



DECCAN DEVELOPMENT SOCIETY

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PRESS RELEASE

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This Ugadi, the Deccan Development Society celebrated the Vikari year in a unique fashion.

Two major decisions; one that impacts the people's media movement all over India and the other that has effect on organic food industry in the whole of Telangana are being initiated by the society from Saturday April 6, 2019 when all the Telugu people will celebrate their new year festival Ugadi.

The first initiative is the release of **Video Diary** series by rural dalit women, probably the first in the civil society movement in India. What is envisaged is a bimonthly reportage from the women's video collective, as part of the DDS Community Media Trust will unveil every two months a video journal that will attempt to report the happenings around their villages, their communities and things that have particular significance for the rural women. This is surely going to be a direct challenge to the mainstream media which is very content in a kind of a narcissist inward look at their own kind of urban middle and upper middle classes and has consistently refused to seriously provide a space for the rural people in general and women from the disadvantaged sections of the rural society in particular.

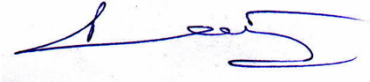
The first Video Diary which was significantly produced on the International Women's Day in 2019 affirms the faith of the women of the Community Media Trust in the global slogan; '**Balance for Better**'. However it refuses to be swept away just by the slogan and reaffirms the women's trust that their traditional societies always relied on both men and women and lived the slogan '**Balance is Better**' atleast in all agricultural operations.

This Video Diary also dwells upon the beginnings of the imbalance when the power got concentrated in the hands of men especially in the governmental and other 'non rural' government's practices.

The Diary is released by Ms Masanagari Chinna Narsamma, a dalit women who comes from a poor wage laboring family of Pastapur village in the Zaheerabad mandal of Sangareddy District.

The second celebratory initiative that the Deccan Development Society announced is making **Café Ethnic** an associate institution of the society as **100% Organic**, thereby converting it into the **first ever Organic Millet Restaurant in Telangana**. Café Ethnic, started more than 15 years ago was probably the first ever eating house that declared its motto

'Pakka Telangana Thindi'. Much later, the other restaurants mainly in urban centres of Telangana found it attractive to announce their commitment to Telangana food culture. The Café Ethnic is also the only 100% millet restaurant in Telangana. This decision will have a leap impact on the organic food movement which doesn't seem to cover hotels of the state.



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