

Newsletter



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Cover Story

Renewable Energy-Rural Development

Reducing the emissions in the era of growing energy demand is a big challenge and the renewable energy is found to be a very important way out. The government of India is appropriately concentrating on the issue to harness the large potential of the renewable energy available in the form of sunlight but it is not without challenges. Awareness generation is one of the areas that requires attention to create demand for renewable energy solutions and equipments.

Energy is one of the most important components for reducing poverty and providing vital facilities in the area of health, literacy, governance and equitable growth. There is undeniable relation between access to high quality energy services with human development and standards of living. Inadequate and unequally distributed energy services create hindrance for employment generation and act as a constraint to education and health services.

The 2011 census estimates that almost 85 per cent of rural India depends on solid fuels for their cooking needs and lighting. It indicates the level of challenges. Even though the majority of the rural households have a grid connection, it does not guarantee access to reliable electricity. The rural-urban gap in energy access levels is also very significant.

The government of India gave much attention to rural clean energy sector by supporting, distributing and generating in the form of community based, self-sufficient, bio-mass and solar power. It has set out the scale of the targets and a Jawaharlal Nehru Solar Mission from 20 gw to 100 gw by 2022. National Solar Mission has an ambitious goal of providing 2 crore solar lighting systems in place of crescent lamps to rural communities.

Solar lanterns are one of the important applications in the rural areas for lighting purpose with key features as LEDs, mobile charging, battery backups, etc. These lanterns are environment-friendly and can be immensely useful for children's study besides household and other economic activities. They have huge potential to replace currently used kerosene lamps which help in reducing the subsidy component on kerosene.

Solar energy is the best option for rural population and with the improved technology the prices have come down



drastically and the facilities which were found to be unaffordable earlier are now within the reach of the common man also.

With the standard of living improving the facilities in the villages near to the urban ways, the same has become more energy intensive. With the increased demand, even in the grid villages the failure of transformers has become a common feature leading to the inadequate supply of power making the life difficult. With the solar energy, the problems encountered can be overcome.

Rural Technology Park (RPT), NIRD&PR is duly identifying the issues involved both in grid and non-grid villages and started addressing the same with a few small interventions in its adopted villages, tribal schools, etc.

Solar street light system was one of the major interventions and the experiences are as below:

In Kerimal village in East Champaran district of Bihar, people have seen light for the first time. It had so happened that the solar street lights were installed in the night before Holi festival on March 5, 2015. People felt that a real Holi had come to the village.

Amaragiri, a Chenchu tribe habitation on the banks of Srisailem back waters of Krishna River, Mamidala, in Nalgonda district of Telangana, Thimmapuram near Bheemili in Andhra Pradesh are among the villages that saw the benefits of solar light for the first time.

Wherever we adopt villages, solar lights are natural choice. In the adopted villages, NIRD&PR faculty interacted with the villagers in planning and development of different activities. There was a clear demand and necessity of solar streetlights. In fact, there is a requirement in thousands of villages in the country. The endeavour of RTP, NIRD&PR was to spread the initiative in the identified villages so that they will be models for others to follow.

Earlier, the concept of solar streetlights was different. A normal solar street light would cost not less than around ₹15000. RTP, NIRD&PR pursued its unit partners on the need for innovative designs and on the cost of the streetlights. As a results, the prices could be reduced to less than ₹ 5,000 making it easily affordable to people. We always insist on partnership from the villages as anything given free may get misused and neglected. Our team goes to villages and with the help of the local youth who are trained for this purpose, the lights are demonstrated with proper documentation. Generally, public places like school, hospital and other important points in the village are given preference so that the maximum benefit is derived.

The kind of joy experienced by the villagers is to be seen to be believed. In almost all these villages there was no light after sunset. It was difficult for the people to come out perhaps for this reason. They remained confined to their homes. There was also a fear factor which kept people inside their homes in darkness.

The improvement in design of the streetlights includes eliminating the need for poles. It is user-friendly and can be fixed to a tree, roof of a house or any similar place. It has cut down the price of the solar lights. The efforts made by the faculty in installing the solar lights in the adopted villages like Patori in Chattarpur district of Bundelkhand, Tirathgarh village in Chhattisgarh, Sonjhari in Dhamtari district of Chhattisgarh are worth experiencing.

The feedback from the villagers has been inspiring. Depending upon the size of the village 10 to 30 lights were installed. About 45 villages across the country have been covered under this demonstrative approach which helped to develop rapport in villages. Installation of solar lights in one village creates demand for similar facilities in adjoining villages. Several representations were received for lights in the villages. Our idea was to create awareness and develop models,



so that the ideas can be spread around the villages. There was also a course of fear of theft of these lights or parts of the lights. Adequate care was taken for building awareness and sense of ownership among villagers before the installation is taken up. The nearest house owner is given the responsibility to look after the solar lights.

To create awareness among students, a few schools in the tribal areas of Khammam district which were excelling in the moulding of the children and bringing out successfully in the competitive examinations, they were facilitated with solar power packs to encourage such schools. This resulted in creating greater awareness among the children and even in the surrounding villages.

One of the challenges identified by NIRD&PR is the maintenance and the capacity building of the villagers with regard to the servicing of the equipment. Series of training programmes were taken up by NIRD&PR through its RTP unit partners and the villagers/youth were trained in the installation and maintenance of the solar street lights and assembling of the lanterns, etc. After training, a few units got established by the successful trainees in the assembling of the solar products by facilitating the supply of raw material, etc. Tool kits were also provided to the trainees who have taken up the responsibility of maintaining the solar streetlights in the villages. These trainees are even guided over phones whenever they brought the problems to our notice.

To develop the technicians in the field of solar energy which is the need of the hour, RTP, NIRD&PR is collaborating with the NGOs in conducting the training programmes under 'Surya Mitra' programme of NISE (National Institute of Solar Energy) besides conducting its own training programmes with the help of the technology partners.

A suggestion was also made in a round table meeting on PV Training curriculum for Targeted Interest Group convened by the World Bank energy team on April 7, 2016 for an effective short term intensive training programme with more emphasis on rural solar electrification to create large number of technicians in the rural areas to ensure the successful implementation of the solar energisation programme.

