



राष्ट्रीय ग्रामीण विकास एवं  
पंचायती राज संस्थान  
NATIONAL INSTITUTE OF RURAL  
DEVELOPMENT AND PANCHAYATI RAJ  
Ministry of Rural Development, Government of India



[www.nird.org.in](http://www.nird.org.in)

No: 282

# PRAGATI

Newsletter  
November 2018



TRAINING  
& CAPACITY  
BUILDING



RESEARCH  
& CONSULTANCY



POLICY  
FORMULATION  
& ADVOCACY



TECHNOLOGY  
TRANSFER



ACADEMIC  
PROGRAMMES



INNOVATIVE  
SKILLING  
& LIVELIHOOD



Growing importance of sustainable non-farm  
livelihoods in rural India





## 3 Growing importance of sustainable non-farm livelihoods in rural India

## CONTENTS

6

NIRDPR celebrates Foundation Day, brings together experts to deliberate on Decentralised Planning and Sustainable Rural Development

7

NIRDPR hosts 3<sup>rd</sup> National Film Festival on Rural Development

10

Is open defecation a 'social norm' in rural India?

11

Training programme for bankers on Credit Management in Agriculture & MSME Sectors

13

International training programme on Rural Entrepreneurship and Micro Finance: Connecting the Dots in Financial Inclusion

14

International training programme on Good Governance for Management of Rural Development Programmes

17

NIRDPR faculty provides technical support to Afghanistan Institute of Rural Development on PGD-SRD

18

NIRDPR AD(OL) presents paper on Gandhi, Hindi and Journalism

18

International training programme on Management of Rural Employment Projects and Poverty Alleviation



## Growing importance of sustainable non-farm livelihoods in rural India

### Introduction

In fourth century B.C., Chanakya clearly articulated that 'Dharmasyamoolam Arthasya, Arthasyamoolam Rajyam' – root of doing right is wealth; means of wealth is enterprise – so the onus is on the State to involve people in sustainable livelihoods. According to NSSO data (NSS 68<sup>th</sup> round, 2011-12), approximately 69 per cent of the households in India belong to rural areas and account for about 71 per cent of the total population. Though the contribution of agriculture declined from 52 per cent in 1950-51 to 17.32 per cent in 2016-17, it is still the largest employer (49 per cent; both direct and indirect means) in India. As per the 2011 Census, agriculture and allied sectors provide employment to nearly 600 million people in India. However, as per an estimate, the sector can support only 140 million people in terms of livelihoods. Besides, the Indian agriculture sector has certain structural problems such as fragmented landholdings (with an average landholding size of just 1.15 hectares), low productivity and failure to generate new productive employment opportunities to the growing labour

force and thereby aggravating the underemployment problem (Kachru and Srivastava, 1990). India loses 2035 farmers every day to other sectors according to a study conducted by the Centre for the Study of Developing Societies; and about 76 per cent of the farmers are ready to quit agriculture for better jobs (Kaur & Kaur, 2016). Further, high cost debts, lack of proper extension services and enabling institutional environment made the life of Indian farmers miserable; so it is no wonder that some farmers commit suicide and none of them wish their children to be farmers.

In view of the above, many poor households undertake multiple activities to support their livelihoods. This happens when the economy expands, disposable incomes grow, which lead to spending on comforts, luxuries, entertainment, etc. (pull factor). The poor households, as part of their coping strategy (push factor), target certain income levels to meet their growing and essential expenditures. On the other hand, the well-off may undertake multiple activities for optimisation of their assets (eg: Kerala, which receives huge remittances from NRIs). Further,

the poor households in the rural and remote areas would be able to take non-farm activities when these areas are connected by new roads and marketing channels (eg: Himachal Pradesh, Uttarakhand) (Mahendra Dev, 2015). Hence, there is a growing importance of non-farm sustainable livelihoods in rural India.

### Shift to non-farm sector

In India, rain-fed agriculture accounts for 56 per cent of the total cropped area. As such, India's rural fortunes are inextricably linked to monsoon and consequent agricultural outputs. However, the rural people have been able to diversify out of agriculture to supplement their sources of income. This can be supported from the available data on share of each sector in India's GDP over a period of time. In a recent NITI Aayog's research paper (Chand, Srivastava and Singh, 2017), it was found that approximately two-thirds of rural income is now generated by non-farm activities. The authors concluded that more than 50 per cent of the gross value added in manufacturing sector in India is contributed by the rural areas. They also mentioned that the agriculture's

contribution to rural India's GDP dropped to 39 per cent in FY-2011-12. Non-farm activities, viz. manufacturing, construction and services accounted for 61 per cent of rural incomes during the same period. Hence, it can be inferred that the Indian economy has leapfrogged from the primary sector (agri-based economy) to secondary (manufacturing sector) and tertiary sectors (services-based economy).

During the period from FY-2004-05 to FY-2011-12, the number of rural people employed in agriculture dropped from 249 million to 216 million, whereas those employed in factories, construction or services went up from 94 million to 121 million. This is due to the fact that those engaged in the non-farm activities managed to earn two or even three times of what cultivators or farm labourers earned. Further, the rural youth are able to access credit from Self-Help Group Bank Linkage Programme, small finance banks, apart from cooperative/commercial/regional rural banks to start non-farm enterprises such as cell phone shop, boutique, tailoring shop, travel agency, agro-processing centre, etc. This phenomenon is observed in States like Gujarat, Punjab and Haryana. Further, CRISIL estimated that growth rate in rural sales of fast moving

consumer goods (FMCG) would be 14-16 per cent, when compared to urban growth rate of 8 per cent in the FY 2018-19. Hence, agriculture is no longer the primary employer in rural areas as the focus of the rural people shifted to non-farm activities. The table below corroborates this view in this regard.

It is clear from the table that while the proportion of workforce (both male and female) in agriculture sector

rural female workers reduced to 75 per cent in 2011-12 from 88 per cent in 1977-78 in the farm sector.

According to the latest NSSO's 73<sup>rd</sup> Round survey, it is revealed that about 11.13 crore workers were engaged in unincorporated non-agricultural enterprises (excluding construction) during FY 2015-16 in India. Among the workers, 55 per cent worked in urban areas and 45 per cent worked in rural areas.

### Importance of non-farm activities in promotion of livelihoods

Though there were several advancements in the agriculture sector such as intensive cultivation, introduction of high yield variety of seeds and modern methods of cultivation, apart from Information and Communication Technology applications, agriculture is unable to provide remunerative employment opportunities. This resulted in unabated migration of rural people which in turn led to capital/braindrain from rural to urban areas. In general, people migrate with a view to improving their income level and standard of living, and accessing better education and medical facilities. In fact, PURA (Providing Urban Facilities in Rural Areas) is worth mentioning in this context. The rural folk can have gainful

**“The need of the hour is to impart proper skills to the rural youth in NFS activities, apart from encouraging rural entrepreneurship”**

came down from 1977-78 to 2011-12, it increased in case of other divisions during the same period. Notably, construction, trade, hotel and restaurants, followed by transport and communications provided higher employment opportunities for the rural workers. As per the report, while the proportion of rural male workers engaged in the agricultural activities declined to 59 per cent in 2011-12 from 81 per cent in 1977-78, the proportion of

Broad Industry Division	Data from NSS Rounds (Survey Period) Per 1000 distribution of usually employed persons by Road Industry division									
	32 <sup>nd</sup> 1977-78		43 <sup>rd</sup> 1987-88		55 <sup>th</sup> 1999-00		66 <sup>th</sup> 2009-10		68 <sup>th</sup> 2011-12	
	Rural Male	Rural Female	Rural Male	Rural Female	Rural Male	Rural Female	Rural Male	Rural Female	Rural Male	Rural Female
1. Agriculture	806	881	745	847	714	854	628	794	594	749
2. Mining & quarrying	5	2	7	4	6	3	8	3	5	3
3. Manufacturing	64	59	74	69	73	76	70	75	81	98
4. Electricity & water, etc.	2	-	3	-	2	-	2	0	3	1
5. Construction	17	6	37	27	45	11	113	52	130	66
6. Trade, hotel & restaurants	40	20	51	21	68	20	82	28	80	30
7. Transport, storage & communications	12	1	20	1	32	1	41	2	42	2
8. Other services	53	30	62	30	61	37	55	46	64	52



employment opportunities in their village itself if the rural infrastructure facilities are developed in order to check migration, promote balanced growth and reduce pressure on urban areas. As rural non-farm economy positively contributes to the growth of rural incomes and plays a significant role in ensuring food and nutritional security, reducing poverty (financial and social security) and bringing competitiveness as well as productivity in the rural sector by easing pressure on the land, promotion of sustainable rural livelihoods is the need of the hour.

