

**Gujarat Co-operative Milk Marketing Federation Ltd.
POST BOX 10 ANAND 388 001, INDIA**

Chairman

When I received Mr. M.R.Arulraja's "Achieving Rural Development Using Neuro Linguistic Programming", I had imagined it to be one of those scholastic and theoretical books with little or no practical value. After going through it, I was in for a pleasant surprise. Having worked with farmers throughout my life, I found the book to be very engrossing and enriching with a lot of practical tips. Mr. Arulraja has demonstrated that it is possible to bring about rural transformation, given the will. What is needed is a change in the mindset. Using a psychological tool - Neuro Linguistic Programming - Mr. Arulraja has effectively proved that it is possible to address the challenges arising from the mind. I am sure that this book would be of immense help to policy makers and those who work with the rural poor.

Mr. Arulraja believes that the poor have only one way to survive and to flourish and that is through cooperation. He says, "If what we need is cooperation, we should be studying Amul Dairy as compulsory subject in schools. Let us fill ourselves with faith in cooperation. ... For cooperation alone can enable us to live honourably in future". He says cooperation is no more a luxury we can live without; it is a condition to survive, thrust by the changing world order today. It is this faith in cooperation that helps him to prepare a blueprint for rural development. Throughout the book through anecdotes, illustrations and case studies, Mr. Arulraja has demonstrated that it is possible for ordinary people to use their minds as winners do and achieve results like them.

The 10 steps he proposes in the concluding part for leading people to achieve dream-led development are not only practical, but would be of immense help to any practitioner of rural development. He demonstrates that dream-led development is attainable, provided we give power to the people themselves. A must read for anyone interested in rural development.

I am sure this book will prove invaluable to anyone interested in working with our rural people and ensuring that they find their rightful place under the sun.

V. KURIEN