



TRAINING
& CAPACITY
BUILDING



RESEARCH
& CONSULTANCY



POLICY
FORMULATION
& ADVOCACY



TECHNOLOGY
TRANSFER



ACADEMIC
PROGRAMMES



INNOVATIVE
SELLING
& LIVELIHOODS

No: 288

PRAGATI

Newsletter
May 2019



WISE-women involvement in SHG enterprise



3 | WISE-women involvement in SHG enterprise

CONTENTS

- 6**
Flora and Fauna study at NIRDPR campus
- 8**
Workshop on Role of S&T Institutions in the Promotion of Entrepreneurship and Sustainable Livelihood in Rural Areas through Fisheries Sector
- 10**
Field visit to MYRADA-Gulbarga
- 12**
Workshop for non-official members of NIRDPR General Council
- 13**
Training-cum-Exposure visit of Elected Representatives from Uttarakhand State at NIRDPR
- 15**
Field visit to Community Radio Centre, Pastapur Village
- 17**
Delegates from seven countries visit NIRDPR
- 18**
National consultative workshop on Vocational Guidance and Counselling for Retention of Rural Youth under DDU-GKY
- 19**
Library Talks on Better Livelihood through Livestock
- 20**
ToT programme on Promoting Better Livelihoods through Livestock
- 21**
Two-day residential training on Model Sustainable Open Defecation Free Gram Panchayats
- 23**
ToT Programme on Rural Entrepreneurship, Innovation and Financial Inclusion



Garhwa woman working on Dhokra art

WISE-women involvement in SHG enterprise

The heart of Indian Constitution lies in participative democracy promoting equality of status and opportunity, providing social, economic and political justice and assuring the dignity of the individual. The Self-Help Group and the Panchayati Raj system in India are two such important Institutions for inclusive and democratic governance.

The SHGs have given women a greater sense of autonomy and self-confidence, and are changing social relationships and rural dynamics. Today, the SHGs are more than just a conduit for credit – they are the ‘change agents’, providing equal opportunities to women and empowering them. The need of the hour is, however, converting SHGs into mechanisms for increasing rural women’s income.

In rural areas, the micro and small enterprises are the second biggest employment generators after

agriculture, but the support systems necessary for them to survive are limited. Especially, women-owned enterprises in rural areas, have limited access to credit, finance and market to suit their requirements. Very few SHGs have, therefore, been successful in becoming agents of sustainable economic growth.

“Millions of women in our hamlets know what unemployment means. Give them access to economic activities and they will have access to power and self- confidence to which they hitherto have been strangers”

Mahatma Gandhi

With marginal and very minimal resources of sustenance, most SHGs have remained rudimentary, and scaling up in terms of production, value addition, access to markets, etc., has been a huge challenge for them.

The strenuous task of coming out of abject poverty by little savings and

bank-credit linkages has been initiated by formation of the Self-Help Groups. It is now important that in order to thrive, sustain and prosper, the SHGs have to come out of their ‘comfort zone’, prepare themselves to compete with existing market forces and become economically viable.

In its endeavour to build up capacities of rural people; focusing on mobilisation of community, establishing linkages and making the process more participative and meaningful, the National Institute of Rural Development and Panchayati Raj (NIRDPR) has taken a noteworthy step towards developing business acumen among SHGs and scaling up their existing capacities. The focus is also on understanding the significance of Gram Panchayat Development Plan (GPDP).

As part of this initiative, the faculty members of National Institute of Rural Development and Panchayati Raj, visited



SHG members engaged in embroidery work

17 States including five North-Eastern States to identify those SHGs with which the students could work effectively and train them to be facilitators in GPDP.

The thrust was on identifying those SHGs which met the following criteria:

- Three to five SHGs in one State, preferably from Non-SVEP blocks
- Located in remote areas without access to market
- SHGs producing handicrafts, handlooms or exotic, State-specific products

The students pursuing Post Graduation Diploma Programme in NIRDPR, as part of their 35 days organisational internship, visited Bihar, Chhattisgarh, Gujarat, Haryana, Himachal Pradesh, Jammu and Kashmir, Jharkhand, Maharashtra, Manipur, Meghalaya, Mizoram, Punjab, Rajasthan, Sikkim, Tripura, Uttarakhand and West Bengal.

The students presenting a reality check of 'what is really happening' tried to understand the needs of SHG women in these States and extended support with regard to improving the design and marketing of the products made by the SHGs.

The internship also helped the

students to have a better understanding of the functioning of the Gram Sabha and the role of GPDP in project formulation.

The students were divided into groups of 2 members, with one student from 1-year PGDRDM programme and the other from 2-year PGDM-RM programme. The intent behind creation of a mixed group is to provide continuous handholding support to SHGs by the 2-year PG students, even after the students of 1-year programme finish their course.

Each group was assigned a faculty member from NIRDPR for guiding and enabling the students to understand SHG dynamics.

The stay in the villages with SHG women helped the students familiarise themselves with rural settings and exposed them to ground realities and challenges faced by rural people. This is one of the great learning initiatives, with the active involvement of the faculty and the students.