### **Livelihood opportunities – role of capacity building**

Thanks to globalisation, India is known for exporting labour and entrepreneurship, and movable factors of production across the world. Approximately, 12 million people (mostly unskilled and unemployable) are added to the existing workforce in India. As such, there is a deficit in skilled/semi-skilled labour in India. To address this, Government of India set up Sector Skill Councils in the Twelfth Five Year Plan to develop various skillsets among the youth by imparting certain trainings in order to reap the demographic dividend. To reduce the skill gaps, the private sector is also proactively partnering with the government. Hence, the government doubled the allocation of funds under the National Skill Development Fund and the schemes under various Ministries to augment infrastructure for ITIs, polytechnics, secondary schools and vocational educational institutions. There are some policy interventions in this regard in the name of Rural Self-Employment Training Institutes (RSETIs) in 2009, DDU-GKY (Deen Dayal Upadhyaya Grameen Kaushalya Yojana) in September, 2014 and 'Skill India' programme in July, 2015.

### **Policy implications and conclusion**

For achieving inclusive growth, developing both farm and non-farm sectors is equally important in a developing economy like India. As Mahatma Gandhi stated, India lives in villages, the policymakers need to ensure job security through creation of alternative sustainable livelihoods for the rural poor. The rural youth may think of undertaking



solid waste management (generating compost from waste/wealth from waste) to meet the rural energy requirement and creation of (part-time) employment. According to Thomas Friedman, the world is flat: the rural educated youth have huge opportunities in BPO/KPO segments due to time zone differences. If the Bharat Net project is completed, it is expected to provide high-speed ubiquitous broadband connectivity on optical fibre to Gram Panchayats at low tariff, the rural youth may bank on this to realise their dreams. One of the major challenges that the micro-entrepreneurs face is that they reach a point where they could not graduate to the next level of entrepreneurship due to various factors such as lack of financial literacy, requisite management skills, technical know-how, market linkages, value addition for their products and services, adequate supply of credit, change in the government's policy, etc. In this context, the policymakers need to impart advanced training to the rural entrepreneurs so as to enable them to face the managerial challenges and escape from poverty. Further, the government has to overhaul the present education system to supply suitable skilled workforce so as to meet the market demand. Public-private partnership may be tried to promote non-farm livelihoods by following MFI model in Bangladesh (Credit plus services including training, capacity building, transfer of technical know-how, establishing market linkages,

and handholding support during their infancy stage). According to Khandker et al., (2016), household income in Bangladesh grew during the period 1990-2010, as did household share of non-farm income. Increasingly, rural households drew a large percentage of their income (as much as 75 per cent in some cases) from non-farm sources.

The economic growth and social development of a country, which are essential for translating a country's vision of inclusive growth into a reality, depend on the rich knowledge base and the skillsets of the population. Creation of sustainable job opportunities and development of entrepreneurship in rural areas is, therefore, the main agenda of the policymakers to ensure the welfare of the rural economy. Since the income from non-farm activities is higher than those of farm-based activities, the former should be promoted to earn a decent livelihood and maintain quality standard of living of the rural poor. India can achieve not just financial inclusion but economic inclusion too, if sustainable rural non-farm livelihoods are created for the youth.

**Dr. M. Srikanth**  
Associate Professor & Head

**Dr. K. Ramakrishna**  
Consultant,  
Centre for Financial Inclusion and  
Entrepreneurship

**Cover Page Design: Shri V. G. Bhat**



## NIRDPR celebrates Foundation Day, brings together experts to deliberate on Decentralised Planning and Sustainable Rural Development



*Shri S. M. Vijayanand, IAS(retd.) and former Director General of NIRDPR, lighting the lamp in the presence of other dignitaries during the Foundation Day celebrations*

The National Institute of Rural Development and Panchayati Raj (NIRDPR) commemorated its Foundation Day on 9<sup>th</sup> November, 2018. The theme for the Foundation Day was 'People's Planning: A Decentralised Strategy for Sustainable Development', in line with the nation-wide People's Plan Campaign for Gram Panchayat Development Plan (GPDP), launched by the Ministry of Panchayati Raj and the Ministry of Rural Development on 2<sup>nd</sup> October, 2018.

On the occasion, NIRDPR hosted a conference, which witnessed the participation of faculty members, consultants of NIRDPR, senior officers of State governments and State Institutes of Rural Development (SIRDs), and resource persons and practitioners dealing with Panchayats and Rural Development. The deliberations at the conference were around two themes: 'Decentralised Planning - The Way for Sustainable Rural Development'; and 'Demystifying SDGs to Integrate into GP level Planning and

their Achievement'. The objectives of the conference were as follows:

- To develop an in-depth and common understanding about issues related to people's planning and the decentralised strategy of utilising the People's Plan Campaign for GPDP as a vehicle for achieving the goal of sustainable development.
- To arrive at commonly understood and renewed resolves to integrate all or most of the activities of NIRDPR with the People's Plan Campaign for GPDP, aiming at sustainable development.

The panel discussions were organised on the aforementioned two important themes.

In his inaugural address, Dr. W. R. Reddy, IAS, Director General, NIRDPR mentioned about the significance of organising the Foundation Day celebrations at NIRDPR, reminding them their duties and responsibilities

towards the society in general, and the vulnerable in particular. Speaking on the occasion, he stated that poor people in our country cannot wait for another 60 years for their development. It is high time to move ourselves in the fast track for their development. Noting that 100 plus cluster development in 19 States is a major initiative of NIRDPR, he emphasised on collaboration with corporates and like-minded agencies like Misson Samrudhi, Art of Living, Tata Trust and Azeem Premji Foundation. Initiatives should be taken to identify atleast two passionate youth from each Panchayat to work hard to make these 100 plus clusters vibrant, he said.

The panel Chairperson Dr. M. N. Roy, speaking on the occasion, insisted on the issue of increasing inequality in the society and the role of decentralised planning and governance in minimising the inequality and increasing equity.



He spoke about narrow planning in terms of functioning of school, ICDS, health care, etc. He also emphasised on the small amount, i.e. how five per cent of the total budget can be wisely spent through decentralisation planning process.

Shri S. M. Vijayanand, speaking in the panel discussion on 'Demystifying SDGs to Integrate into GP Level Planning and their Achievement', emphasised on mainstreaming SDGs into the planning process as well as training process of governance. He emphasised on allowing Panchayats to converge naturally, keeping in mind SDGs which should be an inclusive one. Panchayats should have their own priorities, may be in terms of providing a climate-friendly or green Panchayat or even any of the SDGs they can prioritise.