Now, under the guidance of the Director General NIRD&PR, Dr. W. R Reddy, IAS, a study has been taken up in a few States like Kerala, Telangana, Manipur and Arunachal Pradesh for preparing a feasibility report/project reports for energising the non-grid villages.

Apart from the lighting, the solar applications for livelihoods is one of the areas, the RTP, NIRD&PR is concentrating. The initiative has been taken up in the production of Leaf Plate Making, Food Processing through Solar De-hydration, etc., towards creating the livelihood opportunities through solar energy.

-Mohammad Khan

Senior Consultant

Centre for Innovations and Appropriate Technologies
(CIAT)

(Rural Technology Park)

News

Narendra Singh Tomar takes charge of the Rural Development Ministry

Shri Narendra Singh Tomar on July 6, 2016 took charge as the Union Minister for Rural Development, Panchayati Raj and Drinking Water and Sanitation. He was the Minister of Steel and Mines before moving to his new assignments.

Born in Gwalior district of Madhya Pradesh on June 12, 1957, Shri Tomar was elected to the Lok Sabha for the second term from Gwalior in 2014. He was also a member of the Rajya Sabha from January 2009 to May 2009. Earlier, he also served as a Cabinet Minister in the Government of Madhya Pradesh from 2003 to 2007 and was a member of Madhya Pradesh Legislative Assembly for two terms during 1998 to 2008.

A graduate from Jiwaji University, Gwalior, Shri Tomar is Agriculturist by profession. He has special interest in helping poor, organising blood donation camps and plantation. His favourite pastime and recreation is watching movies.

After assuming the charge, the Honourable Minister said that the real development of India is closely linked to the development of rural India. He assured that he would make all efforts to give concrete shape to Prime Minister's dream of inclusive development.

He said, even the last general budget embodied the philosophy of rural re-generation and the budget allocation for rural schemes were testimony for the same. In reply to a ques-



tion that he had been assigned a high profile ministry, praising the outgoing Minister, Shri Birender Singh for the dynamism imparted to implementation of schemes like MGNREGA and PMGSY, Shri Tomar said, the positive spirit was quite visible during the campaign of "Gramoday se Bharat Uday".

Press Information Bureau

Government of India

Ministry of Drinking Water & Sanitation

Convocation

Tenth batch of PGDRDM of NIRD&PR Graduates

The 10th convocation ceremony of Post Graduate Diploma in Rural Development Management (PGDRDM) of the National Institute of Rural Development and Panchayati Raj (NIRD&PR) was held at NIRD&PR campus on July 30, 2016. A batch of 43 students who graduated received their degrees from the Chief Guest of the occasion, Shri S P Singh, IAS, Special Chief Secretary, Rural Development and Panchayati Raj, Government of Telangana.

Gold medal for best academic performance was awarded to Mr. Raman Kumar, while the Silver and Bronze Medals were awarded to second and third best performing students i.e Ms. G. Ramadevi and Mr. Toshant Kargwal, respectively. The Director General's special medal for best International In-service student was awarded to Mr. Shamal C. Hawlader of Bangladesh. Shri S.P. Singh, IAS, Special Chief Secretary, Panchayati Raj and Rural Development Department, Government of Telangana graced the occasion and awarded the diplomas and medals. Dr. W.R. Reddy, IAS, Director General, NIRD&PR presided over the function.

In his address, Shri S P Singh congratulated the graduating students and advised them to utilise their skills for empowerment of rural India. In his view, the PGDRDM course was one of the best in the field. After going through the course content, Shri S. P. Singh felt that NIRD&PR is creating the future leaders for rural development in the country. He said, there is vast need for skilled and committed rural development professionals in the country. In order to implement government's rural development schemes and to act as a bridge between the government and the rural population, the young and dynamic rural development professionals will play a key role in nation's growth, he said.

Shri Singh advised the graduating students to stay close to rural population to understand the complexity of rural life. He also appreciated the NIRD&PR for organising the PGDRDM, which he felt is one of the best initiatives of the Institute.

Dr. W. R. Reddy, IAS, Director General, NIRD&PR, who administered the convocation oath to students, has congratulated the entire 10th batch of PGDRDM. In his



inaugural address, the Director General informed that the graduating students have secured good placements in reputed organisations. Addressing the students, the Director General advised them to dream big and work hard to achieve them. He also advised the foreign students to utilise their learnings from the course to develop the rural parts of their respective countries.

PGDRDM Batch-10-Current Profile

There are 43 students in the 10th batch of PGDRDM 2015-16, representing around 12 different States of India, including eight in-service international candidates representing CIRDAP and AARDO member countries of Bangladesh, Ghana, Indonesia, Iraq, Myanmar, Nigeria, Sudan and Vietnam. Of these, 13 are female students and the rest are male students with varied educational qualifications. The students have come from various academic fields such as Social Sciences, Physical Sciences, Commerce, Management and Engineering. They secured the admission on the basis of their score in an All-India Entrance exam followed by Group Discussion and Personal Interview.

Placement Scenario

The first phase of the Batch-10 campus placement drive was held from April 30 to May 6, 2016. Reputed organisations have participated in the campus placements and offered employment to a good number of students. Around 95 per cent of the students have already been placed.

NIRD&PR Initiative

National Seminar on 'Equity, Access and Inclusion - Transforming Rural India through Financial Inclusion'

The National seminar on 'Equity, Access and Inclusion - Transforming Rural India through Financial Inclusion', was organised by the Centre for Good Governance and Policy Analysis (CGGPA) at NIRD&PR on July 18, 2016. Dr. Raghuram G Rajan, Governor of Reserve Bank of India inaugurated the Seminar. The other prominent personalities present in the seminar included the Regional Directors of RBI, Chairpersons of Regional Rural Banks, dignitaries from other Banking Institutions, high level executives from various banks, officers from NABARD, officers of the State and Central Governments, secretaries of Rural Development. Heads, faculty and students from neighbouring institutions and NIRD&PR were also present at the programme. The NERC regional branch joined through video conference.

