

by admin

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<http://diplomacyindia.com/seldom-are-we-aware-how-an-incident-can-lead-to-a-surprising-turn-of-events-as-much-as-to-a-great-invention-mr-s-m-raju-10067/>



*S M Raju – presently posted as secretary of Social Welfare and SC & ST Welfare Department, Government of Bihar – has set a goal for himself where he can serve the humanity beyond his call of duty. His mission is to demystify notions of working in the fields of social forestry, Ayurvedic medicine, and rural development through employment generation, poverty elimination.*

*Raju's innovative ideas in developing environment related awareness, introducing novel concepts and models in the field of social forestry and Ayurvedic medicine, have got positive response from people. His creative ideas of social forestry have brought together many positives, including villagers around them to better the lives of people and communities who live at the bottom line of economic pyramid in backward and rural Bihar.*

## MAN WITH A MISSION

Rakesh Singh  
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Born on July 3, 1960, in a village called Sahaspur, Chikballanur, Karnataka, Raju – a graduate in agricultural science – belongs to a family of farmers. A 1985-Batch IAS officer, Raju has served the state of Bihar for the last 35 years.

Raju used his ingenuity in social forestry, medicinal plantation and agricultural skills to transfer to the way forestry and cultivation has been carried out through his advanced models of plantations and redefined the importance of herbal plants and Ayurvedic medicine benefits. Based on them, since 1985 till date, Raju has done various research works by growing numerous medicinal plants in his own farmland. His researches and studies have made many path-breaking revelations and findings about social forestry and the benefits of Ayurvedic medicine.

During the initial years of his stint with formulation of new concepts and research, in 1989-90, he had developed an innovative model of silk worms rearing, which was adopted and followed by the University of Agriculture, Bangalore, Karnataka and today is being used across the state of Karnataka. "In this model, a successful effort was carried out for the cultivation of silk under specific mediated temperature, which resulted in three-fold increase in the production of silk," said Raju.

Replicating a similar concept, in 2005, Raju brought in social forestry – adopted nationally by the ministry of rural development, government of India – in Bihar and starting it from block level in Masarifpur District, he has been immensely successful in implementing it across the state and single-

handedly organised reforestation in the state. "It took me six years to translate the benefits of social forestry in Bihar. In the programme, I attempted to generate a symbiotic relation between the people and plant and reformed Man-Days by providing guaranteed days of employment to villagers, especially the poor and old, every year, simply by planting saplings and protecting them," revealed Raju.

Further expanding his mission and programme, on his stint as the commissioner of Tribal Division, Raju along with others had integrated the central government's rural employment scheme Mahatma Gandhi National Rural Employment Guarantee Act (MGNREGS) in social forestry development which helped in poverty alleviation and rural employment. Social forestry programme was linked to MGNREGS, which brought about numerous benefits to thousands of villagers in way of providing employment to poor old age people.

It was in June 2008, international and national media houses reported the unique social forestry initiative of Raju. He had conceptualized and implemented a multiple plantation model, wherein old, physically challenged, widows and women job card holders were employed under MGNREGS in various multiple plantations.

Soon, media houses started to apply the unique scheme, subsequently recognised as Masarifpur Model, which successfully established a symbiotic relationship between the plants and the persons. One of the international media organisations in the report called Raju as 'India's Plantation Guru'.

"In 2013, the union ministry of rural development adopted my model of sapling plantation and asked all states in the country to replicate it," said Raju.

Adding a feather to his cap, on August 30, 2009, Raju became a global name as a person who, under his heroic effort and supervision, with the help of villagers in the state of Bihar, almost came close to planting one billion (98.4 billion) saplings in a single day. The record plantation was achieved by covering 1,000 villages in six districts and planting three lakh people in a single day.

"For this mass tree planting programme, I had motivated and engaged villagers across thousands of villages. Through such programmes, our aim is to bring about a significant growth in

**S M Raju received his top honours when his tree plantation initiative in Bihar and his leadership to make it a success was highlighted in the book**

**Target 3 Billion by late APJ Abdul Kalam and Srijan Pal Singh**

the forest cover by way of providing sustainable employment to people in villages and also helping in balancing ecosystem," said Raju. His programmes have not only redefined social forestry but also helped many of these people, especially poor and families below poverty line to better their standards

of living by showing novel way of providing livelihood and employment.