Following eminent resource persons participated in the above discussions:

Dr. M. N. Roy, President, Sigma Foundation (Chairman)

Prof. M. A. Oommen, Emeritus Professor & Regional Coordinator, ISS

Prof. George Mathew, Chairman, Institute of Social Sciences

Shri V. Nagi Reddy, State Election Commissioner, Telangana

Dr. R. C. Choudhury, IAS, Former Director General, NIRDPR

Dr. D. Rajasekhar, Professor, Centre for Decentralisation and Development

Shri S. M. Vijayanand, Former Chief Secretary, Government of Kerala (Chairman)

Shri Hans Raj Verma, IAS, Addl. Chief Secretary to Government of Tamil Nadu

Ms. Sumita Dawra, IAS, Governance Specialist, UNICEF

Ms. Leena Johari, IAS, Joint Secretary, Ministry of Rural Development, Government of India

Dr. Kripa Ananth Pur, Professor, Madras Institute of Development Studies

Mr. Saroj Dash, Joint Director, SIRDPR, Odisha

Faculty members of NIRDPR, consultants, students of the post graduate diploma courses, participants of different courses in NIRDPR attended the above conference. Faculty members of the Centre for Panchayati Raj anchored the programme. Dr. A. Debapriya, Associate Professor, CPGS&DE coordinated the programme.

## NIRDPR hosts 3<sup>rd</sup> National Film Festival on Rural Development



*Smt. Radhika Rastogi, IAS, Deputy Director General, NIRDPR addressing the gathering during the inaugural of 3<sup>rd</sup> National Film Festival on Rural Development*

The Centre for Development Documentation and Communication (CDC) organised the 3<sup>rd</sup> National Film Festival on Rural Development at National Institute of Rural Development and Panchayati Raj (NIRDPR) on November 19<sup>th</sup> and 20<sup>th</sup>, 2018.

The two-day event, held at the Vikas Auditorium on the Institute premises, intended to provide a platform to inspire young filmmakers to showcase their

talent in depicting topics related to rural development, encourage artists and youth to document films on development and social issues, and appreciating the efforts of filmmakers' contribution to the rural development sector.

Entries for the film festival were invited in four categories, namely government policies related to rural development, social issues related to rural development theme, films

under different genres related to rural development sub-themes and new innovations and technological advances in rural development. The best two films in each category were awarded cash prize, citation and certificate.

This apart, a three-minute mobile filmmaking contest for students was arranged on November 19<sup>th</sup> and three best entries were awarded cash prize, citation and certificate.



The opening day's proceedings started with National Anthem and lighting of lamp by the dignitaries.

Smt. Radhika Rastogi, IAS, Deputy Director General, NIRDPR, delivered the inaugural address. Stressing on the influence of cinema, she said the full potential of the medium needs to be tapped to spread the government's messages to people.

Addressing the gathering, Dr. W. R. Reddy, IAS, Director General, NIRDPR, said the event was envisaged as an effort to use creativity for accelerating the process of rural development. Noting that majority of the mainstream movies are highlighting the negative shades among politicians, he said the medium should be effectively utilised to celebrate the success stories that brought smiles on the face of the people.

Shri Bhupendra Kainthola, Director, Film & Television Institute of India (FTII), Pune, who was also the Chief Guest of the inaugural session, stressed on the changes occurring to cinema. "Cinema is no longer just an entertainment. Of late, with the advent of multiplexes, it has become a package of screening and dining," he opined. He further put forth a suggestion of FTII collaboration with NIRDPR to produce targeted and focussed documentaries narrating NIRDPR's own stories.

Dr. Akanksha Shukla, Head, CDC and Coordinator of the Film Festival presented the concept note. Underlining the influence of cinema among the populace, she observed that the arc light of contemporary mainstream cinema seldom falls on rural India.

"Several factors can be attributed to the evolution of this trend like migration of rural population, change in lifestyle and growing number of multiplexes. Being the apex organisation in the country in training rural development functionaries, NIRDPR is mandated to document the rural masses and encourage initiatives undertaken by filmmakers, documentarians and students. And thus the film festival on rural development assumes significance. Through these films, we wish to create a resource library which could be used for training and educational purposes," she noted.

The jury of the film festival Shri Shyam Kishor Sahay, Editor, Lok Sabha TV, Shri Nimish Kapoor, Scientist 'E', Vigyan Prasara and Division Head, Science Film Festival, and Shri Rizwan Ahmad, Director, IMC, Maulana Azad National Urdu University were also present.

The inaugural session was followed by panel discussions on two topics - 'Movies as Catalysts Bridging the Urban-Rural Divide' and 'Depiction and Reception of Female Leads in Contemporary Movies- Truth and Reality.'

Moderated and participated by Dr. Usha Raman, Professor, Department of Communication, University of Hyderabad, the discussions saw productive and active involvement of Shri Abhijit Dasgupta, Dean, Electronic & Digital Media Management, Satyajit Ray Film & Television Institute, Kolkata, Shri Siva Koratala, filmmaker, Smt. C. Vanaja, journalist and filmmaker, apart from Shri Bhupendra Kainthola.

'Movies as Catalysts Bridging the Urban-Rural Divide', the panellists' propounded to not magnify the divide between rural and urban, dividing them as oppositional spaces in India. Addressing the gathering, Shri Bhupendra Kainthola said: "Almost all the movies have a message and that message most times is conveyed in a rural setting, so, there is not a glaring divide as such when it comes to making films in rural settings in India". Mentioning the names of a few FTII alumni and experimental filmmakers like Shri Umesh Vinayak Kulkarni and Nagraj Manjule, he added that Marathi cinema is doing a commendable work by making films mostly in rural settings.

"The way I see cinema, it is like a knife, it depends on how you use it and where you use it. A mother uses it to chop vegetables to make sumptuous delicacies, a murderer uses the same as a weapon, a surgeon uses it to save someone," opined Shri Abhijit Dasgupta. He specified on the importance of effective communication and 'trim' to cater the film to the desired audience.

Shri Siva Koratala emphasised on the role films play as vehicles for change and development, encouraging the budding filmmakers to use this medium effectively to convey captivating stories.

"We should not look at it as a divide, perhaps as a spectrum of life in India because in the contemporary context, like in many other cases, the border between urban and rural has become fuzzy. Urban and rural are two ways of living that we need to reconcile, understand and bring to the public in a more nuanced way of storytelling. Rural and urban in India are spaces that have to coexist and learn from each other and move towards a unified notion of what we are as a nation," Prof. Usha Raman stated.

Speaking in the panel discussion on 'Depiction and Reception of Female Leads in Contemporary Movies - Truth and Reality', Smt. C. Vanaja, journalist and filmmaker highlighted the effect a film has on its audience. In this context, she remarked that filmmakers have to be conscious about the content that is being portrayed through movies that will further be received and practised by the spectators. "Films as a medium



*Audience witnessing the inaugural ceremony*



and filmmakers as storytellers have a significant role to play in shaping the opinion of the audience,” she added. The panel discussion ended on a positive note prompting women to be filmmakers, to try and make women as protagonists, to tell their specific stories, as even in the current scenario, very few films touch on issues related to women.

The panellists provided the audience, comprising academicians and students associated with rural development, enough food for thought and shed light on several little-explored facets.

The Director General and Deputy Director General honoured the panellists with shawls and memento, and Dr. Akanksha Shukla proposed vote of thanks.

The post-lunch session saw screening of entries that made it into the final round and mobile filmmaking contest for the students.

The final day of the event started with the screening of shortlisted entries. At the valedictory held in the evening, Dr. Akanksha Shukla delivered the welcome address.