The programme began with the welcome address by Dr. W. R. Reddy, IAS, Director General, NIRD&PR. In his address, he emphasised on the objective of the National Seminar which aims at addressing the issues of poverty and to pave a way for creating sustainable prosperity. He said that the country has achieved a lot since the Independence, but there is still a lot to achieve when it comes to access for financial services and credit. There is need for 'out of the box' thinking, massive social mobilisation, credit absorption, etc., to financially empower the rural people, specifically the women. He commended the initiatives of Prime Minister Jan Dhan Yojana and Bima Yojana for paving way to the attainment of the financial inclusion. Further, the Director General envisioned that through this national seminar, a fresh approach and a new initiative is unlocked in the form of different trainings and workshops to transform the rural India through financial inclusion.

The Hon'ble Governor of Reserve Bank of India, Dr. Raghuram G Rajan, while inaugurating the seminar,



appreciated the initiative. In his address, the Governor said, "In the foreseeable future, we will bring formal financial services to every Indian who wants them. Financial inclusion will be an important element in ensuring access and equity that is the necessary building blocks for sustainable growth of our country."

In his speech, Governor focused on three elements of financial inclusion: (a) the broadening of financial services to those people and enterprises who do not have access to financial services sector; (b) the deepening of financial services for those who have minimal financial services; and (c) greater financial literacy and consumer protection so that those who are offered financial products can make appropriate choices.

The RBI Governor also emphasised on the need to introduce innovative mechanisms to deal with pending loans and encouraged the banks to introduce easy banking services. He also highlighted the importance of financial literacy among rural population. In order to enhance the financial literacy, the RBI governor felt that Financial Education should be included in the school curriculum across the country. At the same time, he said, "Children should not be burdened



“In the foreseeable future, we will bring formal financial services to every Indian who wants them. Financial inclusion will be an important element in ensuring access and equity that is the necessary building blocks for sustainable growth of our country.”

with the addition of it. It should be balanced by replacing some of the existing topics in the curriculum.”

Dr. Raghuram G Rajan concluded that the country has come a long way in the process of financial inclusion, but still has a way to go. We are steadily moving from mandates, subsidies, and reliance on the public sector banks for inclusion to creating enabling frameworks that make it attractive for all financial institutions to target the excluded, even while the interests of the excluded are protected through education, competition and regulation.” The question and answer session received overwhelming response from the audience. The Hon’ble Governor answered the questions selectively based on the importance. Another highlight of the programme was the release of book prepared for the use of the forthcoming training programme as a user guide by the board members of RRBs.

After the inaugural ceremony the day was divided into different talks, thematic discussions and panel discussions by different panel experts.

- **Talk on ‘Inclusive Growth-pension funds as a tool’, by Hemant G Contractor, Chairman, and PFRDA**
- **Panel Discussion on ‘Inclusive Growth: Role of Rural Financing and taking banking to every neighbourhood. Capacity building the missing link an agenda for the inclusive growth’, chaired by Dr. J. N. Misra, CEO, Indian Institute of Banking and Finance**
- **Panel Discussion on ‘Access to Credit: A Key for Rural Transformation - Women Groups as Last Mile Connectivity’, chaired by Hema Jain, CEO, Crux**
- **Panel Discussion on ‘Promoting Sustainable Agriculture and Entrepreneurship for Rural Development - Financial Inclusion as a catalyst’, chaired by R Amalorpavanathan, Deputy Managing Director, NABARD**

Other dignitaries who attended the seminar were, Hemant G Contractor, Chairman, Pension Fund Regulatory

and Development Authority (PFRDA), Dr. J.N. Mishra, Chairman, Indian Institute of Banking and Finance, Suresh N Patel, Managing Director, Andhra Bank, Amalorpavanathan, Deputy Managing Director, NABARD. Crux Management Services Pvt Ltd was the co-partner of the seminar represented by Hema Jain, CEO, and Dr. Vikas Sing of Crux.

The seminar aimed to discuss and address the issues pertaining to equity, access and inclusion in transforming rural India through financial inclusion especially by RRBs in rural India. The financial performance of RRBs and prosperity of rural India are two sides of the same coin. They cannot exist without the other. The ability of RRBs to deliver banking services and products efficiently will depend on rural prosperity and also its enabler. Once rural economy in India starts looking up and funds flow to villages, RRBs will be able to reap rich dividends.



“The country has achieved a lot since the Independence, but there is still a lot to achieve when it comes to access for financial services and credit. There is need for ‘out of the box’ thinking, massive social mobilisation, credit absorption, etc., to financially empower the rural people, specifically the women”.

Another challenge is that so far RRBs have been focusing largely on agricultural credit which is their major strength. However, with prosperity percolating down to rural areas, RRBs need to develop expertise in retail and SME lending. With commercial banks also proliferating into rural territories their presence poses immense competitive pressures on the RRB business.

Good governance contributes to a successful organisation and understanding the key elements of governance are vital to the organisation’ sustainability.

Dr. M Sarumathy, Head and Dr. K. Prabhakar, Assistant Professor, Centre for Good Governance & Policy Analysis (CGG&PA) of NIRD&PR played a catalyst role in organising the Seminar with the support of committed and enthusiastic champions in other units of NIRD&PR under the guidance and support of Dr. W.R. Reddy, IAS, Director General and Ms. Chanda Pandit, IA&AS, Registrar & Director (Admn) of NIRD&PR.

NIRD&PR Faculty Visit Afghanistan

As a part of distance education programme of NIRD&PR-Post Graduate Diploma in Sustainable Rural Development, two faculty members, Dr G. Venkata Raju and Dr. R. Chinnadurai visited the Afghanistan Institute of Rural Development (AIRD), Kabul from July 19 to 27, 2016 and organised contact sessions and conducted first semester end examinations for the students of AIRD successfully on four subjects i.e Rural Society and Sustainable Development, Development Methods and Techniques, Policies and Programmes for the rural development and livelihoods and resources. The faculty also met Ahmad Shaheer Shahriar, Deputy Minister of Programmes, Afghanistan. The interactions and shared experiences on various issues and current policies of rural development in both the countries resulted in seeking the



assistance from NIRD&PR on capacity building of more field level functionaries and livelihoods creation in Afghanistan.

