



## "Welcoming 2025"

### A Year of Hope, Progress, and Empowerment"

As we welcome the New Year 2025, the P R Baby Foundation extends its heartfelt gratitude to all our well-wishers and supporters who have stood by us in our journey of empowering rural communities across India. This past year, your unwavering support has enabled us to make significant strides in education, healthcare, and sustainable livelihoods for those in need.

## Elevate a Million 2033

Elevate a Million 2033 is a flagship initiative by the P R Baby Foundation aimed at transforming rural communities by fostering job creation and ensuring a sustainable income through innovative, market-driven agricultural practices. The project envisions a significant upliftment of rural livelihoods by revolutionizing farming techniques, agricultural marketing, and value chain processes.

### Objectives and Vision

The primary goal of Elevate a Million 2033 is to provide steady and sustainable income to rural farmers by leveraging market-led agricultural strategies. This includes:

- **Job Creation:** Generating employment opportunities within rural communities by promoting modern agricultural practices.
- **Sustainable Farming:** Ensuring environmental sustainability while


## The Three O's for an Outstanding 2025

### Biblical Principles to address: Oppportunity, Opposition and Ownership in 2025

The parable of the sower is one of the most commonly read parables of Jesus. This story describes a sower scattering seeds that fall on the path, rocky ground, thorny shrubs, and good soil. Only the seeds on good soil produce an abundant harvest. The parable makes it clear: neither the sower nor the seed is to blame for the lack of fruit - the responsibility lies solely with the soil. While the parable emphasizes **why** it is important to cultivate good soil, it does not explain **how** to achieve it. Inspired by the Holy Spirit, Matthew arranges subsequent parables in Chapter 13 of his Gospel to address the "how."

For Matthew, the parable of the sower was deeply personal. Before following Jesus, Matthew was a tax collector - a profession reviled by his fellow Jews and merely tolerated by the Romans. Tax collectors were seen as dishonest agents who exploited their own people to enrich their oppressors. Matthew, though a Jew, was alienated from both communities. Matthew's longing for a new identity, a clean slate, and the opportunity to produce spiritual fruit is evident in his name change. His original name was Levi, meaning "attached," yet he was attached to no one until he encountered Jesus. After meeting the Master, Matthew found acceptance and transformation. His new name, which he likely chose himself, means "gift of God." It symbolizes his renewal and his commitment to a life of purpose and fruitfulness.

**Cont... Page:03**



**Dr. Giby Raphael**  
Associate Pastor,  
Faithcity Church,  
Kochi  
CEO, Revobots LLC, USA  
[www.revobots.ai](http://www.revobots.ai)

producing high-quality, safe-to-consume agricultural products.

- **Market Accessibility:** Bridging the gap between producers and consumers by adopting innovative marketing approaches and ensuring product traceability.

### Key Strategies

To achieve these objectives, the project incorporates the following strategies:

- **Innovative Marketing:** Developing advanced methods for agricultural produce marketing, including branding and traceability, to attract appropriate customers and place products strategically in the market.

**Cont... Page:03**

# “The Power of SWOT Analysis

## A Biblical Approach to Organizational and Personal Growth.

A SWOT analysis, which stands for Strengths, Weaknesses, Opportunities, and Threats, is a widely used tool in business and organizational leadership to assess current situations and chart paths forward. What many may not realize is that this common-sense tool has parallels in biblical principles, making it equally applicable for personal growth and spiritual development. By incorporating this framework into both organizational and individual assessments, we can create meaningful strategies to achieve our highest goals.

### Understanding the Components of SWOT

The SWOT framework is divided into two main categories: internal factors (Strengths and Weaknesses) and external factors (Opportunities and Threats). Internal factors focus on current and past states, while external factors look toward the future.

### Strengths and Weaknesses: Biblical Reflections

Scripture often emphasizes the importance of self-awareness and introspection, which align closely with assessing strengths and weaknesses. For example, 2 Corinthians 13:5 encourages believers to examine themselves, recognizing both their gifts and areas where they fall short. Similarly, organizations must evaluate their internal capabilities and limitations to measure success and identify areas for improvement.

### Opportunities and Threats: Forward-Thinking Perspectives

In the Bible, believers are frequently reminded to stay vigilant and proactive. Ephesians 2:1-3 identifies three major threats to the Christian life: the world (its systems, not the people within it), the flesh, and the devil. Recognizing these challenges equips us to mitigate risks. On the other hand, opportunities in a spiritual or professional context often emerge from leveraging strengths or addressing weaknesses. For instance, an organization might expand a successful project, while an individual could use their talents to connect with others and glorify God.