“NIRDPR has been organising film festival on rural development since 2016. The 3<sup>rd</sup> edition received 94 entries from 18 States and one Union Territory across the country. Having subtitles in English, the films spoke a mix of languages such as Telugu, Kannada, Malayalam, Hindi, Tamil, Mizo, Marathi and Rajasthani. The State/ UT-wise break-up is as follows: Andhra Pradesh -13, Telangana-6, Maharashtra -14, Himachal Pradesh-1, Madhya Pradesh-3, Uttar Pradesh-8, Jharkhand-9, Rajasthan-5, Mizoram-6, Assam-3, Odisha-5, Tamil Nadu-10, Chhattisgarh-3, Bihar-1, Gujarat-2, Karnataka-2, Jammu & Kashmir-1, Kerala-1 and New Delhi-1. After preliminary screening, 27 entries were shortlisted for the final round,” she said.

Further, the entries from participants of mobile filmmaking contest were screened. They were also given the opportunity to share their experience with the audience. This was followed by announcement of winners and award distribution ceremony. Smt. Radhika Rastogi, IAS, Deputy Director General presented memento and certificate to the awardees.



*The Jury Members and Panellists along with Director General, Deputy Director General and staff of CDC*

Further, the jury members - Mr. Rizwan Ahmad, Director, IMC, MANUU, Mr. Shyam Kishore Sahay, Editor, Lok Sabha TV and Mr. Nimish Kapoor, Scientist 'E', Vigyan Prasar and Head, National Science Film Festival - addressed the audience and analysed the entries that made it to the final round. They also shared valuable lessons on filmmaking with the participants and the students who took part in mobile filmmaking contest.

Mr. Rizwan Ahmad appreciated the attempts of NIRDPR and advised the filmmakers to use this platform as a means to showcase their talent in years to come.

“The entries we have received are very good, but I would encourage the filmmakers to venture into spaces which are not talked about, and showcase their stories. They can use this platform to tell these interesting narratives to the entire world in an effective way,” said Shri Shyam Kishore Sahay.

Shri Nimish Kapoor asserted that films give us a possibility to inject some scientific temper to influence an individual's attitude and behaviour. “Keeping this in mind, filmmakers have to cater the right content to the right audience, to bring about any positive change,” he said.

The curtains came down with the Deputy Director General honouring the jury members with mementos and Dr. Akanksha Shukla giving vote of thanks.

#### **The winners:**

**Category:** Films on new innovation

and technological advances in rural development

**First prize:** Shri K. Gopinath for 'Gold of Laila'

**Jury prize:** Shri Sunil Bandi for 'Saathi'

Prof. K SivaRam was awarded a special mention award for 'Clean and green campus'

**Category:** Films under different genres related to rural development

**First prize:** Shri Sanjay Bansal for 'Anaaj bank, Mohanpura'

**Category:** Government policies related to rural development

**First prize:** Shri Sanjay Bansal for 'Nallajerla'

**Jury prize:** Shri Sanjay Bansal for 'Skill Deed'

Shri Sanjay Bansal was awarded a special mention award for 'Boharipar'

**Category:** Social issues related to rural development theme

**First prize:** Shri Jajatikaran for 'Traditional Healers'

**Jury prize:** Shri T. Kempanna for 'Lavanya: A Dream Come True'

Shri Shailendra Tatakiya was awarded a special mention award for 'Nirmal Gram Patoda'

#### **Category: Mobile filmmaking contest:**

**First prize:** Shri Pratyush

**Second prize:** Shri Varun Batra

**Third prize:** Shri Natraj

**Special mention:** Shri Vishnu

## Is open defecation a 'social norm' in rural India?



The Centre for Rural Infrastructure (CRI), NIRDPR conducted a study on Open Defecation Free (ODF) villages. One of the research questions was: 'Is Open Defecation a Social Norm in Indian villages?' The study was conducted in three States (viz., Bihar, Maharashtra and Tamil Nadu) covering 18 Gram Panchayats in six districts.

The research problem is if there is a feeling that open defecation (OD) is almost a 'social norm' in rural India. This means Indian rural society approves defecating in open. We asked a few specific questions to find out if people think OD is 'an acceptable or even expected normative behaviour' in Indian villages. By definition, social norm is a behaviour that the society expects everyone to adhere to, and approves of. It may not have been written down. In this regard, a series of questions were asked. They are:

1. Do you think many in your village think OD is more convenient?
2. Do you think people in your village expect everyone to use toilet?
3. Do you think that everyone in your family should use toilet?
4. Do you think that everyone in your family should go for OD, for that is a convenient practice?

Most people in almost all the study States have either 'strongly disagreed or disagreed' to this statement: many in the study village feel OD is more convenient. This means the respondents think that most people do not think open defecation is convenient. However, a considerable number of respondents from Siwan district of Bihar have either 'strongly agreed or simply agreed' to this statement, meaning most people in their villages think OD is convenient.

Asked if there is a social expectation that everyone should use toilet, it was found that a majority of the respondents strongly agree or simply agree that people expect everyone should use toilet, except in the case of Siwan (Bihar), where the response is very contrary to this general expectation in other States. In Siwan (Bihar), about 50 per cent of the respondents have disagreed or strongly disagreed to this statement of everyone being expected to use toilet. We find that the general trend/ mindset is in favour of using toilet in all other study districts, except in Siwan district of Bihar. There is a general expectation in the society that people should use toilet, although no one tells anyone about it.

What people (respondents) think about their family members using and not using toilet? The question, in other words is, do the respondents think that

everyone in his/her family should use a toilet? Most of them in all the study districts have strongly agreed or simply agreed to this statement. Most of them think everyone of their family members should use toilet. They do not expect any member of their family to go for open defecation. Thus, the 'moral norm' of the individuals in almost all the study States is intact. However, some people (49 per cent) again in Siwan district of Bihar, and a few others (28 per cent) in Gadhiroli district of Maharashtra have expressed disagreement – some of them strongly disagreed to this statement – implying that it depends on individual's preferences and convenience.

How many respondents felt that everyone in his/her family should go for open defecation? Most of the respondents in all the study districts/ States – including Siwan district of Bihar – disagree to this statement – some of them strongly. They do not expect their family members to go for open defecation. However, they seem to feel that it is a matter of individual's preferences and conveniences. The respondents do not think that everyone in their family should use toilet, nor do they want them to go for open defecation. They somehow feel it is an individual preference and convenience that no one can say anything about. There is no social expectation that one should prefer open defecation or use



toilet – although at family level individual respondents feel that members of their family should use toilet.

Neither toilet use, nor OD is a social norm yet – at least not very strongly so as to prompt us to make a clear statement. This is because at family level, many feel (and expect) that their family members should use toilet. That people do it in open places because they have been traditionally doing it in open places. It has been a customary practice. There is no social expectation or norm that one should use toilet or do it in the open. However, the moral norm of individual respondents is in favour of toilet use and not in favour of OD. This is a good trend because it should be possible for sanitation professionals to work towards shifting moral norm progressively to become a social norm.

## Conclusion

The study revealed that there are households [in ODF villages] that do not own a toilet for reasons such as want of space, or the family lives in a disputed land, etc. It is regrettable to note that even in houses where a usable toilet is available, some members of the family prefer to do it in the open. With regard to toilet-use in some villages, other members of the family feel that it is a matter of individual preference and convenience. Generally, within a family, people feel that it is a question of moral norm to use toilet, although it is not discussed explicitly within a family. Thus, neither toilet use nor OD practice is a social norm in India, yet. In other words, Indian society does not frown on somebody defecating in open – so much so – it does not applaud someone using a toilet.

The last word can be, new social norms as a mark of social disapproval must be created that make people pull a face against those defecating in open. Universal toilet use must become a social norm in India. This is possible more by local institutions such as Gram Panchayats if they resolve toilet-use as an official norm, which as time goes by shall become a social norm. Then, those doing it in the open shall be viewed as deviants. The SBM-G, during the ODF Sustainability Phase, should sharpen its communication campaigns in such a way that toilet use becomes a universal social norm in rural India.

