

About us

We know that India faces many problems. But we also know that each of these problems has been solved by someone, somewhere. While we do not want to ignore the problems, we choose to bring to light the collective strength of the country to solve them.

Our project therefore is aptly called *the glass half full*. Our focus is on rural empowerment, which we believe, implies an adequate access to the following 12 factors: Food security & nutrition; Water conservation; Shelter; Clothing; Health; Energy; Education; Income generation; Social equity; Connectivity (physical and information infrastructure); Environmental conservation and disaster management.

We have embarked on a bicycle trip across India with two objectives

- To study the existing conditions in rural India along the 12 factors mentioned above; and
- To document all the successful solutions across these 12 factors.

The journey

The first phase of *the glass half full* started on January 31, 2011 with a 210 day long journey that will take us some 12,000km through the heart of rural India. Mostly we will cycle, sometimes we might hitch a ride on buses, lorries, ox carts or whatever else it takes to document the goodness and wisdom existing in our country along the factors mentioned.

Through our journey, we want to showcase the local heroes and bring their stories to life beyond mere statistics - because it matters what we measure. We want to create opportunities for charities, business, academia, government and think-tanks all over the world to effectively distribute their resources to where ever they are needed the most.

How you can support

The kick-off of this project was only possible because so many people contributed what was feasible to them – by donating their time, expertise or supporting us financially with whatever small or large amount they could.

Whilst we are prepared to working without a salary for up to 1 year, bearing all additional costs during the research journey are beyond our scope. We have estimated these costs to be approximately Rs 60 (or 1 Euro) per km. Many friends and believers have already sponsored a total of over 2,000 kilometers of the journey. We invite you too to sponsor as many km of our trip as you can.

There is also an opening for a corporate sponsor to match rupee to rupee of the amount raised from the public. These funds will be used for editing the raw data, video and photo material collected during the journey into a documentary, the production of a photo book and the start-up of a platform, which makes all the data collected accessible to anyone wishing to contribute to rural development. Of course, you can also support us by offering accommodation along our route or simply spreading the word about *the glass half full*.

Who are we

The organization behind the initiative

is the initiative of InteGreater Foundation, a non-profit organization based in India. InteGreater brings together the resources and competencies of industry, academia, NGOs & social enterprises, government and individuals, to the development and implementation of ideas that will contribute to building a happy sustainable planet within our lifetime!

The cyclists

Kalyan Akkipeddi, the founder of InteGreater, started his journey as a social entrepreneur after a 7 year stint in the corporate field of business research and competitive intelligence. He's also co-founded a for-profit social venture called CreatorClan that promotes sustainable consumption. He traveled extensively through the length and breadth of India and loves snowboarding, kayaking and mountain biking.

The recurrent theme in the career of *Wiebke Koch* is her work at the interface between societal needs and the corporate world. A social entrepreneur at heart, Wiebke founded and co-created a number of hybrid organizations with a compelling cause including One Umbrella Australia and the HUB Berlin. A ruthlessly compassionate coach, trainer and lecturer, Wiebke's strength and passion lie in her ability to inspire, motivate and mobilize resources to build communities of change makers across the world.