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Maharaja Agrasen's "One Rupee, One Brick" and the Vishva Hindu Parishad's (VHP's) Social Philosophy: A Comparative study into Community-Based Resource Pooling

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Abstract

This paper explores the cultural—institutional bridge between Maharaja Agrasen's legendary "One Rupee, One Brick" compact—where every settled family aids a newcomer with one coin and one brick—and the Vishva Hindu Parishad (VHP) ethos of seva (service) and community pooling across health, education, and social harmony initiatives. Framed within Indian Knowledge Systems (IKS)—especially dāna (charity), yajña-bhāva (cooperative offering), and kutumba (enlarged familyhood)—it interprets how a simple social norm became a scalable "social technology," and how modern seva networks operationalize similar values at national scale. Scriptural sources including the Bhagavad-Gītā (3.10; 17.20), Manusmṛti (4.227), and Rgveda (10.117) provide the ethical scaffolding for non-transactional, cheerful, fitness-sensitive giving. This paper synthesizes public materials from the VHP and policy statements from India's IKS Division (MoE/AICTE) to situate contemporary practice, and engage recent scholarship that revisits Agrasen's principle for modern development aims. This paper concludes with a practical A-G-R-A-S-E-N framework for designing local pooling ecosystems, and proposes evaluation metrics that honour both human dignity and accountability. (Ministry of Education)

Keywords: Indian Knowledge Systems (IKS); Vishva Hindu Parishad (VHP); Maharaja Agrasen; One Rupee One Brick

1. Introduction: A Small Rule That Builds Big Belonging

Imagine arriving in a new town with nothing but hope. Before you can worry about survival, **every household** is bound by a standing rule to give you **one coin and one brick**—seed money and shelter material—no questions asked. In legend, **Maharaja Agrasen** institutionalized precisely this: a *default* pooling arrangement that dignifies the newcomer and inducts them into a cycle of reciprocity. Contemporary reportage and speeches echo this description of "**one coin and one brick**" as a hallmark of Agrasen's governance and social philosophy (The Tribune,



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2019). Academic work has begun to revisit its **modern relevance** as a proto-cooperative model for addressing socio-economic inequality (Gupta et al., 2023). (<u>The Tribune</u>)

Parallel to this legendary compact, the **Vishva Hindu Parishad (VHP)** articulates a **sevacentred** social philosophy delivered through networks of **health projects** (dispensaries, mobile clinics, trained health workers), **education** (from *bal-sanskar* to hostels and schools), and **social/cultural initiatives** intended to strengthen *samarasata* (social harmony) (VHP, n.d.). The **operating logic** is familiar: many small contributions—money, materials, time—aggregate into resilient safety nets that expand opportunity. (vhp.org)

At a policy level, India's **IKS Division** under the **Ministry of Education/AICTE** explicitly invites translation of traditional knowledge into contemporary solutions, including management, economics, and social organization—precisely the arena where Agrasen's principle and VHP's seva intersect (MoE, 2023; IKS Division, 2025). (Ministry of Education) **Thesis.** This paper argues that **Agrasen's "One Rupee, One Brick"** (a **normative microrule**) and **VHP's seva** (a **programmatic macro-network**) express the same dharmic **IKS** logic— $d\bar{a}na$, $yaj\bar{n}a$ - $bh\bar{a}va$, and kutumba—but at different scales and with different governance requirements. This shows how to unify their strengths in a pragmatic, human-centred framework.

2. IKS: The Moral Operating System (Dāna, Yajña-bhāva, Kutumba)

Indian Knowledge Systems (IKS), recognized in the **National Education Policy (NEP) 2020** ecosystem, emphasize integrating classical insights with modern practice—across values, economics, organization, and social well-being (MoE, 2023; IKS Division, 2025). Three IKS pillars anchor our comparison:

2.1 Dāna (Charity)

The **Bhagavad-Gītā 17.20** defines **sāttvic dāna**—the highest quality of giving—as that which is offered at the **right place and time**, to a **worthy recipient**, **without expectation** of return.

Sanskrit (Gītā 17.20): deśe kāle ca pātre ca taddānam sāttvikam smṛtam

Hindi/English exposition and commentaries available via the Gītā Supersite (IIT-Kanpur) reinforce this fitness- and intent-sensitive ethic. (<u>Gita Supersite</u>)

2.2 Yajña-bhāva (Spirit of Cooperative Offering)

In **Gītā 3.10**, the Creator establishes humans **together with yajña**—a paradigm of reciprocal offering—and declares, "**By this may you prosper**."