**Dr. R. Ramesh**

Associate Professor  
Centre for Rural Infrastructure

## Training programme for bankers on Credit Management in Agriculture & MSME Sectors



*Participants with Course Coordinator M. Srikanth (1<sup>st</sup> row- 4<sup>th</sup> from right), Director General Dr. W. R. Reddy (1<sup>st</sup> row- 5<sup>th</sup> from right) and Deputy Director General Smt. Radhika Rastogi (1<sup>st</sup> row- 3<sup>rd</sup> from left)*

### About the programme

MSME sector plays an important role in the Indian economy. Its contribution to manufacturing, exports and employment generation sectors is well recognised. Agriculture sector is also equally important since the major chunk of the population, who reside in rural areas, depend on agriculture and

allied activities. Therefore, financing both these sectors is most vital for the country's economic development. Considering these aspects, CFIE designed a five-day training programme on 'Credit Management in Agriculture & MSME Sectors' to enhance the appraisal skills of bank officers. The programme was organised during November 26-30, 2018

at NIRDPR, Hyderabad. Inaugurating the programme, Dr. M. Srikanth, Associate Professor and Head, CFIE, welcomed the participants, gave a brief overview of the programme, spelt out its objectives and conducted a self-introductory session. A total number of 13 officials from seven banks participated in the programme.



### Coverage of the training programme

The training programme covered topics such as financing of MSME and agriculture sectors, microfinance and SHG-Bank Linkage programme, credit appraisal of agribusiness projects such as dairy and poultry units, credit assessment of SME units with special reference to MUDRA loans, contract farming, supply and value chain management, risk management in agriculture and allied activities, and management of non-performing assets.

### Resource persons/faculty

CFIE's in-house faculty members and select guest faculty, who are subject matter specialists-cum-practitioners in the areas of dairy, poultry, horticulture, NPA management, risk management, credit appraisal, microfinance-SHG bank

linkage programme, etc., contributed to the programme.

### Methodology

The following methodology was followed in the training, keeping in view the broad and specific objectives of the programme, duration and expectations of the participants.

- Lectures and interactive sessions (PPTs)
- Case studies on various topics
- Video clips and discussions
- Individual and group activities/exercises including quiz
- Field visits/exposure to poultry (institutional visit) and irrigation systems, etc.
- Recap sessions

### Feedback and evaluation

Participants' feedback was captured using the online training portal. The programme was conducted successfully and the participants attributed the success of the programme to serene training ambience, clean and hygienic surroundings and very good infrastructural facilities in addition to effective programme design with good mix of classroom sessions and field visits and meticulous programme execution.

The programme was coordinated by Dr. M. Srikanth, Associate Professor and Head, CFIE, Shri G. U. Pillai, and Dr. K. Ramakrishna, consultants at CFIE.

### Field Visits

Field Exposure to ICAR's Directorate of Poultry Research, Rajendranagar and visit to Jain Irrigation Systems Ltd., Ghatkesar, Warangal Road, Hyderabad.

With a view to imparting practical knowledge and helping the participants strengthen the learning made in the classroom, the following field visits were organised on second and fourth days of the training programme:

- (a) Directorate of Poultry Research (DPR): On November 27, 2018, the participants were taken to DPR, Rajendranagar, Hyderabad. Dr. U. Raj Kumar, Principal Scientist-Genetics & Breeding, with the help of a short video film, enlightened the banker-trainees about the Institute's activities and offered clarifications to their specific queries. He appreciated the Institute's unique intervention, viz. Backyard Poultry (Types of Birds: Vanaraja and Gramapriya), which has been helping rural households to have supplemental income. Typically, a household in a rural area may grow 20 chicks in a backyard poultry to generate net income of approximately ₹ 5000 per annum. Later, the trainees also had an opportunity to visit the laboratory and a small poultry unit attached to the Institute where they saw the birds described above and also interacted with the technical staff for a comprehensive understanding of the Institute's activities.
- (b) Jain Irrigation Systems Ltd. (JISL): On November 29, 2018, the trainees participated in another exposure visit to JISL, Hyderabad and got an opportunity to know about their activities. Dr. T. Rajender, former Joint Director of Agriculture and presently working as Consultant with JISL, explained in detail about the genesis and typical phases of growth of JISL with the help of a MS-PPT presentation for more than 90 minutes. The trainees were also taken to various divisions of the factory to facilitate learning through exposure to have a first-hand information about the various activities being taken up there.



## International training programme on Rural Entrepreneurship and Microfinance: Connecting the Dots in Financial Inclusion



*Dr.M. Srikanth(1<sup>st</sup> row - 5<sup>th</sup> from left) with the other participants from NIRDPR-NERC*

### About the programme

Inclusive growth and overall development of the country is possible only if financial inclusion is achieved. Two-thirds of Indian population still live in villages. Microfinance is an important area which the developing countries need to focus on so as to reduce poverty by helping the underprivileged to establish micro enterprises. Providing rural finance on a large scale can help economic development, thereby achieving financial inclusion. However, providing finance alone does not ensure sustainability of the livelihoods. This calls for skill and entrepreneurship development of the youth. In this context, CFIE organised a five-day training programme on 'Rural Entrepreneurship and Micro Finance: Connecting the Dots in Financial Inclusion' during November 12-16, 2018 at NIRDPR-NERC, Guwahati in collaboration with CICTAB, Pune. The programme was inaugurated by Dr. R. M. Pant, Director of NERC, Guwahati. Welcoming the participants, he gave a brief overview of the programme, spelt out its objectives and conducted a self-introductory session.

### Contents of the programme

- Microfinance and micro enterprises –opportunities and challenges
- Financial inclusion for rural development
- Soft skills and leadership development
- Self-help groups for financial inclusion

- Farmer Producer Organisations (FPOs)
- Skilling and sustainable rural livelihoods
- Rural entrepreneurship and frugal innovations for financial inclusion
- Digital banking and financial inclusion
- Application of Geoinformatics in rural development
- Local governance for rural development
- Cooperative business model and rural development

### Participants

A total number of 20 participants from Bangladesh, Nepal and Sri Lanka participated in the programme, which was partly sponsored by CICTAB, Pune.

### Resource persons/faculty

CFIE's in-house faculty members and select guest faculty as subject matter specialists contributed to the programme.

### Methodology

A range of training methodologies, as shown below, were used during the programme duly keeping in view the broad and specific objectives of the programme, duration and expectations of the participants.

- Lectures and interactive sessions (PPTs)
- Case studies on various topics
- Video clips and discussions

- Individual and group activities/exercises
- Recap sessions

### Feedback and evaluation

Participants' feedback, which is very important to evaluate the programme and to improve the training process, was obtained manually. It could not be obtained through online training portal as some of the participants could not operate their e-mail or mobile phones.

### What went right

The programme was a success, as per the feedback received from the participants. All participants felt that the serene training ambience, clean and hygienic surroundings and the infrastructure facilities at NIRDPR-NERC, Guwahati paved way for assimilating the learning from the classrooms in a better way. Moreover, it was organised in a systematic manner, which also led to the success of the training programme. The excellent and timely support from all the staff at NERC, Guwahati, in all spheres was a major contribution for the success of the programme. The team spirit of CFIE, and back office support from NIRDPR, Hyderabad also paved the way for smooth and successful conduct of the programme.

The programme was coordinated by Dr. M. Srikanth, Associate Professor & Head, CFIE and Shri. G. Umesan Pillai, Consultant, CFIE, NIRDPR, Hyderabad.

### Field Exposure Visits

- Indian Institute of Entrepreneurship, Guwahati
- Nightingale Finvest Private Ltd., Guwahati, NBFC-MFI
- Rashtriya Gramin Vikas Nidhi, Guwahati (RGVN), NGO

To impart practical knowledge and reinforce the learning made in the classroom, the following field visits were organised on the fourth day of the programme.