The students conducted baseline survey of household of each SHG member to understand the income dynamics vis-a-vis expenditure behaviour and also analysed the micro investment/

credit plan of the SHGs. The students also gathered information about different sources of borrowing as well as the reasons for borrowing by the SHGs. This exercise helped them to recognise at what level of institutional tier the SHGs are placed and the intervention required from various agencies to strengthen them.

From the saffron of Pampore (Jammu and Kashmir) to banana wafers of Aizawl (Mizoram), from Kashmiri Shawls to Manipuri Phanek, from pickle making in Sikkim to dried ginger items of Punjab, from the Bhandini fabric of Gujarat and Rajasthan to the Kantha stitch sarees of West Bengal, from the Phulkari dupatta of Punjab to Rignai & Risa of Tripura, from the bell metal work of Bastar (Jharkhand) to Madhubani paintings of Bihar; the students helped the SHGs in making strategies for positioning, packaging and better visibility of their products.

No development is holistic without convergence among different institutions. The students, therefore, made an effort to understand inter-relationship of SHGs with other village level institutions like anganwadis, PHCs, schools and Gram Panchayat.

The students also learnt about the structure of flow of funds of different schemes in Gram Sabha, identified gaps and suggested ways to mitigate them. Under Rashtriya Gram Swaraj Abhiyan (RGSA), the Village and District Panchayats have been entrusted to develop holistic projects which promote economic development based on local development needs.

As it is the first time that the village panchayats are engaged in conceptualisation of project proposals, there is a need to guide them in formulation of such project proposals.



Kouna handicraft



Punjabi dhurries



Pashmina shawl work from Kashmir



Handmade blankets by SHG members



Pine needle work from Himachal Pradesh

The students, under the guidance of faculty members, played an effective role to enable SHGs to be facilitators in formulation of Gram Panchayat Development Plan (GPDP). The students also devised creative ways to help SHGs market their products, made a Business Development Plan for various products of the SHGs and also devised creative ways to help SHGs market their products. These SHGs will be given exposure to participate in 'RTP Mela' held annually at NIRDPR.

The interaction of students with SHG women and the arduous journey of these women to come out of poverty has reinforced the conviction that organisation of the poor is an essential tool for their empowerment.

The internship is another step of NIRDPR, through its students, to understand the hardships of rural women, to actively engage them in democratic institutions and assist the government to draft policies and take corrective steps in making women economically

independent and self-reliant.

The SHGs are new engines of the economy, but the major constraints viz., finance, line of credit from the suppliers, new technology to produce quality products, value-addition, on-time delivery and marketing need to be addressed. The time has come for SHGs to have a long-term vision and not focus on survival in the short-term.

The SHGs have to push themselves towards new challenges of enterprise and entrepreneurship. Self-employment and self-sufficiency are needed for women development. The SHG enterprises will, indubitably, provide better growth avenues and will encourage women to engage in productive venture by utilising local resources and skills.

The strong SHG network can be used to strengthen Gram Sabha to improve GPDP. The active involvement of SHG women and their convergence with PRIs will surely help in better community participation. Creating synergies and developing an organic relation between

SHG-PRI is a significant step towards enhancement of livelihood opportunities and providing social security to the village people.

A robust SHG network will certainly boost 'sustained' and 'shared' economic growth. The time is ripe not for competition, but collaboration among different democratic units of governance to collectively grow and expand.

NOTE: 1. As a part of its Foundation Day Celebrations, NIRDPR has been organising the 'Rural Technology and Crafts Mela' since 2003. The Mela, an annual event, is a unique platform for rural artisans and SHGs to showcase their unique handicrafts, handlooms, tribal jewellery, rural crafts, toys, wood work, traditional food items, etc.

Ms. Hemangi Sharma

Officer on Special Duty to
Deputy Director General

Dr. Akanksha Shukla

Associate Professor & Head (CDC)
Coverage design: **Shri V. G. Bhat**

Flora and Fauna studies at NIRDPR campus



The National Institute of Rural Development and Panchayati Raj (NIRDPR) is located in the historic city of Hyderabad in Telangana State (17°18'47.73"N, 78°24'5.45"E) covering an area of approximately 176 acres. Living resources (plants, animals and microbes) and their habitats form an integral component of the biodiversity. Mutual interaction between them provide stream of tangible and intangible benefits to the human society. In this context, an attempt was made to understand the distribution pattern of flora and fauna in different habitat types of the campus. The baseline studies on biodiversity of NIRDPR were carried out in 2017 and 2018. Researchers from AINP VPM visited NIRDPR campus on monthly basis (10 days every month) and recorded the biodiversity.

Scope

- Assessment of fauna and flora at different intervals in various habitat conditions
- Identification of keystone species and REET species, and threatened species to be indicated for restoration
- Preparation of area-specific management plan

Climate: The climate of the study area is generally dry with temperatures ranging from 140 C to 450 C and the normal rainfall in the area is 786.8 mm, received mainly from Southwest monsoon. The soil types mainly range between Black cotton, Red and Brown sandy loam. Typical rocky outcrops of granites are common in the study area.

