

Venue: NIRDPR, Hyderabad

Course Fee

There is no fee.

Last date to receive nominations : 26.08.2022

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Link for the google form:

<https://docs.google.com/forms/d/1IEBGXHZwuZPGFEGi6C07lhNvahprk99aBBhe5Z1J8g/edit>

ABOUT NIRDPR: The National Institute of Rural Development and Panchayati Raj (NIRD&PR), an autonomous organisation under the Union Ministry of Rural Development, is a premier national centre of excellence in rural development and Panchayati Raj. Recognized internationally as one of the UN-ESCAP Centres of Excellence, it builds capacities of rural development functionaries, elected representatives of PRIs, bankers, NGOs and other stakeholders through inter-related activities of training, research and consultancy. The Institute is located in the historic city of Hyderabad in Telangana state. The NIRD&PR celebrated its Golden Jubilee Year of establishment in 2008. In addition to the main campus at Hyderabad, this Institute has North-Eastern Regional Centre at Guwahati, Assam to meet the NE-regional needs.



Masters Training Program on Media for Rural Development

(September 05th - 09th, 2022)

Venue: NIRDPR, Hyderabad



National Institute of Rural Development and Panchayati Raj

Ministry of Rural Development, Government of India
Rajendranagar, Hyderabad - 500 030
Telangana, India
www.nirdpr.org.in

“ Master Trainers Programme on Media for Rural Development ”

Vision of the Centre:

The Centre for Development Documentation and Communication (CDC) is the Professional Support Centre assigned with the mandate to provide information services. The Documentation Centre collects, collates and consolidates the information related to Rural Development and disseminates the information to policy framers, researchers, trainers and all those involved in development.

Mission, objective/mandate of the Centre:

The Communication aspect of the Centre had been limited to provision of information through the library. Exceeding the mandate, a training on Media & Rural Development is proposed with the following objectives:

- Imparting training to the officials/ personnel in the grassroots in rural areas on how to handle media;
- To enhance knowledge of participants on various aspects of rural development;
- To orient their attitude for professional coverage by facilitating interaction with media
- To document the success stories of innovative initiatives made in the field
- To enlarge the feeling of inclusive and overall growth; to equip them for achieving it.
- To enhance coverage on rural issues, built up documentation of success stories and strengthen rural journalism
- Total universe of training activities- SIRDs/ SRLMs/Freelancers/Patrakarita didi/TV/print journalists working in rural development/community radio personnel.

• Clientele group:

(Approximate number) 40

• Period during which Training Programme to be conducted: **05-09, September 2022**

• **Outcome expected:** The trainees will be able to gather upto date knowledge on all important areas in rural development as represented by all the Centres of NIRDPR. Besides skill on using mobile journalism including editing will be provided to enhance their documentation skill.

Contents: The course will cover following aspects relating to Rural Development.

- . Rural Communication Structure and News sourcing.
- . IT in Rural Development.
- . GIS in Rural Development.
- . PM Awas yojana and Rural Water Mission: Policy and Challenges.
- . Gender Issues in Rural India; Challenges and way ahead.
- . Agrarian Issues for journalistic perspectives.
- . Start-ups and Entrepreneurships in Rural Development: Guidelines and Procedures.
- . MGNREGA-Communication gaps and Challenges.
- . Panchayat Raj System: Preparing Profiles for award winning Panchayats by Increasing Panchayat resources.

The National Social Assistance Programmes , PESA & FRA : Unknown facts.

- . DDUGKY-Sourcing success stories and analysis.
- . Good governance: application and reality.
- . Financial programmes for rural India : The “what” and “ how”.
- . Social Audit: Fighting Corruption the right way: concept and application.
- . Digital media : Fact verification, data validation and launching of a website.
- . Technology and livelihood Promotion: An approach to understanding challenges and future aspects.
- . When climate impacts life: Challenges and coping mechanism.
- . Corporating Social responsibility: Where and how do attract company investments.
- . All about mobile Journalism: Camera, Lights, actions and editing..

Targeted Participants:

SIRD

SRLM

Patrakarita Sakhis

Rural Journalists/Freelancers

Community Radio Personnel

Training Method: The programme is designed to be participatory and interactive. It includes lectures, class participation ,group participation, and issue based problem solving exercises, etc.,

For further queries please reach: Akanksha.nird@gov.in