- (a) Indian Institute of Entrepreneurship, Guwahati: The participants were taken to the Indian Institute of Entrepreneurship, Guwahati on November 15, 2018. Dr. Abhijit Sharma, Director, Indian Institute of Entrepreneurship (IIE) addressed the participants and explained the role played by IIE in Skill Development and Entrepreneurship. He briefed about their roles and activities undertaken to achieve the goals. IIE designs and organises trainings for different target groups. Dr. Sharma emphasised the need for timely disbursement to the rural entrepreneurs and farmers so as to have better recovery. He also explained the theoretical constructs of 'moral hazard' and information asymmetry in credit markets.
- (b) Nightingale Finvest Private Ltd., Guwahati, NBFC-MFI: Later, the participants were taken to Nightingale Finvest Private Ltd., an NBFC-MFI based in Guwahati. They started as NGO in 1997 and later received financial assistance of ₹ 2.50 lakh from North East Development Finance Corporation. Now they are working as an NBFC-MFI with a total loan portfolio of ₹ 82 crore. Interestingly, they had no NPAs on their balance sheet. Nightingale would like to become a Small Finance Bank sooner than later to serve the micro borrowers in a better way.
- (c) Rashtriya Gramin Vikas Nidhi, Guwahati (RGVN), NGO: Afterwards, participants had the opportunity to visit RGVN. Prior to year 2011, the microfinance activities of RGVN were carried out in the name of a Charitable Society. Now, the organisation is also engaged in social activities like health check-up camps, cleanliness programmes, AIDS awareness, benefits of forestry, etc.

## International training programme on Good Governance for Management of Rural Development Programmes



*Dr. W. R. Reddy, IAS, Director General, NIRDPR addressing the participants in the presence of Smt. Radhika Rastogi, IAS, Deputy Director General, NIRDPR and Dr. K. Prabhakar, course coordinator*

The 3<sup>rd</sup> International training programme on Good Governance for Management of Rural Development Programmes was organised by Centre for Good Governance and Policy Analysis (CGGPA) during 22<sup>nd</sup> October to 18<sup>th</sup> November 2018 at NIRDPR. A total of 29 international delegates, specialised

in areas of rural development and decentralisation, and agricultural professionals from 20 developing countries participated in the programme. The international delegates are from ITEC countries, sponsored by Ministry of External Affairs, GoI.

- The international programme

aims at addressing the following objectives:

- To teach international perspectives of good governance
- To appreciate the ethics and values of governance
- To explain the context of governance, theory and practice



- To experience the good practices of good governance
- To prepare a plan of action
- To make the participants aware of rural development programmes in India

The training programme covered the modules like Good Governance: An International disciplinary transformative concepts; Good Governance: A significant transformative in contemporary society; Good governance: Grassroots initiatives leading to best practices; Leadership Governance as an empirical factor of State performance; Flagship programmes - role of governance in effective implementation.

Smt. Radhika Rastogi, IAS, Deputy Director General, NIRDPR, in her inaugural address said that the main objective of the one-month training programme is to focus on Rural Development. Stressing on the importance of transparency, she stated that with transparency most of the problems of governance can be addressed.

"As administrators, we are accountable every second and with transparency if we put all information in the public domain, our burden goes down. We need transparency to win the trust and credibility of people. As administrators, we have to behave in a transparent manner, otherwise our credibility will be at stake," she said.

"Good governance starts with us. Whether there is an enactment or none, there are people who work in a transparent manner. Good governance is necessary to ensure that as a country, we maintain law and order," the DDG added.

Dr. W. R. Reddy, IAS, Director General, NIRDPR also made some remarks in the interactive session with the participants. "Good Governance is, of course, a continuous process. There is always scope for improvement. With our experience in the rural development sector, still we cannot say that we are perfect, but we are discovering; we are inventing new ways and means of improving the whole governance. Of course, the good governance may prompt us to think of more policing. We have to see

at the fundamental conception of scheme itself. But ultimately, I say that good governance depends on the passion with which we implement these schemes. Every one of us has a role to play in addressing the issues of poor people at the grassroots level," he said.

Responding to one of the participants about the state of corruption in India, the DG replied: "Wherever there are human beings, corruption always has space, but only the degree of corruption varies based on different anti-corruption strategies. The effort is only to minimise and prevent the scope for corruption." He also mentioned the steps taken to bring down corruption in MGNREGA through social audit.

As an endeavour, the programme was designed to cover topics such as good governance - international perspectives, devolutionary process and good governance - Indian perspectives and significance of good governance in rural development, sustainable development goals (SDGs) and devolutionary process, good governance as essential indicator of change management, gender concerns in service delivery, role of PRIs in practising good governance for rural development, research methods in rural development, research and appropriate technologies for rural development, etc.

The programme also covered topics like effective implementation for food security programme through e-Governance: A case of AePDS in Andhra Pradesh State, IT for rural development – case study of – Online Paddy Management System (OPMS), models of Good Governance at the grassroots level and Good Governance through CSR initiatives.

It was further followed by lectures by eminent persons on flagship programmes towards achieving sustainable development through WMP, MGNREGA, DDU-GKY, Aajeevika - National Rural Livelihood Mission (NRLM), Swachh



*Participants visiting Gangadevipalli model village Panchayat*

Bharat, etc. The participants, who visited the Rural Technology Park (RTP), realised that the vision of RTP is to accelerate wide dissemination of appropriate and affordable technologies to the rural poor for increasing productivity and enhancing their quality of life.

To strengthen the participants' knowledge on good governance practice, lectures on different social accountability tools like Community Score Cards (CSC), Citizen Report Cards (CRC), social audits and PRA, etc., were also accomplished.

The role of ICT and IT in governance was also covered in the training programme, mainly focusing on e-Governance in India: concept, initiatives and success stories; IT agriculture - rural development; Geo-information technology in rural development; and improving agriculture governance system – role of Farmers' Producer Organisations (FPO) – panel discussion and emerging issues for rural development.

As part of the exposure visit, international participants visited Centre for Good Governance (CGG) to discuss on good governance, e-Governance and m-Governance. They visited ICRISAT for a discussion on 'Sustainable Agriculture Management practices – Initiatives of ICRISAT'. Participants were introduced to different water harvesting structures as better water governance practices available at local level at JNTU, Hyderabad.

As part of the field training in Karnataka State, participants visited Department of Personnel and Administrative Reforms (e-Governance), interaction with e-government officials

at CEG and also got exposed to different e-governance initiatives like Bangalore-one centre (one-stop citizen service centres) and IT initiatives for effective service delivery in Police department, etc.

The team also visited RSETI-Bangalore Rural, Sonnahallipura village, Hoskote branch for understanding and learning about the initiatives of MoRD as well as NIRDPR in promoting skill development and gender entrepreneurship. Participants met Bangalore Rural district - Zilla Panchayat CEO to know more on how effectively Panchayati Raj Institutes (PRI) deliver their services, especially focusing on rural India and different e-Governance initiatives by the Bangalore-Rural ZP. The team also visited Basettihalli village in Dod Ballapur taluk in Bangalore Rural district. In Basettihalli village, participants interacted with Gram Panchayat members and engaged in information sharing and also took a walk-around to see development within the community. The team also observed different development activities like solid waste management by the GP, purified drinking water supply, e-library, road construction, water and sanitation facilities and housing projects that are run through the Panchayat institutions. Participants made a visit to Organic Mandya, an independent farmers' group in Mandya district of Karnataka, to learn about organic agriculture and also visited organic farm to know ground level experiences.

