haiti.

## **PREVIOUS DOCUMENTARY AND PRESS RELEASE**

<http://www.youtube.com/watch?v=JbfwK9f3tNc> (Preview)

<http://www.reuters.com/article/2011/04/21/idUS218066+21-Apr-2011+PRN20110421>

## **ABOUT VIHARA FOUNDATION**

*Vihara Foundation (VF) is a non-government organization (NGO) with a mission of researching, designing, and implementing new and innovative sustainable strategies for addressing poverty and climate mitigation issues. Its aim is to deliver sustainable livelihoods for the poverty stricken and at the same time contribute to and drive strategies for positive climate actions. Current work involves: comprehensive rural agriculture and community development modeling in Ballia, Uttar Pradesh, India, i.e., The Vihar Project.*

*The Vihar Project is a farmers' own/operate/manage integrated sustainable development undertaking that aims to beta test the design of a business model for addressing poverty and climate mitigation in Bihar/Uttar Pradesh. 50,000 hectares constituting 500 ha building blocks of contiguous farming lands have been scoped for engineering survey and design and farming optimization. Working at the grassroots level in Ballia, UP, the project's approach aims to mobilize and merge small and marginalized farmers into a land-pooling cooperative business*

*enterprise, to make common business planning decisions that are necessary for cropping, production and market optimization.*

*Furthermore, the project intends to equate the economic equity value over time between “course of action” and “course of inaction” within the project dimension; such has been estimated through deployment of initial field data sheets to be of value in the hundreds of millions (USD), whose worth have been speculated to be of scale to serve the research and development of creative financing instruments. Such instruments could be used for achieving total development strategies implementation, including capital infrastructure upgrades and technology investments, training and community development needs, thereby, relieving the dependence on donors.*