Sanskrit (Gītā 3.10): saha-yajñāḥ prajāḥ sṛṣṭvā... anena prasaviṣyadhvam

Standard translations and commentaries emphasize **mutuality** as the engine of social flourishing. (<u>Gita Supersite</u>)

2.3 Kutumba (Enlarged Familyhood)

Rgveda 10.117 praises feeding the **needy and the guest**, warning against hoarding and **eating alone**—a vivid ethics of hospitality and sharing. Multiple verses in the hymn (e.g., 10.117.1, 3, 6) underscore generosity as civilization's glue. (Wisdom Library)



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2.4 Cheerful Capacity

Manusmṛti 4.227 instructs: give cheerfully (parituṣṭena bhāvena) and according to your capacity (śaktitaḥ) upon finding a fit recipient (pātram). This adds a human rhythm to resource pooling—small amounts from many, offered with joy. (Wisdom Library)

Interpretive note. These sources form a moral OS: Give non-transactionally (Gītā 17.20), co-operate ritual-economically (Gītā 3.10), treat strangers as kin (Rgveda 10.117), and give cheerfully per capacity (Manu 4.227). Pooling, thus, is not merely efficient; it is existentially fitting.

3. Maharaja Agrasen's "One Rupee, One Brick": A Design for Dignity

3.1 The Principle

According to legend and mainstream reportage, **Maharaja Agrasen** established a rule that **each resident** would contribute **one coin and one brick** to **every newcomer**. The **coins** seeded livelihood; the **bricks** built shelter—**material security** + **business start**, embedded in a **universal**, **low-friction rule** (The Tribune, 2019). (The Tribune)

3.2 Contemporary Reinterpretations

Recent scholarship has reframed this practice as an **early cooperative mechanism** that can be repurposed to **tackle present-day inequalities** through **micro-pooling** at the neighbourhood or institutional scale (Gupta et al., 2023). The study highlights potential benefits for **education access** and **organizational adoption** of the "one rupee, one brick" ethos. (<u>Granthaalayah Publication</u>)

3.3 Design Features (Why It Works)

- 1. Universality → Inclusion. Everyone contributes something small, making participation the default (no elite gatekeeping).
- 2. **Blend of Inputs.** Monetary + material + (implicitly) **moral** contribution (you join a giving culture).
- 3. **Newcomer Focus.** A **point-of-entry trigger** lowers start-up costs and accelerates social integration.
- 4. **Reciprocity Loop.** Receivers become future givers—**iterated trust**.

Humanised takeaway: If we want strangers to become neighbours, give the neighbourhood a **simple rule** they can enact **tonight**.

4. VHP's Seva Philosophy: Distributed Pooling, Programmatic Scale

4.1 Domains of Work

VHP publicly describes seva projects across health, education, and social/sanskar domains. Health initiatives include dispensaries (allopathy, homeopathy, Ayurveda, naturopathy, panchgavya), mobile clinics, hospitals, ambulances, and trained health workers. Educational initiatives range from bal-sanskar to hostels and schools, especially for children in remote areas. Social/sanskar programmes preserve cultural rites and foster social harmony (samarasata). (vhp.org)



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4.2 Ethic and Language

The moral vocabulary—seva, kutumba-prabodhan, samajik samarasata—seeks to uplift beneficiaries and re-educate givers, echoing sāttvic dāna (Gītā 17.20) in tone and practice. Program memos, activity pages, and magazines emphasize voluntary action, small gifts, and distributed nodes rather than singular mega-projects (VHP, 2025). (vhp.org)

4.3 Institutional Realities

Unlike a single norm in a bounded town, a **national network** demands **governance:** staffing, training, selection criteria (who is **pātra**/fit to receive), reporting, and periodic public communication (press releases, web updates). This **system layer** is the modern counterpart to the **automatic transparency** of Agrasen's "one coin + one brick." (vhp.org)

5. Comparative Lens: Where the Models Converge—and Diverge

5.1 Convergences

- Non-transactional Duty. Both embody duty-first giving: Agrasen's rule presumes no return; VHP frames seva as obligation to society, resonant with Gītā 17.20. (Gita Supersite)
- Community-as-Family (Kutumba). Both instantiate hospitality and sharing as social glue, echoing Rgveda 10.117. (Internet Sacred Text Archive)
- **Distributed Micro-Pooling.** Agrasen's **micro-gifts** per household and VHP's **many small nodes** share the **math of aggregation**. (<u>vhp.org</u>)
- **IKS-Compatibility.** The **IKS Division** legitimizes the translation of ancient **dāna/yajña** ethics into **today's** management and social policy experiments. (<u>Ministry</u> of Education)