Finally, participants have come up with their own plan of action-based learning from the one-month training programme. The consolidated plan of action is as follows:

#### Plan of Action

- To promote good governance initiatives at local platforms like inter-governmental meetings and integrated development plan sessions
- Information sharing knowledge with colleagues and other stakeholders
- To also evaluate what is possible and not possible for both department/

institution and the country as a whole

- To establish networks and liaise with other government and private institutions or officials that are involved in good governance and rural development for partnerships
- To lay the groundwork for possible research topics in areas such as:
- Good Governance
- e-Governance and Mobile governance
- Citizen Report Card and Community Score Card
- Social Audit Practices

#### Participants' overall views about the programmes

"The participants who attended the training were greatly empowered and inspired during the training sessions that reflected the interplay between the understanding of good governance concepts, rural development concepts as well as application of practical tools in local context. The localisation of practical examples to other countries is of great importance and training was so helpful to participants, hence much outcomes are expected to happen." - Mr. Christopher Ng'wanyemi Mdoe, Core faculty - Institute of Rural Development Planning (IRDP), Tanzania.

"Good Governance for Management of rural development programmes is the best course offered by the National Institute of Rural Development and Panchayati Raj (NIRDPR). Therefore, the Indian government should sustain the programme to develop more local government experts like me." - D. Emanuel Wheinyue, Participant from Republic of Liberia.

"In general, we can say that the 30 days we spent in India were quite productive. We have been equipped with tools to promote good governance and development of rural areas. Women's involvement in local decision-making and development, harnessing rainwater for consumption and land management for the benefit of the people are a part of the baggage of knowledge we carry from this

place. Our biggest dream is to transform our communities in Mozambique into centres for promoting good governance for local development." - Mr. Chizango Justino Paulo, Mozambique.

"The course was indeed beneficial academically, socially, spiritually, emotionally, economically and physically and a similar opportunity cannot be missed in the future. I am happy that all my expectations of the course have been realised which were to learn new initiatives of good governance and grow professionally, experience good practice of good governance in India and opportunity to share ideas. Botswana would like to congratulate and learn from India's great achievements in rural development and poverty alleviation." - Ms. Constance Kotokwe, Botswana.

"The training programme epitomised the role of good governance in building a solid foundation for the management of rural development programmes. The integration of innovations in the field of ICT measured up the capability of India to promote an efficient, effective and responsive form of government." - Majalranni Pascual-Inere, National Economic and Development Authority (NEDA), Philippines.

"The training programme has been a fruitful learning experience to me since it changed my perception on different subjects of good governance, e-Governance, sustainable development women empowerment and much more. NIRDPR has accommodated me very well with several facilities and has been a good example of well-organised, clean and green area" - Ryan Naweene Deepak Ramdhan, Suriname.

The training programme contents were delivered through a judicious mix of lecture-cum-discussion, role play, debate, exposure visits, group exercises, mock Panchayats, presentation by groups and individual report submission, etc.

Dr. K. Prabhakar, Assistant Professor & Course Director, Centre for Good Governance & Policy Analysis (CGGPA) and Dr. S. Jyothis, Professor & Head (i/c) organised the training programme.



## NIRDPR faculty offers technical support to Afghanistan Institute of Rural Development on PGD-SRD



*Dr T. Vijaya Kumar (2<sup>nd</sup> row - 9<sup>th</sup> from left) and Dr. Raj Kumar Pammi (2<sup>nd</sup> row - 7<sup>th</sup> from left) with the staff and students of AIRD, Afghanistan*

Faculty of NIRDPR, Dr. T. Vijaya Kumar, Associate Professor, CHRD and Dr. Raj Kumar Pammi, Assistant Professor, CFL visited the Afghanistan Institute of Rural Development (AIRD), Kabul during 15-27 November, 2018 to organise contact sessions-cum-end semester examinations for PGDSRD students of 10<sup>th</sup> batch as a part of technical support to AIRD, Afghanistan. A total of 24 students had registered for PGDSRD 10<sup>th</sup> batch and 18 of them regularly attended the contact sessions. The contact sessions broadly covered themes such as sustainable rural society and development, sustainable development goals, development methods and techniques, policies and programmes for rural development, resources and rural livelihoods, flagship programmes of rural development in India, stakeholders in rural development, project planning and development, etc.

The classes were organised with a blended methodology of classroom interaction, group exercises, individual presentations by the students and the syndicate method. The students actively participated in contact sessions and interacted with the faculty of NIRDPR on various themes related to sustainable rural development at AIRD campus, Kabul. At the end of the contact sessions, a day was

allotted to prepare for examinations and clarification of doubts. The examinations were conducted during 23-26 November, 2018, as per the guidelines of CPGS&DE, NIRDPR.

Further, the team of NIRDPR faculty interacted with the officials of different divisions of Afghanistan Institute of Rural Rehabilitation and Development, Ministry of Rural Rehabilitation and Development (MRRD), Government of Afghanistan. On 22<sup>nd</sup> November 2018, the faculty interacted with the Programme Director of Women Economic Empowerment in Rural Development Programme and learnt that the programme has been planned based on the Indian experience of self-help group organisations and empowerment. The Programme Director, while interacting with the faculty of NIRDPR, informed that they are looking forward to have an association with NIRDPR and DAY-NRLM in the areas of capacity building for strengthening the 'Women Empowerment Programme' in Afghanistan.

On 23<sup>rd</sup> November, 2018, the AIRD officials and NIRDPR faculty visited Rural Technology Park (RTP) at Kabul. The team interacted with the RTP engineers and

other team members. The RTP is spread across an area of 12 acres at Tharkhil village, Deh-sabz district in Kabul Province and the work is in progress. The training centre of RTP has four conference halls. The SME shopping complex construction has reached its final stage. The engineers and AIRD staff expressed gratitude to NIRDPR and Government of India for all the support in establishing RTP.

The NIRDPR team had an opportunity to interact with the entrepreneur and SME groups of Parwan Province along with the Executive Director of WEERD Programme on 25<sup>th</sup> November 2018 at MRRD. It is learnt that there is a shift in attitudes among the SME groups in participating and undertaking income generation activities. Some of the group members are exporting home-based products based on dry fruits, herbal medicines and pickles to Germany and USA.

The entire visit to Afghanistan by the faculty of NIRDPR was coordinated by Dr. Munir Abbassi, Head, Scholarship Division along with his team. The NIRDPR faculty visit helped in understanding various initiatives of rural development in Afghanistan.

## NIRDPR AD(OL) presents paper on Gandhi, Hindi and Journalism



*Smt. Anita Pandey, AD(OL), NIRDPR, presenting a paper at the seminar*

The Rastrabhasha Swabhimaan Trust, Ghaziabad and the National Book Trust, New Delhi jointly organised a two-day seminar on November 3 and 4, 2018. Smt. Anita Pandey, Assistant Director (Official Language), NIRDPR was nominated for the above seminar to present a paper on 'Gandhi, Hindi and Journalism'.

The speakers presented their papers in two sessions. Mr. Uma Shanker Mishra, Chairman, Rastrabhasha Swabhimaan Trust, Ghaziabad while welcoming the dignitaries informed that this type of seminar is an annual feature with representations from across the country. Dr. Om Prakash Pandey, Dr. Onkaarnathdivedi, Smt. Anita Pandey, Dr. Arvind Srivastav, Shri Shiv

Prasad Bharati, Shri Amrender Rai and Shri Sanjay Kashyap presented their papers. Shri Pankaj Chaturvedi, Editor, National Book Trust chaired the session.

Padmashri Shri Shyam Singh Shashi was the Chief Guest. The above seminar was very useful and the paper presented on 'Gandhi, Hindi and Journalism' gave detailed information about Mahatma Gandhi's role in journalism.