Flora: The vegetation in the undisturbed area of the campus ranges between dense scrub forest to moderate scrub forest. During the assessment period, a total of 176 species belonging to 121 genera and 62 families of which trees constitute 52 species, 32 scrub species, 64 herb species and 28 climbers were found. The dominant trees in the forest habitat include *Albizia amara*, *Cassia fistula*, *Acacia chundra* and *Acacia horrida*. The small trees to large shrubs found are *Grewia orbiculata*, *Euphorbia antiquorum*, *Helicteres isora*, *Flueggea leucopyrus*, *Dichrostachys cinerea* and *Ziziphus jujuba*. Majority of the herbaceous plants are annuals, exhibiting the typical seasonal succession during the monsoon period. The important species associations noticed were *Cleome-*

Heliotropium, *Cleome-Heliotropium-Tephrosia* and *Tephrosia-Heliotropium*. In the post-monsoon period, *Waltheria indica* dominates the ground flora. The other associates are *Indigofera cordifolia*, *Crotalaria ramosissima*, *Corchorus trilocularis*, *Justicia vahlii*, *Justicia glauca*, *Dipteracanthus prostratus*, *Citrullus colocynthis*, *Polycarpea corymbosa* and *Blepharis maderaspatensis* along with grass species like *Heteropogon contortus* and *Cymbopogon flexuosus*, and climbers such as *Abrus precatorius*, *Abrusprecatorius*, *Cardiospermum halicacabum*, *Cissus quadrangularis*, *Mukia maderaspatana*, *Ipomoea obscura*, *Rivea hypocrateriformis* and *Merremia aegyptia*.

IUCN Red-listed species such as *Santalum album* (Sandalwood), *Chloroxylon swietenia* (East Indian Satinwood) and *Dalbergia latifolia* (Indian rosewood), which are listed under the 'Threatened' category as 'Vulnerable' were found. Other species of potential medicinal importance include *Strychnos nux-vomica* (Poison nut), *Cassia fistula* (Golden shower) and *Sterculiaurens* (Gum karaya). Fruit-bearing trees include



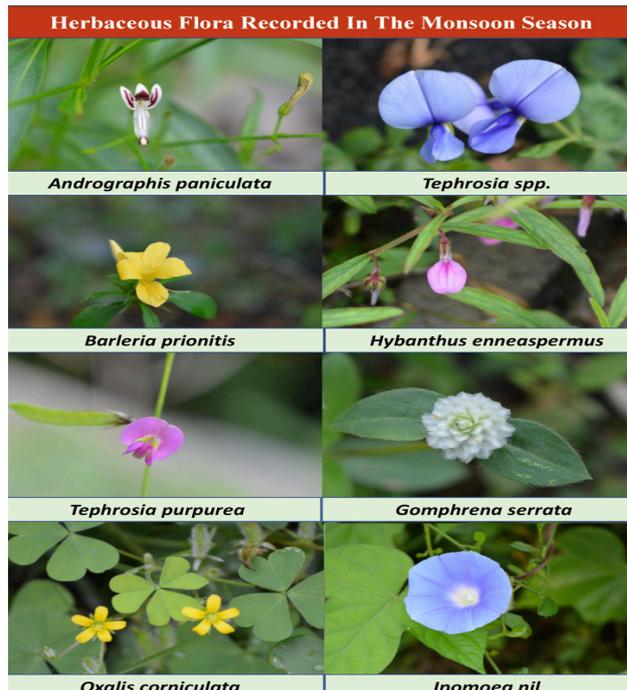
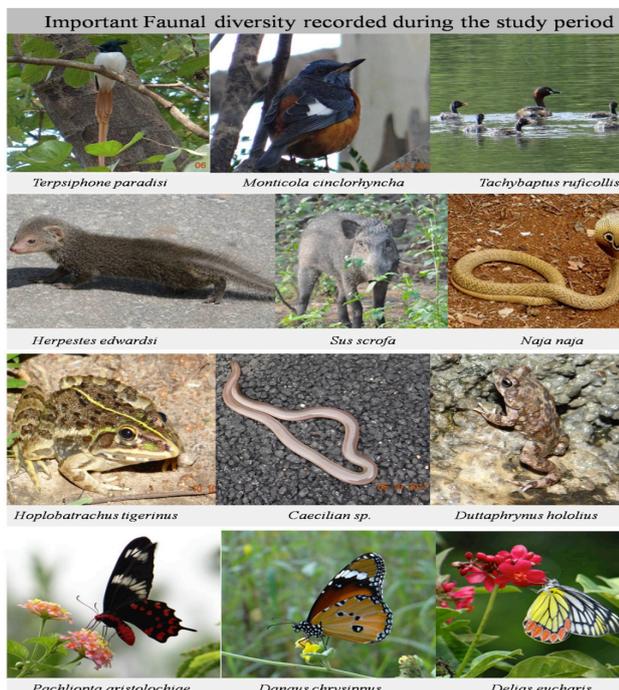
Annona squamosa (Custard-apple) abundantly distributed all along the rocky outcrops. During the monsoon season, herbaceous flora flourishes with luxurious growth which is noted with more than 64 species in a limited space. The seasonal variation is an important noticeable phenomenon in the area which shows drastic fluctuations between monsoon, post-monsoon and pre-monsoon.