## Conducting a SWOT Analysis in Five Steps

### 1. GATHER DATA

Collect relevant information from internal and external sources. For organizations, this may involve performance metrics, team feedback, or market research. On a personal level, reflect on your habits, accomplishments, and challenges.

### 2. ASSESS STRENGTHS

Collect relevant information from internal and external sources. For organizations, this may involve performance metrics, team feedback, or market research. On a personal level, reflect on your habits, accomplishments, and challenges.

#### Dr. P J George

Former Director,  
Sam Higginbottom University  
of Agriculture, Technology  
and Sciences  
Prayagraj, Uttar Pradesh.



### 3. IDENTIFY WEAKNESSES

Pinpoint areas for improvement. Weaknesses should not be seen as failures but as opportunities to grow stronger. For example, if public speaking is a challenge, consider taking a course or practicing with a mentor to build confidence and skill.

### 4. EXPLORE OPPORTUNITIES

Look for ways to grow and expand. Opportunities often arise from addressing weaknesses or building on strengths. For example, a business might launch a new product, while an individual could pursue a passion project that aligns with their values.

### 5. RECOGNIZE THREATS

Acknowledge external factors that could hinder growth. By learning from past setbacks, you can develop strategies to avoid repeating mistakes. For example, if an initiative previously failed due to lack of planning, implementing structured timelines and clear goals can mitigate future risks.

## CONCLUSION

A SWOT analysis is more than just a strategic tool; it is a way to align our strengths, weaknesses, opportunities, and threats with our values and purpose. By combining practical wisdom with biblical guidance, we can foster growth, overcome challenges, and ultimately glorify God through our actions. Whether you are leading an organization or seeking personal growth, this approach offers a clear and actionable path forward — one rooted in reflection, intention, and faith.



# Elevate a Million 2033

- **Stakeholder Engagement:** Ensuring active participation from all stakeholders, including farmers, local communities, government bodies, and private organizations, through effective extension work.
- **Formation of Farmer Producer Organizations (FPOs):** Establishing FPOs in various regions to unify local producers, enabling collective bargaining power and better access to markets.
- **Processing and Value Addition:** Conducting primary processing at the production site and secondary processing based on customer preferences to enhance product value and meet market demands.

## Empowering Farmers

A core aspect of Elevate a Million 2033 is the empowerment of small and marginal farmers. By organizing producers into cohesive groups, the initiative aims to:

- Enhance their capacity to negotiate better prices for their produce.
- Provide access to government schemes, subsidies, and resources.

Minimize the influence of middlemen, ensuring farmers retain a larger share of the profits.

## Benefits to Rural Communities

This collaborative model promotes income stability and ensures that modern agricultural technologies and practices reach even the most remote areas. Key benefits include:

- Improved economic resilience for rural households.
- Increased agricultural productivity and quality of produce.

Enhanced community development through sustained income and employment opportunities.

John Alex, Joint Director of Agriculture (Rtd) & Director, P R Baby Foundation



# The Three O's for a Outstanding 2025

**Opportunities** - or the lack thereof - are often cited as excuses by believers. This is akin to the soil along the path, where the seed was eaten by birds. Such soil could blame its position outside the field or the birds beyond its control for its lack of results. Matthew points to Jesus' parable of the weeds for guidance. Yes, the enemy sows weeds among the good seeds, and yes, the weeds unfairly compete for resources. But the Master instructs patience, promising that at the right time, He will separate the weeds from the wheat. he delay is not neglect - it is purposeful care, ensuring the good seed is not harmed in the process. *In 2025, instead of worrying about missed opportunities or lamenting the weeds around us, let's focus on doing our best with what we have. Trust the Master to handle the weeds at the right time and optimize outcomes for our good.*

**Opposition** is like the rocky soil that prevents roots from growing deep. Many use opposition as an excuse for not bearing fruit. Matthew highlights the parable of the mustard seed and the parable of the yeast to address this challenge. The mustard seed, though small and seemingly insignificant, grows into the largest plant in the garden. Similarly, a little yeast works through the entire dough, transforming it. Jesus teaches us to be patient in the face of opposition. Success is not measured in days but over months, years, or even decades. Over time, God will distinguish those who serve Him from those who do not. *In 2025, let us trust that persistence in faith will overcome opposition, just as a mustard seed grows into a tree.*

**Ownership** – or the lack thereof - is another common excuse, akin to the thorns that choke the seed. The desires of life - material possessions, wealth, or status - often distract believers from bearing fruit. Matthew directs our attention to the parable of the hidden treasure and the parable of the pearl of great price. In both stories, the protagonists sell everything they have to obtain what truly matters. True ownership lies in treasures that cannot be destroyed by moth, rust, or thieves. *In 2025, let us focus on owning what truly counts: eternal treasures in the Kingdom of God. When our priorities align with His purposes, no material lack or worldly desire can stand as an excuse for unfruitfulness.*