NIRD&PR and NRSC, ISRO sign MoU to work on 'Empowering Panchayati Raj Institutions Spatially'

In a decentralised governance setup, the task of developmental planning in the rural areas is entitled to Panchayati Raj Institutions (PRIs) as per the 73rd Constitutional Amendment Act. In order to assist PRIs in making informed decisions with spatial enablement, PC-NNRMS, in its 17th meeting, approved a project named 'Space based Information Support for Decentralised Planning (SIS-DP)'.

SIS-DP Project aims to digitally empower PRIs and stakeholders with space-based geospatial information for participatory, resource-based and integrated spatial developmental planning. The project was implemented by NRSC in partnership with State Remote Sensing Application Centres. As a main component of the spatial database, an ortho-corrected high-resolution satellite imagery product was generated for the entire country as a base layer. More than 11,000 stereo pairs of Cartosat-1 and about 12,000 scenes of Resourcesat-1 were used in this process. Overlaid on the base layer, various thematic layers (such as land cover, drainage, transportation and slope layers) were prepared at 1:10000 scale for the entire country.

Along with this, cadastral overlay at 1:4000 scale for six priority States and available legacy data were included. In addition to the geospatial layers, the project database also comprises village amenities, demographic and climatic data. An enabling environment named Bhuvan Panchayat Portal was developed and hosted. It integrates the entire project database in web-GIS framework with modules like Area Profile Report Generation, Asset Mapping, Activity Planning and Implementation-Monitoring for facilitating effective developmental planning at grassroots level. An android-based mobile application has also been developed for facilitating Panchayat-level asset mapping.

As a way forward to SIS-DP, a comprehensive programme has been initiated by ISRO, DoS to build the capacity of local planners towards the operational utilisation of database prepared through space-based inputs. The programme is named 'Empowering Panchayati Raj Institutions Spatially (EPRIS)' and is intended majorly towards the outreach activities that comprises (i) capacity building of Elected Panchayat Representatives, their support functionaries and

facilitators; (ii) mapping of the Panchayat-level community assets using Bhuvan Panchayat Mobile App; and (iii) developmental activity planning using the Bhuvan Panchayat platform. On a pilot basis, about 10 per cent of the total panchayats in the country are identified for EPRIS programme from April 2016 to September 2017.

In a historic moment, the MoU was executed between the National Institute of Rural Development & Panchayati Raj (NIRD&PR), and NRSC, ISRO, on July 1, 2016, in the

august presence of the Honourable Union Minister of Rural Development, Shri Chaudary Birender Singh, Shri Jitendra Shanker Mathur, Secretary (RD) and Joint Secretary (RD) Shri Prasant Kumar, for working towards improving the knowledge, skills and attitudes of rural development officials and non-officials through organising training, workshops and seminars and also asset capturing at Gram Panchayat level on a pilot basis in seven districts in seven States in the country within a span of 18 months and subsequently this will be upscaled on pan India basis.

Training

Training on Enhancing Governance in Regional Rural Banks



The National level training programme on 'Above Board: Enhancing Governance in Regional Rural Banks', was organised by Centre for Good Governance and Policy Analysis (CGGPA) in collaboration with Crux Management Services Pvt Ltd., at NIRD&PR from July 19 to 23 July, 2016.

The major objective of the training programme addressed two distinct, but related themes of strategic thinking, management, governance and leadership. The five-day high level training programme prepared the 'Boards' of RRBs for better governance and sustainable business outcomes.

This unique programme has been designed for the board members and is intended to make the participants move from the management focus to governance by exposing them to the latest frameworks and models in various disciplines of leadership and governance. The specific objectives are as follows:

- To work with tools and methods specially designed for the sector, respecting their goals, values and culture of the board members
- To have as points of reference, successful experiences from the other boards

- Good practices and the experience gained by those who deal with success stories is a key factor to convince others to accept change and innovation
- To give emphasis to the development of human resources, enabling the banks to become spaces of personal accomplishment and innovation and attract employees, vendors, partners and customers

The highlight of the programme was advocacy of individual leadership competencies through a 360 degree feedback mechanism, followed by one-on-one, personal coaching from eminent tutors (highly experienced industry experts, acknowledged for their insights into human resources aspects in Indian industry). It accomplished into personal action planning, for inculcating leadership skills and competencies among the participants. The high level training programme targeted the RRB boards' important aspects, like strengthening their values and principles as a distinct form of operation, rely on solid governance, improve operations to be profitable, integrate new skills and innovations in business development, promote the development of human resources, articulate and network with other organisations and enterprises, enhance stakeholder value and grow in accordance with the needs of society and the market demand.

The programme provided an overview of the duties and responsibilities required for good governance to contribute to a successful board. Thereby, the boards get access to stakeholders, improve their performance and ensure guidance to the executives to the achievement of the goal.

The training programme contents were delivered through a judicious mix of case studies and class room session. The programme included interactive session with a board member as well as personal one to one coaching session. Two assessments on 'influencing styles' and 'personal value' were done. Eminent personalities in banking sector handled the sessions.

Ten participants attended the programme. The profile of the group is Deputy General Managers, Directors, Chairpersons of RRBS, General Managers from various Gramin Banks, sponsored by NABARD, and General Manager/Joint Director, BIRD. Dr. M Sarumathy, Head&Associate Professor and Dr. K. Prabhakar, Assistant Professor, Centre for Good Governance & Policy Analysis (CGG&PA) of NIRD&PR were the organisers of the training programme.

ToT Programme for Barefoot Technicians on MGNREGS

NIRD&PR organised a ten-day Training of Trainers (ToT) programme on 'Barefoot Technicians of MGNREGS' sponsored by the Ministry of Rural Development, government of India, from July 04 to 14 and July 18 to 28, 2016 at NIRD&PR, Hyderabad.

The programme aimed at promoting technical-oriented knowledge among grassroots functionaries while implementing schemes under Mahatma Gandhi NREGA. Towards this, the Centre for Wage Employment is organising the series of ToT programmes during the years 2016 - 17.