## International training programme on Management of Rural Employment Projects and Poverty Alleviation



*Smt. Radhika Rastogi, Deputy Director General, NIRDPR (1<sup>st</sup> row - 4<sup>th</sup> from left), Dr. P. SivaRam (1<sup>st</sup> row - 3<sup>rd</sup> from left), Dr. U. Hemantha Kumar (1<sup>st</sup> row - 4<sup>th</sup> from right), Dr. M. Srikanth (1<sup>st</sup> row - 3<sup>rd</sup> from right) and Dr. Raj Kumar Pammi (4<sup>th</sup> row - 2<sup>nd</sup> from left) with the other participants*

The magnitude of poverty and disparities that existed between various social groups necessitated a planned State intervention to provide assistance and relief to millions reeling under poverty through generation of employment opportunities, knowledge dissemination and skill upgradation. India as well as several other countries initiated various programmes in tune with sustainable development goals (SDGs), to begin a three-pronged attack on poverty, i.e. (i) in terms of creating an income generating asset



base for self-employment of the rural poor, (ii) by creating opportunities for wage employment for the poor, and (iii) area (land) development activities (programmes) in backward regions like dryland, rainfed, drought-prone, tribal, hill and desert areas. Subsequently, there were also programmes for providing basic infrastructures for better quality of life in rural areas and also programmes for social security of the poor and destitute. In addition to this, policy prescriptions were also made and statutory provisions were introduced for the empowerment of the people and their participation in the development process. To tackle this task, there is a need to enhance the capacities of the human resource/programme implementers. Against this backdrop, the Centre for Livelihoods conducted an international training programme on 'Management of Rural Employment Projects and Poverty Alleviation' from 22 October to 18 November, 2018 at NIRDPR. The programme aimed to familiarise the participants on concepts of rural employment-related livelihood projects, poverty and its dynamics, enhance capacities for self-management and livelihood skills to implement their livelihood plans, knowledge and skill on community managed farm and non-farm rural development livelihoods projects, short and long-term field visits to the best practices on various sustainable rural employment-based livelihoods projects, especially ones that focus on product diversification, innovations, value chains and markets, and critically examine various sustainable livelihoods/employment practices and back-home action plans.

The programme was inaugurated by Dr. W. R. Reddy, IAS, Director General, NIRDPR. Smt. Radhika Rastogi, IAS, Deputy Director General delivered the inaugural address. In his address, the

Director General stressed on the need and importance of provision of basic infrastructure, natural resource base, employment generation, livelihoods opportunities, women empowerment and safety nets in sustainable manner.

The Deputy Director General highlighted the importance of climate resilient methods that need to be adopted while addressing the poverty reduction development programmes. A total of 27 officers from 17 countries including trainers, project managers, assistant project managers and young professionals participated in the programme.

During the month-long course, various pertinent subjects on management of rural employment projects and poverty reduction were delivered using lecture-cum-discussion, group presentations, panel discussion, case study methods and field-cum-exposure visits. The main contents delivered were:

**a. Institutional delivery:** Community institutions, structural designs, process of rural employment/livelihoods projects.

**Strategies:** Poverty reduction plans, business environment, enhancement of skills and identification of value chains with proper clustering across regions, supported by principle firms, network development agents along with the identification of supply chain network partners.

**b. Employment projects:** Farm and non-farm based livelihoods, product diversification, innovations, value chains and markets, various farm and non-farm based livelihood interventions like agriculture, horticulture, livestock, small ruminants rearing, poultry, aquaculture, trade, services, etc., were discussed. Concepts like food and

nutritional security, natural resources and environmental services, institutions, relations and politics, technology, skills, infrastructure equipment, business advisory services, product design and effective packaging, capacity building on best practices of running an enterprise, product standardisation and support through knowledge partners were also dealt.

**c. Policies, networks, governance and models:** Approaches and cost-effective rural technologies, application of analytical tools and techniques in livelihoods, sustainable rural livelihoods policies, governance and delivery, mainstreaming sustainable employment/livelihoods projects, the experiences of different countries and sustainable employment/livelihoods projects: the Indian experiences were a part of this module.

In addition to these, a one-week field-cum-exposure visit to Karnataka was also organised to have a hands-on experience in management of rural employment projects such as MGNREGS, DAY-NRLM and DDU-GKY, etc. The participants learnt how various rural employment/livelihood strategies and approaches help farmers, artisans, landless, women and youth to maintain their livelihoods.

At the end of the programme, the participants expressed that they were exposed to different strategies and approaches of management of rural employment projects and also benefited from cross-cultural learning as they had the benefit of interacting with people from different countries, sharing vivid experiences. The course was coordinated by Dr. Hemantha Kumar Ummiti, Associate Professor, Dr. P. SivaRam, Professor & Head, Dr. P. Raj Kumar, Assistant Professor and Dr. G. V. K. Lohidas, Assistant Professor, Centre for Livelihoods.



राष्ट्रीय ग्रामीण विकास एवं  
पंचायती राज संस्थान  
**NATIONAL INSTITUTE OF RURAL  
DEVELOPMENT AND PANCHAYATI RAJ**  
Rajendranagar, Hyderabad – 500 030

**MINISTRY OF RURAL  
DEVELOPMENT,  
GOVERNMENT OF INDIA**

## **SEE YOUR FUTURE AS RURAL DEVELOPMENT PROFESSIONAL** **Admission Notification**

### **AICTE APPROVED Post Graduate Diploma in Management - Rural Management (PGDM-RM) 2019-21: Batch-2**

**Two-year Residential Programme**

**Eligibility:** Bachelors Degree with at least 50% Marks (45% for SC/ST/PWD)

Valid score in any of the qualifying exams: CAT/XAT/MAT/ATMA/CMAT

### **Post Graduate Diploma in Rural Development Management (PGDRDM) 2019-20: Batch-17**

**One-year Residential Programme**

**Eligibility:** Any Bachelors Degree and valid score in any of the qualifying exams: CAT/XAT/MAT/ATMA/CMAT or appear for All India Test conducted by NIRD&PR on **28<sup>th</sup> April, 2019**

**Important Dates:** Online Application began on **22<sup>nd</sup> October, 2018**, ends on **8<sup>th</sup> April, 2019**

Session Commences from **15<sup>th</sup> June, 2019**. For more details, visit: **www.nird.org.in**

**Coordinator (Admissions):**

**Centre for Post Graduate Studies & Distance Education (CPGS&DE)**

**Telephone: 91-040-24008460/442/556, Mobile: 9848780141**

**E-mail: pgdrdmadmission@gmail.com**



**Sd/-**

**Associate Prof. (CPGS&DE)**

**OIGS**

**Book Post**

(Contains Printed Matter)



राष्ट्रीय ग्रामीण विकास एवं  
पंचायती राज संस्थान  
**NATIONAL INSTITUTE OF RURAL  
DEVELOPMENT AND PANCHAYATI RAJ**  
Ministry of Rural Development, Government of India

Rajendranagar, Hyderabad - 500 030

Phone: (040) 24008473, Fax: (040) 24008473

E-mail: cdc.nird@gov.in, Website: www.nird.org.in

**Dr. W.R. Reddy, IAS, Director General, NIRDPR**

**Smt. Radhika Rastogi, IAS, Deputy Director General, NIRDPR**

Editor : Dr. K. Papamma

Asst. Editors: Krishna Raj K.S.

Victor Paul

Published By:

Dr. Akanksha Shukla, Associate Professor and Head, CDC  
on behalf of the NIRDPR,  
Rajendranagar, Hyderabad - 500 030.

Printed at:

Vaishnavi Laser Graphics  
H.No.3-4-489/1, Barkathpura Main Road,  
Hyderabad. Ph : 040-27552178