By carefully arranging Jesus' parables in Chapter 13, Matthew offers a profound guide to overcoming the excuses outlined in the parable of the sower. He teaches us to trust the Master to handle the weeds and focus on doing our part given **Opportunities**. Be patient and persistent in the face of **Opposition**, knowing that time will reveal God's plans and prioritize eternal treasures over temporary desires for true **Ownership**. With the Holy Spirit enabling us, let us get out of our excuses, adopt these principles and make 2025 the most fruitful and impactful year of our lives.

Dr. Giby Raphael, Associate Pastor, Faithcity Church, Kochi & CEO, Revobots LLC, USA [www.revobots.ai](http://www.revobots.ai)



# Lighting the Path of Learning for the Garo Hills

## Gasa English Medium School (GEMS)



Ms. Trebani Milka G Momin (Class VIII) and Ms. Ladya N Sangma (Class VII) made us proud by participating in the National Mathematics Day 2024, the state-level program held on 20 December 2024 organized by the State Council of Science, Technology and Environment, Meghalaya. They showcased their creativity in the poster-making competition and secured a notable position, bringing honor to our institutions. [www.gemsmeghalaya.com](http://www.gemsmeghalaya.com)  [gemsmeghalaya](https://www.instagram.com/gemsmeghalaya)

## Highlights of the Academic Year 2024

The academic year 2024 was a milestone for Gasa English Medium School, marked by programs and activities fostering holistic development.

### Key Initiatives:

- **Skill Development Program:** Encouraging talent and life skills.
- **Vacation Bible School:** Instilling Christian values.
- **Special Events:** Sports Week, Independence Day, Health and Wellness Day, Teacher's Day, Swachhta Hi Seva, World No Tobacco Day, International Science Day, School Fair Day, and Kitchen Garden Day.

These initiatives enriched students' academic and personal growth. In 2025, we aim to expand our efforts with more impactful programs.

### Tracie N Marak

Principal,  
Gasa English Medium School,  
Chiadin, East Garo Hill, Meghalaya - 794 111



## Moradam English Medium School (MEMS)



One year ago, Moradam English Medium School was initiated to address the educational needs of Moradam village in the South Garo Hills district. On 08/03/2023, Dr. Giby Raphael and a team visited the remote village, where residents face challenges like poor infrastructure and limited transportation. Villagers expressed a strong desire for education for their children, who lacked formal schooling.

In response, a new shed was constructed on 28/07/2023, serving as a Village Knowledge Centre and doubling as a school on weekdays. On Sundays, it hosts spiritual programs organized by the villagers. The school was inaugurated on 13/02/2024, fulfilling our promise. Dr. Giby Raphael dedicated the center to the Glory of God, ushering in a new era of hope and opportunity for the community.

The students of Moradam English Medium School, South Garo Hills, went on an exciting excursion to Rongge Anapathar on December 27, 2024. The destination, located 35 kilometers from the school, marked a memorable outing for the students. The trip was led by Pr. Hebilson Marak, Chairman of Moradam English Medium School, who played a key role in organizing the event. For many students, it was their first experience traveling outside their usual surroundings, making it an enjoyable and unforgettable day.



**Pr. Hardingson A Sangma**  
Director, Moradam English Medium School  
South Garo Hills.





The **Bil Conference** in the Garo Hills villages was conceptualized and organized with the vision of empowering and inspiring individuals to adopt a mindset of innovative thinking, embrace societal norms, practice responsible citizenship, uphold altruistic and Christian values, and contribute actively to community improvement. This initiative aimed to bring transformative change to the region by engaging village leaders and community members in meaningful dialogue and capacity-building activities.

## Objectives of the Bil Conference

- **Fostering Innovative Thinking:** Encouraging participants to think creatively and embrace new ideas for personal and communal growth.
- **Promoting Societal Norms:** Instilling a sense of respect and adherence to cultural and societal values.
- **Encouraging Responsible Citizenship:** Highlighting the importance of being proactive and accountable members of society.
- **Upholding Christian Values:** Strengthening faith-based principles to guide ethical living and altruism.
- **Enhancing Community Development:** Equipping leaders with tools and knowledge to drive positive change within their villages.

## Successful Conduct of the Conference

The Bil Conference was successfully conducted in Bajengdoba and Getabare, located in North Garo Hills, from 29 November to 01 December 2024. The event witnessed active participation from village leaders and influential community members who were eager to engage and learn.