With no time to stop, Raju pursued his urge to work more towards discovering numbers of plantations and extracting its medicinal benefits for life and good health. In 2008, for the first time, based on the Vedic literature of Ayurvedic sciences, Raju made use of the medicinal plantations for the treatment of various diseases. He hand-picked herbs, nurtured them in his own land and conditioned its purity and benefits with the age-old Ayurvedic theories and practices to discover a Ayurvedic drink.

Besides his passion, Raju also drew inspiration to work towards giving back to the people and humanity at large a panacea for medical care and good health from personal life experiences within his family. His father who suffered from kidney failure and son who suffered from a blood disorder, were the two life incidences that proved to be a turning point and led to the great discovery by him.

In 2011, Raju had reached out to his old friend, Arun Kumar Thakur, the then professor and head of the department of National Medical College, Patna, and relieved him of various problems like consciousness, arthritis, constipation, etc. At this stage, Thakur had suggested Raju to develop more Ayurvedic medicinal formulations for health benefits from other predominant diseases. "Impressed by initial benefits of Raju's medicines, I guided Raju for formulating his research in a systematic manner by coordinating with Indian Council of Medical Research and various other phytochemical research organisations. These Ayurvedic drinks are totally based on research work on Ayurvedic science of Vedic literature," added Thakur.



"On the basis of trials of different medicinal herbs and formulations on family and many eminent people, the drink's therapeutic excellence was confirmed and established," said Raju.

"With the eye of a believer and investigator both, with his scientific temper as companion, Raju travelled deep into the forests, studied plantations, and picked suggestions to unravel the hidden intricacies of Ayurveda.

Finally, having extracted the Ayurvedic drink, Raju has possessed and produced the miracles for the common man.

Now, it is obviously the next natural step for Raju to herald the herbal harvest for the common population.

Seldom are we aware how an incident can lead to a surprising turn of events, as much as, to a great invention. Mr. S. M. Raju, an IAS officer of the Bihar Cadre, had his father suffering from kidney failure in 2008, and his second son suffering from blood cancer in 2010. Since, he had heard about Vedas being rich source of methods and measures for health care and treatments, he started reading them. Going through the realms of Vedic literature, he discovered the role of plant parts in healing the body.

Being an Agriculture Science graduate with background of medicinal plants course study, he researched further to develop medicines that can heal our body without having any side effects. He first successfully tested his discovery to treat his own age-old rheumatoid arthritis, later clinically using it to treat the ailments of his son and father. All of them are living a healthy life today.

Encouraged with the results, he started researching further. He addressed a lot of common but serious ailments and found plant extracts based healing solutions. A series of medicines were prepared, each aimed at different ailments. The results were so dramatic that people who were relieved termed these potions as 'miracle'. And hence the inventor named them as "Miracle Drinks". Many of these users were high profile individuals and celebrities like Mr. Shripad Yesso Naik, Hon'ble Union Minister of State, Ministry of AYUSH (Independent Charge) and veteran actor Aditya Pancholi and actress Anju Mahendru.

Elixir for Life is a new range of multiple herbal compounds which can be used to treat incurable but pre-dominant diseases like joint pain, arthritis, liver and kidney failure, gynec

issues or hormonal imbalance and gastric problems. These medications are 100% herbal and organic with no side effects. It is an over-the-counter product and can be taken along with allopathic medicines with no reported fallouts.

It has also been approved under FDA parameters and has been tested in the NABL/ISO/17025 accredited laboratories under the ministry of AYUSH, Government of India. The raw materials for these medicines have been handpicked by tribals and there has been no use of metals or chemical ingredients in its preparation. Mr. Raju has given the formula to a Bangalore-based company, Mallur Flora on the sole condition that 50% of the profit made on sale will be spent on education of rural children in Gurukulashram concept from 6th to 12th standard in CBSE English medium.

Mr. S.M. Raju is a senior IAS Officer presently posted as Additional Member , Board of Revenue in Govt of Bihar, Patna India. Mr Raju has served the state of Bihar for the last 25 years. He hails from the state of Karnataka is an Agriculture Science graduate. Through the efforts of Mr. Raju, the temple complex of Mahabodhi and its precincts in Bodh Gaya received world heritage monument recognition by UNESCO.

He made a world record by planting 9.6 million plants in a single day with the help of villagers in the state of Bihar, India; breaking the earlier record set by Pakistan by planting almost 20 times more trees on a single day. This has been mentioned in the Guinness book of World records and 'Target 3 Billion' by late APJ Abdul Kalam and Srijan Pal Singh. His invention of Miracle drinks has also been covered by ET focus where the benefited individuals also gave their testimonials about its effectiveness.

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