Fauna: During the study period, a total of 12 mammalian species belonging to 5 orders and 8 families, 121 avian species belonging to 21 orders and 49

families, 52 herpetofauna species (14 amphibians belong to 4 families and 38 reptiles belong to 13 families), 39 butterfly species and over 100 species of insects were documented. Among the bird species, there were 3 species - Painted Stork (*Mycteria leucocephala*), Black-headed Ibis (*Threskiornis melanocephalus*) and Oriental Darter (*Anhinga melanogaster*) - which are listed under 'Near Threatened' category of IUCN. A winter migrant Blue Capped Rock Thrush (*Monticola cinclorhynchus*) was recorded and photographed for the first time in Telangana region. Among

the herpetofauna, one species of caecilian was recorded for the first time in Telangana as there were no past reports of caecilians from Telangana and Andhra Pradesh regions. Among the mammals, wild boar (*Sus Scrofa*) is the predominant one, causing enormous damage to different habitats. The baseline data generated during the period provide an idea about various species present in the area and call for conservation of their natural habitat for future endeavours.

Dr. Ravindra S. Gavali
Professor & Head, CNRMP
Photo credits: **AINP VPM**



Workshop on Role of S&T Institutions in the Promotion of Entrepreneurship and Sustainable Livelihood in Rural Areas through Fisheries Sector



Prof. I. Bright Singh inaugurating the workshop in the presence of other dignitaries

A one-day workshop on the role of science and technology institutions in promoting entrepreneurship and sustainable livelihoods in rural areas through fisheries sector was organised by the Rural Technology Park (RTP) at Centre for Innovations and Appropriate Technologies (CIAT), National Institute of Rural Development and Panchayati Raj (NIRDPR) on 14th May, 2019 in collaboration with National Fisheries Development Board (NFDB).

The workshop started with the welcome address by Mr. Mohammad Khan, Senior Consultant, CIAT. In his address, he outlined the programme details and the purpose of organising the workshop - bringing together the various stakeholders, viz. science and technology institutions, implementing agencies and the financial institutions so that they can understand the entire situation/scope in a holistic way and contribute to the development of fisheries sector combinedly contributing from their perspectives in the light of the guidelines under 'Blue Revolution Scheme' launched by Government of India.

The workshop was attended by

representatives from various science and technology institutions working on fisheries sector, representatives from the Department of Fisheries from various States, viz. Kerala, Tamil Nadu, Telangana, Andhra Pradesh, Goa, Maharashtra and Lakshadweep, financial institutions and the experts from the fisheries sector.

Initiating the discussions, Dr. W. R. Reddy, IAS, Director General, NIRDPR hailed CEO, NFDB, Commissioners, Department of Fisheries, Telangana and Andhra Pradesh, besides the Government of West Bengal for taking up various initiatives through NIRDPR for upscaling the fisheries sector through the transfer of the technologies, which are showcased and developed through its technology partners.

Dr. W. R. Reddy expressed the desire that every coastal farmer should take up fisheries as one of the alternative sources of income to improve their standard of living, besides contributing to the economy. He opined that the youth who are looking at cities and struggling for white collar jobs may take up aquaculture as their full-time profession by getting trained in the same. He desired that

financial institutions like NABARD and commercial/regional banks should come forward to provide liberal financial assistance for the youth and fishermen for taking up the activity by adopting the latest technologies. He expressed the confidence that NFDB, which is doing a great work in the promotion of fisheries sector, will be always ready to support the trainings to the interested persons in the sector to adopt the innovative technologies.

Dr. W. R. Reddy felt that the infusion of technology is the need of the hour on which the 'Blue Revolution' scheme of Government of India is putting emphasis. He further emphasised the need for various institutions across the country to come up with the successful models so that they can be shared and implemented, as the secret of reducing or eradicating poverty lies in learning and adopting new technologies.

Dr. C. Suvarna, IFS, Commissioner, Department of Fisheries, Government of Telangana gave a brief presentation on seed rearing in cages and diversification of species for cage culture as a pilot project. She said they have experimented with 700 cages and tried seed rearing of a fish named 'Murrel', wherein first crop came out to be a total failure. With the second experiment, they could only rear a small quantity of fish. She added that evaluation of cage culture units depends on seed quality, wind velocity, feed quality, etc. She wanted research institutions, Krishi Vigyan Kendra and fisheries experts to come up with active support to fisheries sector with their technical know-how and stated that there is an urgent need of capacity building programmes. She further thanked the RTP, NIRDPR for the support being rendered in the transfer of various fisheries technologies, and for arranging the supply of proven technologies and equipment to various districts in Telangana.

Dr. Manne Persis, Senior Executive (Tech) from NFDB shared her views through a presentation. She said that fisheries is a sunrise sector with varied resources and potential engaging over 14.5 million people at the primary level and many more along the value chain. She further stated that it has contributed about 0.91 per cent to the National Gross Domestic Production (GDP) and 5.23 per cent to the Agricultural GDP (2014-15). India has become the second largest fish producing and second largest aquaculture nation in the world by constituting about 6.3 per cent of global fish production and 5 per cent of global trade.

Dr. Manne Persis further brought to light that Government of India has launched a scheme called 'Blue Revolution' (Neel Kranti Mission) with a vision of creating an enabling environment for integrated development of the full potential of fisheries of the country, along with substantial improvement in the income status of fishers and fish farmers keeping in view the sustainability, biosecurity and environmental concerns.