5.2 Divergences

- Scope & Structure. Agrasen's rule is a local custom for newcomer settlement; VHP is a national network spanning health/education/culture. (vhp.org)
- Eligibility. Agrasen's trigger is universal to newcomers; VHP emphasizes needs-based targeting (*pātra*), aligning with Manu 4.227 and Gītā 17.20. (Wisdom Library)
- Accountability Tools. The simplicity of "one coin + one brick" breeds built-in transparency; a national seva portfolio must rely on public pages, reports, and oversight. (vhp.org)

Synthesis. The **heart** is the same; the **hardware** differs. One makes generosity **automatic** (rule-based), the other makes it **systematic** (program-based).

6. Scripture Deep-Dive: Why Pooling Feels Right (and Works)

6.1 Bhagavad-Gītā 3.10 — The Cooperative Engine

Sanskrit: saha-yajñāḥ prajāḥ sṛṣṭvā purā uvāca prajāpatiḥ | anena prasaviṣyadhvam eṣa vo 'stviṣṭa-kāma-dhuk ||

Meaning (plain English): At creation, the Lord established beings together with yajña, telling them: "By this may you thrive; this shall be your fulfiller of cherished aims." Pooling is thus not charity alone; it's mutual provisioning that stabilizes prosperity. (Gītā Supersite, IIT-Kanpur.) (Gita Supersite)



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6.2 Bhagavad-Gītā 17.20 — The Quality of Gift

Sanskrit: deśe kāle ca pātre ca taddānam sāttvikam smṛtam

Meaning: Sāttvic giving is **timely**, **place-sensitive**, and oriented to the **fit recipient**, **without** expectation of return. This captures both **Agrasen's entry-timing** and **VHP's needs targeting**. (Gītā Supersite.) (Gita Supersite)

6.3 Manusmrti 4.227 — Cheerful Capacity

Sanskrit: dānadharmam nişeveta... parituşţena bhāvena pātram āsādya śaktitaḥ

Meaning: Practice charity **cheerfully** and **per capacity** when a **worthy** recipient is found—ideal for **micro-contributions** from many. (Wisdom Library, Jha trans.) (<u>Wisdom Library</u>)

6.4 Rgveda 10.117 — Hospitality as Social Glue

Selected lines celebrate **feeding the hungry**, warn against **eating alone**, and praise **generosity** for forging **friendship**, providing an early **psychology of sharing**. (Wisdom Library; Sacred-Texts.) (Wisdom Library)

7. Caselets: Translating Ethos into Practice

These vignettes are **illustrative composites** based on publicly described activity types (e.g., mobile clinics, hostels, health workers) and the Agrasen rule's logic, without claiming to represent a single documented site. They are meant to show **how** the principles can be enacted.

Caselet A — "Entry Kit" Pooling in a Migrant Ward (Agrasen-style)

- **Trigger:** New families arriving seasonally for work.
- Rule: Each existing household contributes ₹100 and one building input (a brick, toolhours, roof sheets, or skilled labour hour).
- **Process:** A **rotating committee** (with women's representation) validates newcomer status, posts **transparent lists**, and schedules **community build days**.
- Outcome: Newcomers move from tarpaulin shanties to stable modules over two weekends, and they pledge to contribute once settled—receiver-to-giver transition embedded into the ritual.

Why it works: Low friction, public ritual, micro-pledge \rightarrow fast trust. (Agrasen's norm; ethical fit with Gītā 17.20 & Manu 4.227.) (<u>The Tribune</u>)

Caselet B — "Seva Node" for Preventive Health (VHP-style)

- Trigger: High incidence of untreated diabetes/hypertension in a peri-urban cluster.
- Action: A local seva node sets up a weekly mobile clinic, staffed by a doctor and trained health worker; small donations fund strips and BP cuffs; diet/fitness sessions run in the temple courtyard.
- **Outcome: Coverage** of routine checks increases; referrals to public hospitals become timely; **peer groups** keep people on track.