During July, 2016 two programmes were organised. The first programme was organised from July 4 to 14, 2016 and the second programme was organised from July 18 to 28, 2016 at NIRD&PR headquarters. A total of 135 participants attended the programmes. The participants for these two programmes were from States like Arunachal



Pradesh, Bihar, Chhattisgarh, Gujarat, Karnataka, Manipur, Madhya Pradesh, Uttar Pradesh and West Bengal.

The training programme was directed by Dr. G. Rajani Kanth, Associate Professor, Head, I/C, Centre for Wage Employment, NIRD&PR.

ToT Course on “Skill Development for Rural Youth”

The Center for Livelihoods (CFL) organised ToT Course on ‘Skill Development for Rural Youth’ from July 25 to 29, 2016 at NIRD&PR, Hyderabad. A total of 65 participants attended the course from 25 States. The participants included senior and middle level officials from State Rural Livelihood Mission (SRLMs), Nehru Yuva Kendra Sanghathan (NYKS), State Skill Development Mission (SSDM) and District Rural Development Agency (DRDA).

On the first day, the course design was presented by Dr. P. Raj Kumar, Course Director. Subsequently, the Ice-breaking through seed-mixing exercises and familiarisation was made to know each other by Dr. P. SivaRam, Prof & Head, Centre for Livelihoods. In summary of the session, he also stressed on the need and role of Skill and Entrepreneurship Development for Youth Development in India. The course team had also conducted a session on ‘Swachh Bharat Abhiyan’. In this, he discussed on personal hygiene, environmental sanitation, open defecation free, etc.

The following topics had been dealt by NIRD&PR faculty members and guest faculty.

- Basic Concepts of Youth, Poverty and Inequalities
- Youth Entrepreneurship and Sustainability
- Strategies for Increasing Production Capabilities
- Self-Employment Opportunities for Rural Youth
- Innovative opportunities for fine-tuning the deliverables
- Marketing Skills for increasing promotion of productivity, value chain and income generation
- Soft Skills (Building Positive Attitude and Time Management);

Training Methods

A variety of conventional and participatory training methods had been used in the training programme. They are; lecture-cum-discussion, role plays, large scale interactive event (LSIE), video-film based discussion, flash card exercises, energies, field visits, panel discussions, case presentations, etc.

Exposure Visits/Field Visits

A one-day field visit was organised to Ramananda Teerdha Rural Institute (SRTRI), Boodhan Pochampally, Nalgonda district for exposing the participants to skill training and



entrepreneurship development. The participants had also interacted with trainees of different skill development courses / trades under DDU-GKY Programme at SRTRI campus. Based on the field visit, the participants had prepared a group report and the same was presented before course team. The following important lessons are learnt by the participants – how to identify needy rural youth for skill training; upgraded knowledge and skills in preparation of curriculum and designing of various skill training programmes; placement linked training courses; and how to track the participants post-training.

A half-day exposure visit was organised to NIRD&PR - Rural Technology Park (RTP) for exposing the participants to different types of Rural Technologies. The participants extensively walked down to each unit of the RTP to know each and every aspect of process/stages of products. They said that they will start some initiatives related to Brick Making, Leaf Plate unit and handmade paper unit in their States/districts. They requested the Project Director, RTP and said that they will identify and send some of the Rural Youth for training in Rural Technology Park to Start the initiatives in their States.

VIP Interactions

The Vice-Chairman of Nehru Yuva Kendra Sanghathan (NYKS) Shri Perala Sekhara Rao interacted with participants. He highlighted the role and importance of youth in Nation building in his interaction.

Valedictory Session

On the last day of the course, the Director General Dr. W.R. Reddy, I.A.S, NIRD&PR interacted with the

participants. Subsequently, he also addressed the participants. In his deliberations, he stressed on the importance of youth development in the country. He further delineated that India is the only country having the highest youth population in the world that human resources are to be properly tapped and used for achieving the Sustainable Development Goals.

The participants in the valedictory session said that, they have upgraded knowledge, skills and attitudes in the area of youth development. Furthermore, they highlighted that they

will organise a series of training programmes at district and block level in the back-home situation. They had also appreciated the knowledge and skills of faculty members of NIRD&PR who had conducted the sessions in the training programme.

The Course team for this training programme was Dr. Raj Kumar Pammi, Assistant Professor & Course Director, Dr. U. Hemantha Kumar, Associate Professor and Dr. P. SivaRam, Professor and Head, Centre for Livelihoods.

Capacity Building Training Programme on 'CSR in Sustainable Rural Development'

Social Responsibility has a significant role in controlling the perils of uncontrolled development, satisfying the needs of the present generation and at the same time to ensure the resources of future generations that shall not be jeopardised. It is much less publicised but deeper aspect of the importance in India comes to light when one considers Corporate Social Responsibility (CSR) as a concept that covers a range of issues under the fabric of sustainable development. Keeping this in view, a five-day national level capacity building training programme on "CSR in Sustainable Rural Development" is conducted at NIRD&PR.

Thirty-nine senior level officers representing the Corporates/PSUs such as NHPC Limited, Coal India Limited, Jindal Stainless Steels Limited, NALCO, Wonder Cements, OCL India Limited, FINO Pay Tech, GMR Varalakshmi Foundation, SkillPro Foundations, etc., and Chief Functionaries of reputed NGOs like Green Foundation (Manipur), Gram Vikas Trust (Gujarat), Community Development Foundation (CDF) (Coimbatore) and Childline Foundation (Hyderabad) and few academicians and research scholars from universities and corporate institutions participated in the programme.

This programme was informally inaugurated by Dr. Raghuram G. Rajan, Honourable Governor, Reserve Bank of India, while presiding over a seminar on Financial



Inclusion at NIRD&PR, Hyderabad on July 18, 2016. The Governor emphasised the role of corporates/financial institutions in the social sector development through various forms of responsibilities. While delivering welcome address, Dr. W. R. Reddy IAS, Director General, NIRD&PR has specified the conjoined efforts of financial institutions, corporate giants and people private partnership could provide a path for inclusive development and for which NIRD&PR would be an ideal platform to cater this set-up.

The programme director, Dr. Murugesan Ramasamy has given a detailed presentation on the picture of CSR in India - Evolution of Act, 2013, role and salient features in Rural Development and the CSR guidelines issued for CPSUs by the Department of Public Enterprises (DPE), Government of India. Further he also explained the concept of sustainability and CSR reporting procedures covering transparency and accountability in CSR spending and various

provisions for welfare measures and punishment clauses as referred in the Act of 2013.