Shri Vijay Kumar, Chief General Manager, NABARD said that he can sense the potential of fisheries sector and is keen to provide funding to the fishermen. According to him, the need of the hour is to work collectively. "The fishermen should come together and build a 'Fishermen Forum', by introducing internet marketing. They should also

explore the potential of improving the preservation, storage and packaging of the fisheries products to scale up and compete for the sustained marketing," he said.

Shri Vijay Kumar added that NABARD has exclusive funds of Rs. 120 crore for fisheries sector and stated that short-term loans at affordable rates for working capital, besides long-term loans are available under various schemes. The ultimate objective should be that fishermen should not suffer. Middlemen should be removed and fishermen should earn maximum profit so that this sector can flourish.

Prof. I. S. Bright Singh, National Centre for Aquatic Animal Health presented a model of 'Backyard Recirculatory Aquaculture unit' which was installed at Rural Technology Park, NIRDPR with the support and assistance of NFDB. He stated that with a small investment of Rs. 5.6 lakh, one can reap thrice the investment in about three months' time. Besides the fish, the unit can generate high quality manure, which can be used for fruits and vegetable gardens.

The other science and techno Institutions participated in the workshops also shared their views and sought the help of NIRDPR, NFDB to promote the technologies.

Against this background, NIRDPR is trying to promote and transfer the technologies relevant for the fisheries sector, viz. dehydration technology, ice

making machines, deboning machines, storage facilities, solar mills, eco-hatcheries besides training the fishermen in collaboration with NFDB, State Fisheries Department, etc.

NIRDPR is of the opinion that what has been done so far is not sufficient as compared to the large potential for the development of the sector and hence decided to discuss, deliberate with the technologists, science and technology institutions working on the fisheries to identify the challenges and remedies to overcome the same, and to formulate specific interventions to develop a futuristic road map in coordination with the scientific communities for implementation by the appropriate departments and agencies.

During the course of the workshop, the Backyard Re-circulatory Aqua Culture (RAC) unit installed at Rural Technology Park, NIRDPR was inaugurated by Dr. W. R. Reddy, IAS, Director General, NIRDPR along with Prof. I. S. Bright Singh, Dr. C. Suvarna, IFS and Dr. Manne Persis in the presence of all the participants.

The workshop ended with a vote of thanks by Dr. Ramesh Sakthivel, Associate Professor, CIAT & PD, RTP. While thanking the participants, Dr. Ramesh Sakthivel desired that the deliberations of the workshop would help working in a more coordinated way for the improvement of the fisheries sector on the desired lines and in creating the rural employment, entrepreneurship through the said sector.



RAC technology briefing to the participants



Display-cum-demonstration of solar freezing technologies

Field visit to MYRADA-Gulbarga



Dr. Akanksha Shukla, Associate Professor, CPGS&DE and students during the field visit to MYRADA

As India experiences yet another fierce summer in the May of 2019, it is somehow a revelation to note that the severity experienced in the rural landscape is critical. The dry landscape reflected the treeless vegetation, depleted reddish brown soil gasping for breath. More severe was the same expression that met the eyes with a hollowness and desperate look to escape the heat amongst inhabitants, both humans and animals.

The exploration to have a better outlook of the state of affairs at the grassroots level led us to the headquarters of MYRADA (Mysore Resettlement and Development Agency) at Gulbarga on 12th – 13th May, 2019. The main motto of the visit was to understand the functioning of self-help groups (SHGs) in the village.

The SHG movement is popularly known as bank loans are easily sought when given to the SHG groups which houses 12-20 members. Something like the picking up chit in kitty parties of urban India, to get one-time cash, these bank loans are given to the SHG, which passes it to one/two of its member at a time, and the cohesiveness of the group ensures that there is no default in repayment. The SHG groups collect a basic minimum sum from all members every week, just like it

is done at a monthly scale in kitty parties. But unlike the kitty parties which are done for recreation, the SHGs are lifeline to a number of families who could improve their status in the last 25 years or less as they joined the SHG movement which has been transforming rural India silently. The SHG function on a fixed format of regular meetings to address financial issues, maintenance of accounts, internal circulation of money, repayments of loan, etc. SHGs are almost always gender-specific and run exclusively by women. These women are entrepreneurs and run small businesses to repay the loan.

So, in Kamalapur village as is the case of most villages in rural India, a support organisation functions to facilitate various government schemes in the area. Here, the support organisation is MYRADA (Mysore Resettlement and Development Agency) which is credited with works related to health, sanitation, education, livelihood and capacity building. Each village has to upload a Gram Panchayat Development Plan as envisaged by the Central government and Ministry of Panchayat Raj so that planning need assessment of the village can facilitate prioritisation of schemes to be implemented and fund allocation from government in a better and

scientific manner. In a number of cases all women representative in Panchayati Raj Institutions (PRIs) are also members of the SHG in the area. So was also the case of Kamalapur where out of 18 PRI members, about 4 women were from different SHGs of the village. But, realities as expressed in close interaction with the SHG groups presented a very different scene. As is generally the case of underdeveloped States, particularly Uttar Pradesh and Bihar, this Karnataka village had its own backwardness to share.

It has to be pointed out that there are 130 SHGs supported by MYRADA in the area. About 25 SHGs are functional in the sample area of study Kamalapur village. Almost all the SHG members depend on independent commercial activities and no commercially viable product is being produced by the entire SHG working together, except the Bhagyavanthi Mahila Sashakti group. The SHG works only for a few months together, yet produces a profit of Rs. 50,000 per month. It is seasonal because it depends on the pulses harvest season.