## Key Highlights:

- **Engaged Leadership:** The conference brought together a diverse group of village leaders who shared insights, challenges, and aspirations for their communities.
- **Comprehensive Sessions:** A series of thought-provoking and inspiring sessions were delivered by esteemed speakers

## Outcomes:

- **Empowered Leaders:** Participants gained a deeper understanding of their roles and responsibilities, leaving the conference with actionable strategies to implement in their villages.
- **Strengthened Networks:** The event fostered connections among leaders, creating a support system for collaborative efforts in the future.
- **Community Vision:** Leaders were inspired to develop a shared vision for the growth and well-being of their communities.

## Feedback and Reflections

The feedback from attendees was overwhelmingly positive. Participants appreciated the relevance of the topics discussed and expressed a desire for similar initiatives in the future. Many highlighted the practical insights and spiritual encouragement as transformative aspects of the conference.

The Bil Conference in Bajengdoba, Getabare marked a significant step toward fostering innovation, responsibility, and values-driven leadership in the Garo Hills villages. By equipping leaders with knowledge and inspiration, this initiative has laid a strong foundation for sustained community improvement.

**Pr. Rakbath D Momin, Director**  
Faithcity A.chik Foundation, Bajengdoba,  
North Garo Hills, Meghalaya





# Pandita Ramabai Mukti Mission: “A Legacy of Hope and Empowerment”

On January 8, 2025, the P R Baby Foundation team visited the Pandita Ramabai Mukti Mission, a historic institution renowned for empowering marginalized women and children in India. Founded in 1889 near Pune by the visionary social reformer Pandita Ramabai, the mission has served as a sanctuary of hope for widows, orphans, and abandoned women. It provides shelter, education, vocational training, and healthcare, fostering dignity and independence through its faith-based commitment to compassion and service.

A significant milestone in the mission’s history was the 1905 spiritual revival, which brought profound change by renewing faith, inspiring social reform, and energizing evangelistic efforts. Under the leadership of Pandita Ramabai, this revival deepened the community’s resolve to champion women’s rights and social justice while serving the underprivileged.

During the visit, Dr. Giby Raphael conducted a two-day ministry at the chapel, a site instrumental to the 1905 revival. Dr. Raphael also addressed the junior college students, presenting insights on the application of Artificial Intelligence and inspiring them to embrace innovative learning. The team explored various initiatives on the mission’s 200-acre campus, including its agricultural farm and other vocational activities. These efforts underscore the mission’s holistic approach to community development, blending faith, education, and sustainable practices to uplift lives.



Today, Dr. Lorraine Francis and her husband, Anil Francis, carry forward this legacy with steadfast dedication. As the Director of Mukti Mission, Dr. Lorraine oversees its diverse initiatives, ensuring holistic care and support for marginalized groups. Anil Francis plays a vital role in supporting these efforts, contributing his expertise to the mission's vision of transformation and empowerment. Together, they exemplify a shared commitment to faith, service, and creating a lasting impact, ensuring Mukti Mission continues to be a beacon of hope and change in society

**Roy K Alex**  
Former Director, Programs ESAF



## KING’S CARAVAN. 2.0 ONE YEAR OF IMPACT OF ANTI-DRUG CAMPAIGN

The P. R. Baby Foundation's Anti-Drug Campaign has successfully completed its first year of operation in the Northeastern states of India, where drug abuse continues to be a pressing concern. This comprehensive initiative is designed to address the multifaceted challenges of substance abuse through the following key objectives:

- 1. Educating Communities:** Raising awareness about the dangers of drug abuse through interactive and informative sessions.
- 2. Counseling and Rehabilitation:** Offering support to individuals and families affected by addiction.
- 3. Promoting Alternatives:** Encouraging productive and healthy activities to deter substance dependency.

At the heart of the campaign is the Kings Caravan 2.0, a mobile, stage-equipped truck that serves as a dynamic platform for outreach. The truck hosts street plays, musical performances, and inspiring

testimonials from recovered individuals, fostering meaningful connections and igniting hope in communities. Over the past year, the Kings Caravan 2.0 conducted more than 50 impactful programs across the Northeastern region, engaging with diverse audiences and leaving a lasting impression. The overwhelming response from local communities underscores the campaign's success in building awareness and promoting positive change.

Looking ahead, the foundation is gearing up for an even more ambitious 2025, with plans to expand the campaign and reach more areas. Through continued efforts, the P. R. Baby Foundation remains committed to creating healthier, drug-free communities and a brighter future for the Northeastern states of India.



**Shalvin James, Director**  
Faithcity A.chik Foundation  
Nirjuli, Papum Pare ,  
Arunachal Pradesh - 791109