Dr. Nagendra Nath Sharma, Chairperson (ICPP), Birla Institute of Management Technology, Greater Noida has delivered special lecture on 'Regulatory Framework for CSR in India' covering its impacts on corporates and suitable tools for identifying CSR that uplift the poor in our country. Shri Mangesh R. Gupte, Director & Head CSR, Dr. Reddy's Laboratories (DRL), Hyderabad handled a session on 'Multiple Approaches and Dynamics in CSR, by specifying the role of DRL on the health sector and benefiting the downtrodden. As part of the curriculum, participants were taken to M/s. GMR Varalakshmi Foundations, Shamshabad to witness the CSR initiatives and had interactions with Shri R. Durgaprasad, Head CSR and his Associate Programme Manager, Smt Bharathi Kode in the foundation. Dr. K. Chandramouli IAS., (Retd) and Consultant spoke about 'Sustained Rural Development: Role of Corporates' by

referring the active social initiatives of various PSUs and Foundations in the country. Dr. R.R. Prasad, Consultant (Head, CESD-NIRD&PR) shared his experiences with the participants and listed out the 'Challenges and Effective CSR Models for Rural Development'. Overall, the participants expressed their happiness over the programme content, boarding facilities and accommodation at NIRD&PR and field visit arrangements. Finally, the programme director briefed about the future plan of action to organise specialised capacity building programmes exclusively to benefit all executives of needy PSUs and Private Companies / Enterprises and to conduct baseline surveys, situation analysis, need assessments and impact studies on CSR for those who approach NIRD&PR on time, and aiming to develop a hub for all the stakeholders in this Institute. The programme concluded on July 22, 2016 with vote of thanks to all sponsors and active participation of delegates.

Behaviour Change Communication for SBM Professionals

The Centre for Rural Infrastructure (CRI) conducted a five-day training programme on Behaviour Change Communication (BCC) for Rural Sanitation Professionals under Swachh Bharat Mission (SBM). The programme was conducted from July 18 to 22, 2016 at NIRD&PR campus in Hyderabad. The programme saw the participation of 22 participants from five different States of India viz. Chhattisgarh, Bihar, Odisha, Jharkhand, and Uttarakhand. The participants included experts of IEC and Health, Hygiene and managers of SBM at district and block levels. The objectives of the programme were:

Objectives

- To equip participants with the knowledge and skills of understanding resistance to change, and the (personal, psycho-social and administrative) barriers to change
- To familiarise the participants with relevant theories and models on how a change process takes place, and how to



intelligibly use various communication methods and tools to bring about desired changes in sanitation culture

- To expose the participants to sanitation marketing and social control mechanisms and strategies that work (across States) in rural sanitation promotion

Contents

- Issues and challenges in rural sanitation promotion
- Technical design options for rural household toilets
- Understanding resistance to change

- Behavioural change models and their application to rural sanitation promotion
- Breaking the resistance to change what is BCC, and how BCC is different from IEC
- Social marketing strategies for sanitation promotion
- Sanitation promotion: Strategies that work (Success stories from across the country)
- Introduction to solid waste management - Waste survey and DPR preparation
- Introduction to liquid waste management – Technical options

As part of the programme, the participants were taken to Hajipalle model Gram Panchayat. The participants visited the village, and had interactions with the community as well as with the Panchayat functionaries and SHG members. The programme was coordinated by Dr. R Ramesh, Assistant Professor, CRI, and Prof. P. SivaRam, Head, CRI, NIRD&PR, Hyderabad.

ToT Course on Strategies for Development of Rural Livelihoods

The Centre for Livelihoods conducted a ToT course on 'Strategies for Development of Rural Livelihoods' from August 1 to 5, 2016 at NIRD&PR. The programme aimed at familiarising the participants about various livelihood strategies, approaches and how people are choosing livelihood strategies as well as how livelihood approaches guide the choices and decisions of the people in order to improve their income, employment and food security sustainably.

Prof. P. SivaRam, Head, Centre for Livelihoods inaugurated the course and delivered the keynote address. He stressed the need and importance of the choice of strategies and that it is a dynamic process in which people combine activities to meet their changing needs. A total of 42 officers across the 9 States comprising government officers who are trainers, District Project Managers, Assistant Project Managers and Young Professionals participated in the programme.

The objective of the course was to enable the participants to understand various strategies on rural livelihoods. Training methods of the course included a combination of in-house sessions-lecture cum discussion mode, case study and panel discussions and exposure cum field visit to the best practices. During week-long course, various pertinent subjects on rural livelihoods strategies, choices, behaviour and approaches, livelihood context, assets, activities, outcomes, Ajeevika skills, MKSP-CMSA, NTFP, convergence initiatives under NRLM, best practices and training methodologies were dealt with. In addition to these, a one-day field visit has been

organised to Choudary Palli and Chintapatla villages of Yacharam Mandal in Ranga Raddy district to expose and have hands-on experience in Telangana State Rural Inclusive Growth Projects such as Vegetable Growing Producer Groups, Producer Group Federations and Livestock based livelihoods. Apart from field visit, a half-day exposure visit has also been organised to Rural Technology Park, NIRD&PR and familiarised the participants about various rural livelihoods based technologies and demonstrations. The participants learnt how various livelihood strategies and approaches help farmers, artisans, landless and women to maintain their livelihoods sustainably.

In the valedictory session of the course, the Director General, NIRD&PR, Dr. W.R. Reddy, I.A.S, interacted with the participants. While addressing the participants, he stressed on the importance of creating opportunities for poor especially for rural youth in the country. He further highlighted that one should have positive thinking towards enabling the poor as well as rural youth and thereby converting the opportunities into achieving sustainable prosperity.

At the end of the programme, the participants expressed that they were exposed to different strategies and approaches of livelihoods and also benefited from cross learning from each other.

The course was coordinated by Dr. Hemantha Kumar Ummiti, Associate Professor, Centre for Livelihoods and Dr. N. V. Madhuri, Associate Professor, Centre for Gender Studies & Development.