MYRADA in Gulbarga is headed by Shri S. D. Kalyanshetti, Programme Officer. The suggestions as stated in the article were given to him and the field manager Shri Jitendra Belgudi. In the meeting at

the Community Resource Unit facilitated by MYRADA, Smt. Lalitha, Manager and members of eight different SHGs were present for interaction. Each group has 12-14 members doing individual business like sale of fruits, kirana store, sale of bangles, photocopy service and lamination, roti making, pickle making, etc. They shared their stories of success by joining SHG in 1998, when these SHGs were mostly established. There are nine elected members in the CMRC where the President, Smt. Parvathi comes from the Kaveri SHG. As fallout of this meeting, the following action points can be highlighted:

First, there is a wide wedge between the SHGs and the PRIs. The SHG members have been continuously demanding knowledge on the financial transaction, finance commission grants, Centrally sponsored grants and other grants received by the Panchayat. During Gram Sabha meeting, the SHG women are not allowed to openly voice their concern.

Second, the SHG members pointed out to corruption in the identification of beneficiaries MGNREGA by the panchayat members. They pointed out cases where a few hundred rupees were given to beneficiary and thousands were routed to the account of the Panchayat member who facilitated the entry of beneficiary in the list submitted for getting work under the scheme.

Third, the SHG members were motivated to go one step beyond to set-up an identified products which can be marketed and benefits accrued to increase the profitability of the SHG.

Fourth, the women were motivated to join the RTP (Rural Technology park) training provided by NIRDPR so that they can identify which product they can comfortably work on.

Fifth, to save on the electricity bill, solar panels could be introduced at the behest of the SHG. They were updated on the emphasis of the GoI to bring the SHGs in a functional cooperative relation with the PRIs for the development of the



NIRDPR team interacting with the members of SHG

village.

Sixth, the women had complaints on scarcity of water in the area. Because of the scarcity, 25 per cent people did not use their toilets and are still practicing open defecation.

Seventh, on the scarcity of water faced by the village, it was suggested through MGNREGA work to build water harvesting units near community buildings and other buildings owned by the Panchayat.

It is pointed out that MYRADA facilitate 50 CMRC in Karnataka State alone. It was therefore, advised that the 50 managers of CMRC be deputed for training at NIRDPR to be trained on various products made in the RTP. Water management could also be included in the training programme in consultation with CNRM, NIRDPR.

Visiting to RSK (Raitu Samparka Kendra)

A visit was made to the Raitu Samparka Kendra office, and an interaction with the officer Shri Prashant revealed some pleasant developments as well in the village. The RSK office is currently coordinating with 26 villages under 7-8 Gram Panchayats which come under this SRS supervision. This centre was recently shifted to a new location although it has been functional for years. The centre is an infrastructure resource to provide real-time information on

climate, vapour density, wind movement, wind direction, wind speed, etc. This information is provided only to registered farmers. Each farmer is given a one-time identification number and helped in registration process which is done online in this Kendra. The team had looked up the uploaded GDP gaps identified under the portal of Ministry of Panchayat Raj before they visit. The identified gaps included non-existence of soil fertility and soil check clinics.

Five staff comprising two agriculture officers and three agriculture extension officers work in the office.

The following Recommendation for convergence at the ground level were suggested to enable further progress:

It was observed that RSK is already providing watershed management training under State government schemes. It was suggested that MYRADA should be facilitated with RSK office to train SHG women in watershed management.

RSK officer Shri Prashant was advised to establish linkages with the agriculture university and colleges nearby through their WhatsApp groups. They were further advised to form another WhatsApp group of the 26 village farmers registered with RSK.

Dr. Akanksha Shukla
Associate Professor, CPGS&DE

Workshop for non-official members of NIRDPR General Council



Dr. W. R. Reddy, IAS, Director General addressing the members of General Council

As a follow-up of last NIRDPR General Council meeting, a two-day workshop for the non-official members of General Council of NIRDPR was organised on 28th and 29th May, 2019 at NIRDPR, Hyderabad. The objective was to facilitate GC members getting firsthand knowledge of facilities and activities of NIRDPR and also to obtain suggestions from the members for improving the outcomes of the Institute. In addition, the workshop intended to provide an opportunity to the NIRDPR faculty to learn from the experience of the General Council Members.

The workshop was held under the chairmanship of Dr. W. R. Reddy, IAS, Director General, NIRDPR. Smt. Radhika Rastogi, Deputy Director General, NIRDPR was also present. The Director General welcomed the honourable members of the General Council and other participants, and explained that the purpose of convening the workshop was to have an interactive session with the members of the General Council at NIRDPR to seek guidance from them, based on their experiences in rural development arena, to further rejuvenate the functions and activities of the Institute so as to make it more meaningful for the cause of uplifting rural communities.

Another reason to have this workshop on the campus was to draw the kind attention of the members towards the interventions of NIRDPR in the form of action research to help connect rural people with technological advancement taking place in various segments of the economy, be it energy, housing, agriculture or for that matter income generating livelihood and entrepreneurial activities through creation of Rural Technological Park. It was also to bring to their notice as to how such interventions and activities, which have a direct bearing on the lives of rural people, could further be strengthened so that flagship programmes of MoRD could be implemented in letter and spirit in mitigating rural poverty and distress.