Why it works: Many small givers, volunteer time, trained workers, mobile clinics—all match VHP's described health project profile. (vhp.org)

Caselet C — "Hostel Ladder" for Remote Learners (VHP-style)

• **Trigger:** Tribal hamlets are far from **secondary schools**.



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- **Action:** Community pooling + donor contributions support **hostels (chhātrawās)** run with **discipline + cultural grounding; mentors** visit on weekends.
- Outcome: Attendance and completion rise; older students become peer tutors—the reciprocity loop appears in education. (Aligned with VHP's education page.) (vhp.org)

Caselet D — "Festival of Giving" (Yajña-bhāva ritualized)

- **Trigger:** The annual local fair.
- Action: Every stall pledges 1% of takings to a neighbourhood welfare fund; contributions recorded on a public board; a citizen jury allots funds to widows' pensions, school libraries, emergency relief.
- Outcome: Giving becomes celebratory, visible, and fair; stories (not just sums) are displayed to keep the joy alive. (IKS + community pooling logic.) (Ministry of Education)

8. Designing for Dignity and Scale: The A-G-R-A-S-E-N Framework

- A Anchor in Dharma. Begin with a pledge grounded in Gītā 3.10 and 17.20: we give together, we give wisely, we expect nothing in return. Read a śloka aloud at launches; display it on the noticeboard. (Gita Supersite)
- **G Govern in the Open.** Use **public lists** of donors and recipients (with consent), simple **eligibility** (newcomer/needs-based), and **rotating citizen juries** for allocations. Publish **monthly summaries** (rupees, materials, hours; **stories** + photos with consent). (VHP's national presence illustrates the need for transparent systems.) (vhp.org)
- **R Ritualize Giving.** Declare a monthly **Dāna-Diwas**. Encourage quick, **micro** commitments (₹100 + 1 hour). Draw on **Manu 4.227** (*cheerful capacity*) so gifts remain joycentred and **sustainable**. (Wisdom Library)
- A Amalgamate Inputs. Blend money + materials + man-/mind-hours. In a digital age, a "brick" can be skills time, cloud credits, used laptops, or pro bono consults.
- **S**—**Seed Enterprises.** Earmark a fraction for **micro-enterprise kits** (tools, starter inventory), plus **mentorship** from local traders—faithful to Agrasen's **coin-for-commerce** intuition (The Tribune; Gupta et al.). (The Tribune)
- **E Evaluate Gently.** Track **access** (how many helped), **resilience** (reduced distress outcomes), and **virtue** (repeat giving, receiver-to-giver transitions). Keep dashboards **human-readable**.
- N Network the Nodes. Connect seva nodes across villages for bulk procurement, telemedicine, shared playbooks, and peer audits. (VHP's structure hints at the benefits of federating local units.) (vhp.org)

9. Measurement Without Killing the Spirit

- 9.1 Virtue Metrics ("Sattva Index")
 - **Cheerful giving rate** (self-reported joy).
 - **Receiver-to-giver transition rate** within 12–18 months.
 - **No-strings intent** checks (e.g., no publicity demands).

 This aligns with **Gītā 17.20** (fitness, timing, non-expectation). (**Gita Supersite**)



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9.2 Access Metrics

• # Entry kits disbursed; time-to-shelter; clinic footfall; hostel occupancy. VHP's health/education pages illustrate practical *modes* of access (dispensaries, mobile clinics, hostels). (vhp.org)

9.3 Resilience Metrics

- Reductions in medical bankruptcy, distress migration, school drop-out.
- **Micro-enterprise survival** at 12/24 months.

Design principle: Publish **stories** + **numbers** so dashboards **motivate** continued giving.

10. Risks, Ethics, and Guardrails

- 1. **Free-Riding vs. Gatekeeping.** Agrasen's **universal newcomer** trigger is inclusive but gameable; VHP's **pātra** focus mitigates abuse but risks bias. Use **clear criteria**, **citizen juries**, and **appeal windows**. (Manu 4.227; VHP's needs focus.) (Wisdom Library)
- 2. **Politicization.** Large networks attract **labels**; keep **audit trails**, **third-party reviews**, and **open village sabhas** for allocations. (Press transparency illustrates the need.) (vhp.org)
- 3. **Fatigue.** Ritualize **small**, **regular** giving; rotate volunteers; celebrate **milestones** to keep **joy** central. (Manu's *paritustena bhāvena*.) (Wisdom Library)
- 4. **Plural Access.** Enforce **non-discrimination** in beneficiary access; include **women** and **minority voices** on committees; publish **grievance channels**. (VHP pages emphasise social service and harmony.) (vhp.org)