Training Programme on 'ICT Applications and e-Governance'

The Centre for Information and Communication Technology (CICT) organised a training programme on 'ICT Applications and e-Governance' from July 25 to 29, 2016 at NIRD&PR, Hyderabad. A total of 40 officials including four women officials, majority representing Rural Development, Panchayati Raj, Zilla Parishad/Zilla Panchayat (ZP)s, Forests & Environment (Social Forestry), Agriculture, Health Missions (NHM/NRHM) and Extension Training Centres, from 15 States across the country participated and took advantage of this programme.

The main focus of the programme was to sensitise functionaries of Rural Development, Panchayati Raj, ZPs, DRDAs, SIRDs/ETCs and line departments such as Agriculture, Forests and Environment, Health Missions, etc., to the potential of ICTs and its applications especially in rural development, agriculture, health, e-Governance, Geo-Informatics for governance, project management for effective management of Rural Development programmes and providing skills in development of information systems.

The Director General, NIRD&PR, Dr. W. R. Reddy, IAS interacted with the participants. During interaction, the DG emphasised that the ultimate goal should be to utilise ICTs and e-Governance in such a way that they improve the service delivery to the rural poor, be citizen centric in nature and bring smiles in the faces of any citizen and more particularly the rural poor. The DG opined that expectation on the

government officials by the respective clientele is very high and each and every individual should try to have self introspection and cultivate the habit of looking at things without suspicion, develop passion in the work and deliver the services with love that result in less tiresomeness and increased productivity. The DG also opined that there is need for developing habit of continued learning by way of reading books that inspire and motivate any individual to do a better job. This ultimately leads to success of the individual in all fronts.

To provide better insights into the potential of ICTs and e-Governance, in addition to topics relating to information systems development, e-Governance, Project Management, etc., ICT applications in health such as Telemedicine by Care Foundation Hyderabad, Rice Knowledge Management Portal, role of Wireless Sensor Networks (WSN) in agriculture were also discussed as part of the programme. A visit to National Informatics Centre, Hyderabad was arranged as part of the programme to provide opportunity to interact with officials dealing with e-Governance applications in Panchayati Raj, Agriculture, Health and Administration. The programme was well received and the participants expressed that there is need for organising many such programmes. The programme was coordinated by Shri G V Satya Narayana, Senior Assistant Professor, Centre for Information and Communication Technology (CICT).

Distinguished Visitors

Union Minister for Rural Development Visits NIRD&PR

The honourable Union Minister for Rural Development, Shri Chaudary Birender Singh along with Secretary, MoRD, J S Mathur and Joint Secretary, MoRD, Prasant Kumar, visited the NIRD&PR campus on July 5, 2016 and launched several new initiatives of the Institute during the visit. Before launching the initiatives, the Union Minister also released a set of SAGY-Samanvay Hindi books of eight States (Bihar, Haryana, Madhya Pradesh, Rajasthan, Chandigarh, Dadra and Nagar Haveli, Daman and Diu and Delhi).

The Union Minister for Rural Development launched the NIRD&PR in-house development web based software namely Rural Connect and Smart Meeting System (SMS),



and dedicated the ICT innovative initiatives designed and developed by NIRD&PR for the cause of Rural Development and Panchayati Raj sector.

The Rural Connect is an ICT based platform to share innovative ideas/ best practices/ experiences in rural development, panchayati raj, flagship programmes of MoRD and other Ministries, Governance, Agriculture, Social Change, Women Empowerment, Rural technology, ICT, GIS applications, sustainability, and planning, etc., which can emerge as a hub of knowledge base for sharing and learning for all stakeholders associated in rural development and panchayati raj for sustained development of the rural areas.

Rural Connect is a knowledge portal targeting specific needs in the domain of Rural Development. This portal is developed as a single-window access to information, products and services, with specific objective of reaching the 'unreached' areas of India, especially field functionaries, project directors, PRIs, Community Based Organisations, NGOs, Civil Society, etc., on rural development, agriculture sector, health, education, social welfare, energy, e-Governance, etc., to share their experiences, case studies, innovative and best practices, with others engaged in the RD sector, through this portal.

The Rural Connect facilitates anyone to sign up for being a contributor and allows them to upload their studies, development initiatives, expertise, and also to upload best practices in their chosen fields. The website has been developed by NIRD&PR, which is dedicated for providing

information and ICT-based knowledge products and services in the domain of rural development.

The Smart Meeting System facilitates efficient management of meetings organised from time to time by various organisations and authorities which can be digitally captured. The system can generate reports on the summary of meetings, along with decisions taken, timeline and action taken. It is expected to bring accountability and thus very effective implementation of decisions. The SMS is a new web-based Meeting Management tool to help keeping the meetings short and effective by making documentation and task follow-up easier than ever. The SMS is developed to ensure the natural workflow of meetings and conversations and turns short notes into up-to-date actionable information like meeting agenda, preparation of minutes of the meeting, tasks and action reminders, powerful searchable archives, etc., with advantages of automatic document creation, dashboard with overview of your tasks and tasks others have to do, automatic E-mails and SMS alerts for tasks, link related tasks from different meetings and to find decisions and tasks by person, and department, project or customer.

Both the Rural Connect and SMS are designed and developed by CGARD, NIRD&PR, under the guidance and leadership of the Director General, NIRD&PR Dr. W R. Reddy, IAS assisted by Dr. D S R Murthy, Senior Assistant Professor (CGARD) and CGARD Project Scientist (Programming) T. Ramakrishna.

Workshop

CDAC & CGARD Workshop on Vikaspedia

Vikaspedia is a Ministry of Electronics and Information Technology (MEIT), GoI initiative for providing e-knowledge and usage of ICT-based applications for societal empowerment, implemented by CDAC, Hyderabad. As part of Vikaspedia initiative, a multi-lingual, multi-sectoral knowledge sharing portal Vikaspedia - www.vikaspedia.gov.in has been developed, available in all 22 constitutionally recognised languages of the country, besides English, covering six key livelihood sectors, including the Agriculture.