“Possibilities of mutual collaboration with institutions run by the honourable members may also be explored to synergise the efforts,” the DG emphasised.

Later a few GC members also visited RTP and appreciated the initiatives and training on income generating activities like backyard recirculatory aquaculture unit for fish farming, beekeeping, leaf plates making, paper making from used and waste paper and its different products such as carry bags, envelopes, file covers, etc., and other frugal innovations

like cement mortar sprayer, pole climber, hand-held solar lamps, etc. They were happy to see both internal roads and structures made of local materials from different parts of the country, especially the residence of DG which has been constructed using appropriate housing technology, developed at RTP.

The following day, GC members visited Hajipalle village in Farooqnagar block of Mahbubnagar district of Telangana. This village has a sustaining Nirmal Gram status (awarded by Gol in 2008) and stands as an extraordinary village in terms of cleanliness for over a decade as every individual household in the village owns a toilet which is being used since 2007. Incidentally, the village has been an action research village of NIRDPR, Hyderabad since 2008. They interacted with the woman Sarpanch of the Panchayat and were briefed about the smooth functioning of the Panchayat by the Secretary of the Panchayat, who also happens to be a woman. They also checked the internal cemented and clean roads with underground drainage system. GC members were highly appreciative of their efforts.

The programme was coordinated by Dr. Rajesh K. Sinha, Assistant Professor, CRTCN and his team.

Training-cum-Exposure visit of Elected Representatives from Uttarakhand at NIRDPR



Peddatupra Gram Panchayat functionaries interacting with the elected representatives of PRIs from Uttarakhand

Training in PRIs plays an important role in nurturing the capabilities of the elected representatives. Training enhances their knowledge and expands their approach of functioning on a daily basis, especially the day-to-day activities of Panchayat. In the development perspective, especially in the PRIs sector, it is quite essential to develop the capacity of elected representative through training for effective governance in running the Gram Panchayat. It has been widely acknowledged that 'the elected representatives are the agents of change', hence the elected representatives must be aware of PRIs. Since large chunk of the elected representatives elected to PRIs are first-time elected, and act in the behest of the village elite, an attempt was made by the Government of Uttarakhand to delegitimise the obstacles through training.

Keeping in view the reputation on training, research and consultancy, the Uttarakhand government entrusted the assignment of training to National Institute of Rural Development and Panchayati Raj (NIRDPR), Hyderabad. Considering the need and importance, Centre for Panchayati Raj under the

guidance of Dr. Y. Bhaskar Rao, Professor & Head, Centre for Panchayati Raj designed the training programme for three days with a range of topics significant in the day-to-day functioning of a Panchayat. The sessions in the programme and duration were chalked out as per the needs of the participants. The programme was organised during 22nd April, 2019 to 16th May, 2019, phase-wise. A total of 450 elected representatives including nodal officers from block concerned in 11 batches, participated in the training programme.

Considerable number of Uttarakhand's elected representatives participated in the training programme, out of which the majority were first-time elected Pradhans. It was witnessed that almost equal proportions of both male and female elected representatives participated in the training programme. Account of all the 11 batches gives an idea that majority of the elected representatives belonged to the age group between 40-50 years. Similarly, participants had varying educational qualifications ranging from matriculation to the level of graduation. Social compositions of the 11 batches were tantamount.

Range of topics covered

The training programme covered topics such as Panchayat governance, leadership and motivation, Gram Panchayat Development Plan and Sustainable Development Goals, Gender-friendly Panchayat, understanding gender and nutrition issues in Panchayat, financial management of Panchayat, generating own source revenue for Gram Panchayat, etc.

These topics were scheduled strategically as per the importance it carries in PRIs. To handle the in-house sessions, external resource persons from respective domain areas were invited. However, a GDPD session was included in almost all the batches as the topic is of immense use and PRIs across the country have revered due importance to it.

As part of the training programme, the participants visited the Rural Technology Park (RTP) situated on NIRDPR campus. The participants were introduced to different activities being carried out in RTP using rural technology. An Art of Living session was also planned in each training programme.



Interaction with the members of village at Hajipalle Gram Panchayat

The following methods were followed during the training, keeping in view of the objectives of the programme and targeted audience.

- i. Lecture and interactive sessions
- ii. Video clips and discussions
- iii. Field/Exposure visit to a model Gram Panchayat
- iv. Group exercise and role play
- v. Exposure to best practices

Field visits to model Gram Panchayat

The field visit was made with a view to share knowledge and capacity development of elected representatives through sharing ideas. Another idea for the field visit was to impart practical knowledge and help the participants strengthen classroom learning. In order to meet the requirement, four model Gram Panchayats were selected for exposure visit of elected representatives from Uttarakhand. A deliberate discussion was held to identify these Panchayats. Following were the names of selected model Gram Panchayats:

- i. Gangadevipalli
- ii. Ibrahimpur
- iii. Hajipalle
- iv. Peddatupra

The participants were taken to these Panchayats to facilitate learning through exposure to first-hand information about various activities being taken up in the Gram Panchayat. The Sarpanch and secretaries of the these Panchayats shared relevant information with the exposure visit team and made them understand each of the development work that has been taken up so far by their respective Gram Panchayats. During the course of interaction, the secretaries of the Panchayat were narrating the plans, monitoring and execution processes of the development programmes implemented by the Panchayat.