11. Policy Context: NEP-IKS and Civic Pooling

India's **IKS agenda** envisions **research**, **education**, **and dissemination** across disciplines, with **centres**, **internships**, and **courses** scaling across HEIs. This policy scaffolding legitimizes **IKS-grounded** social innovation—i.e., the adaptation of **Agrasen's rule** and **seva nodes** into modern **civic pooling** projects. (MoE NEP IKS page; IKS Division site.) (Ministry of Education)

Implication: Municipalities and HEIs can **partner** to pilot neighbourhood **entry-kit pools**, **preventive health nodes**, and **hostel ladders**, with **student internships** helping measure impact—turning **IKS from content to practice**. (Ministry of Education)

12. Extended Ślokas (Text + Transliteration + Meaning)

1. Bhagavad-Gītā 17.20 — Sāttvic Giving

Sanskrit: देशे काले च पात्रे च तद्दानं सात्त्विकं स्मृतम

Transliteration: deśe kāle ca pātre ca taddānam sāttvikam smrtam

Meaning: "That gift which is given at the proper place and time, to a worthy recipient, without expectation of return, is deemed sāttvic." *Design cue:* fit the **who/when/where**, remove **strings**. (IIT-K Gītā Supersite.) (<u>Gita Supersite</u>)

2. Bhagavad-Gītā 3.10 — Cooperative Offering

Sanskrit: सहयज्ञाः प्रजाः सृष्ट्वा... अनेन प्रसविष्यध्वम्

Transliteration: saha-yajñāḥ prajāḥ sṛṣṭvā... anena prasaviṣyadhvam

Meaning: "Having created beings together with yajña, the Creator said: 'By this may



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you prosper." *Design cue:* build **ritualized reciprocity** into institutions. (IIT-K Gītā Supersite.) (<u>Gita Supersite</u>)

3. Manusmṛti 4.227 — Cheerful Capacity

Sanskrit: दानधर्मं निषेवेत... परितृष्टेन भावेन पात्रमासाद्य शक्तितः

Transliteration: dānadharmam niṣeveta... parituṣṭena bhāvena pātram āsādya śaktitah

Meaning: "Practice charity cheerfully, to the extent of your capacity, upon finding a worthy recipient." *Design cue:* **micro-contributions** by **many**, sustained by **joy**. (Wisdom Library.)

4. Rgveda 10.117 — Hospitality/Sharing

Selected sense: "He is generous who gives food to the distressed; the one who eats alone is condemned; generosity turns adversaries into friends." *Design cue:* **pooling feeds friendship** and **deters hoarding**. (Wisdom Library; Sacred-Texts.) (Wisdom Library)

13. Discussion: From Legend to Playbook

Agrasen's compact is a **rule** that anyone can remember and practice, forging **belonging** via a minimal task. Its **genius** lies in **default generosity**: contributions are **tiny**, **universal**, and **immediate** at the **point of need** (entry). **VHP's seva**, by contrast, is a **portfolio**: thousands of micro-sites, volunteers, and programs activated by **needs** (health risks, education gaps) and coordinated through **organizational scaffolding** (training, logistics, public updates). Both map cleanly to **IKS**: *yajña-bhāva* as cooperative offering; *dāna* as fit, non-transactional gift; *kutumba* as shared fate. (The Tribune)

Bridging the two: Communities can codify an entry-kit rule (Agrasen style) and federate it across wards or villages (seva style). Municipalities and HEIs—buoyed by the IKS policy moment—can host dashboards, train juries, integrate internships, and match-fund transparent pools. This is how an ancient ethic becomes a modern civic infrastructure. (Ministry of Education)

14. Conclusion

Hold a **brick** and **coin** in your hands: the brick stands for **shelter**; the coin, for **confidence**. The **compass** is the **śloka set**—give **together** (Gītā 3.10), give **wisely** (Gītā 17.20), give **cheerfully** (Manu 4.227), and **share** like kin (Rgveda 10.117). **Maharaja Agrasen's** compact made generosity **automatic**; **VHP's seva** tries to make it **systematic**. Unified thoughtfully, they offer a pragmatic path to **community-based pooling** where **no newcomer starts from zero and no neighbour falls through the cracks**. (Gita Supersite)

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