A National Workshop for the State Nodal Agencies (SNAs) of Vikaspedia was organised at NIRD&PR, Hyderabad from July 14 to 16, 2016 in collaboration with CGARD, NIRD&PR, Hyderabad, to review the progress and suggest way forward for promoting Vikaspedia Knowledge



Web Portal namely evolving a content framework for all domains of the portal, awareness on various Rural Development Flagship Programmes, review the ongoing activities of Vikaspedia and recognise the best implementing agencies and award them.

Twelve agencies from 13 States participated in the workshop and evolved rich insights into making Vikaspedia a robust development platform for serving the Panchayats, RD Sector and the field functionaries reaching out to the last mile.

Director General, NIRD&PR Dr. W. R. Reddy, IAS, gave the valedictory address and stressed the need for Vikaspedia Knowledge Portal for addressing the information needs of the

rural development sector and suggested exposure of Vikaspedia in all NIRD&PR National and International Training Programmes and emphasised on the collaborative initiatives of CDAC, NIC IPKN and NIRD&PR Rural Connect and make Vikaspedia as robust as Wikipedia.

Director General distributed the awards to State Nodal Agency, based on the best performing States in content development in Vikaspedia. The Vikaspedia Team of CDAC, Hyderabad, Vijayalaxmi, Dr. Kathiresan, Jagdish, Rakesh and the CGARD Team consist of Dr V Madhava Rao, Dr D S R Murthy, Dr. T. Phanindra Kumar, Project Scientists T. Ramakrishna and Dr. N. Ramakrishna.

Workshop on Academic Initiatives of NIRD&PR and SIRDs

The Workshop was held at NIRD&PR on July 12, 2016 under the Chairmanship of Dr. W.R Reddy, IAS, Director General, NIRD&PR with a view to sharing the initiatives and experiences of SIRDs as also to review action taken on the decisions of the National Colloquium of SIRDs held on June 15, 2015. The representatives of SIRDs, CRTCN, NRLM, CHRD, CESD, DDU-GKY and CWEPA of NIRD&PR attended the deliberations.

The programme started with the design of the workshop and articulation of key issues by Dr. P. Durgaprasad, Adviser & Head (Training & Networking) and Dr. V.K. Reddy, Adjunct Faculty, CRTCN, NIRD&PR. Briefing the house on the agenda for deliberations they indicated that the purpose of the workshop was to help SIRDs excel in their activities and invited the delegates to share their initiatives and concerns so that follow-up action can be taken at appropriate levels. He invited the Director General to offer his remarks and guide the proceedings.

Director General in his observations expressed that the deliberations have been planned to learn more from the experiences of SIRDs and indicated readiness of NIRD&PR to help them become more vibrant and productive



academically, even while providing a fillip to RD programmes in their constituencies. In this context, he referred to the National Colloquium of ETCs held at NIRD&PR in June 2nd - 3rd 2016 and the ideas which came up with useful suggestions for strengthening training and research inputs for rural development and panchayati raj. He also shared observations of his recent visits to SIRDs in West Bengal and Assam and expressed his desire to visit more SIRDs in future to learn more about their initiatives. The DG indicated that NIRD&PR is seized of the problems of SIRDs and will take up the same with MoRD. He referred to his recent interaction with the officials of the Ministry on issues relating to fund release and hoped that the pending issues will be settled soon.

Special Study Forum on ‘Sustainable Development Initiatives and Any Time Water Dispensation’

BalaVikasa has successfully crossed a milestone with its 25 years of services in empowering the rural communities, reaching out to over 4 million poor in 6,000 villages across the States of Telangana, Andhra Pradesh, Maharashtra and Karnataka in India. It has also been a source of inspiration to thousands of development professionals from 57 countries across the globe and 25 States of India.

Telangana and Andhra Pradesh are two States in India that are most affected with fluorosis, which is caused by excessive fluoride content in drinking water sources. Over 11.7 million people in India are at risk of fluorosis that can seriously damage health causing dental and skeletal decay.

In addressing this issue, BalaVikasa initiated Community Water Purification Plant (WPP) programme in 2004-05. It has since brought purified water at minimum, affordable cost to the poorest of the poor in 710 villages. Using global technology of ‘Reverse Osmosis’ adapted to the local context, 710 WPPs have been installed benefiting 1.65 million people who can now buy potable water at ₹ 2 or ₹ 3 for 20 litres which is 80-90 per cent less compared to market price. The WPP programme functions as a social enterprise model, whereby the profits from the sales of water are ploughed back into the maintenance of the machines, operators’ salaries and even in some cases, sponsorship of WPPs in other needy villages.

The initiatives of BalaVikasa are not only bringing in the turning point in rural development but also are inspiring a new momentum. The inflection point now is loud and clear in the context of community based rural



development in India. The learning value and the experience of BalaVikasa should be taken forward in making the programmes of rural development community driven and sustainable both through this study forum and NIRD&PR’s action research programmes.

BalaVikasa is currently implementing programmes of development for women, youth, differently abled, orphans, amongst others in all the districts of Telangana. Soon, the organisation will spread its wings into Karnataka, Maharashtra, Odisha and Tamil Nadu. Safe drinking water being a major source of good health and well-being, the organisation has embarked on an innovative programme of Any Time Water (ATW) kiosks that are comparable to a commercial banking ATM. Villagers and town dwellers are now accessing safe water by dropping a one rupee coin for a litre of water.

The ATWs are located nearby public conveniences like bus stops and schools, etc. The quality of water is assured through a system of RO filtration. At the ground level, the source of water is treated for removal of excess fluorides in drinking water. At the community level 20 ltr bottles are made available through community managed ATW kiosks. The team lead by Mrs. Bala Theresa Singareddy was ably supported by Dr. Shouri Reddy, Executive Director, BalaVikasa.

The programme was coordinated by Dr. P. Durgaprasad, Advisor & Head, CRTCN and Dr. G. Rajanikanth, Head, CWEPa.





Update for JRD

The Journal of Rural Development, a quarterly journal published by NIRD&PR has gone online with regard to the submission of papers. Henceforth, the contributors are requested to follow the procedure given in Online Journal Management System (OJMS). One can access the OJMS site on the link <http://nirdprojms.in>.

OIGS

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