In all the visits to four Panchayats, participants learnt about the challenges faced by Gram Panchayat members to make their Panchayat as a Model Panchayat. The Panchayat members

enthusiastically briefed their previous status and about the current condition of their Gram Panchayats. They put forth with great delight that the success was possible only because of the sincere and honest efforts of the members of the village. They also motivated the exposure visit team members to work with similar passion and to achieve the statues of Model Gram Panchayat.

The training for 11 batches was coordinated by the team of Center for Panchayati Raj under the guidance of Dr. Y. Bhaskar Rao, Professor and Head, faculty members: Dr. C. Kathiresan, Associate Professor, Dr. Anjan Kumar Bhanja, Associate Professor, Dr. Pratyusna Patnaik, Assistant Professor and Dr. Vanishree J., Assistant Professor along with Project Staff members Shri Sane Madhusuhan, Consultant, Dr. Dambrudhar Garada, Project Training Manager, Shri Munish Jain, Project Training Manager and Shri Abnish Kumar Ray, Project Associate coordinated the series of training-cum-exposure visit programmes.



Field visit to Hajipalle village

Field visit to Community Radio Centre, Pastapur Village



Community Radio Centre at Pastapur

To evaluate the scope and working of community radio in rural villages, a pilot study was conducted to visit the Rural Community Radio Centre at Pastapur. The intent was to gather first-hand information about RCR. The Rural Community Radio Centre (RCR) is a community radio station, funded by Deccan Development Society at Machnoor and is run by a staff of three women Smt. General Narsamma, aged 35 years, Smt. Algoal Narsamma, aged 32 years and Smt. Pullamma, aged 35 years. These women have been engaging with this organisation for the last 20 years. The Narsamma duo draw a salary of about Rs. 11,000 per month plus PF working out approximately Rs.18,000 per month individually. This amount is funded by DDS.

The radio centre is built in a part of a 15-acre land purchased by DDS in 1992. The radio centre was built from the sponsored funds of UNESCO. This radio station is located in Machnoor village where there are 1800 to 2000 voters residing and has been segregated into 200 to 250 households pertaining to nine castes. Earlier, people in this village were segregated geographically based on caste, but now they live together by having intermingled neighbouring houses in the land given by the government under different schemes.

The transmitter here covers an area of 30 km. Initially, the radio centre operated on narrow casting in-between 1999 to 2008, but after acquiring licence from the Government of India, broadcasting was initiated. In 2018, the RCR celebrated its one decade of existence since 2008, when a formal permission was granted by the government and frequency was allotted by Government of India.

In 2018, the building was whitewashed incurring a cost of Rs. 20,000, which was funded by the DDS. The studio although well preserved shows cracks on the wall and seepage, and wilting of the acoustic panels lay on the roof of the studio. The members have maintained all the cassettes of the programmes done since 1998-99 when they initially started narrowcasting for one-and-half hours each day. Besides, they preserve the recorded programme in a DVD and hard drive. They have more than 1000 recordings stored in their office. Each DVD contains then programmes pertaining to a certain week. They were trained to handle the panel and mixer, and do radio editing by Shri M.V. Patil, Board Member of DDS, Shri Sateesh Director, DDS, Dr. Vasuki Belavadi from the University of Hyderabad and Ms. Syeda Farida from 'The Hindu'. There are 5000 members enrolled in this organisation as Sangam members from 52 villagers scattered

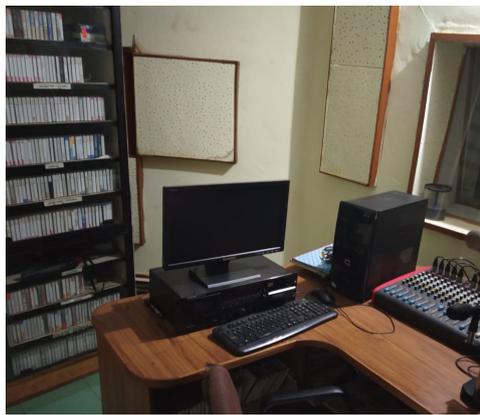
across four mandals.

Initially, their listenership was across 52 villages spanning 30 km. The transmitter developed malfunction and its reach was limited to mere 5 km. The DDS could not fund them for a new transmitter. After crowd sourcing, a new transmitter was purchased and installed. This new transmitter covers only 10 km and reaching 30 villages. The members of the organisation have requested the Government of India for upgradation of the transmitter.

Currently, the transmitter telecasts programmes to 30 villages, namely Pastapur, Algoal, Pottupalli, Bardhipur, Machnoor, Kuppanagar, Chilapalli, Ranjool, Bidekanne, Krutshapur, Alipur, Bhartnagar, etc.

Programmes of RCR

All the employees work five to six hours a day, in which content collection takes about three-four hours. For a daily transmission of two hours, there is a timetable which charts out the list of programmes. On an average, five to seven programmes are broadcasted every day. The duration of each programme is in between 15-20 minutes. Thirty minutes to one hour of recording is initially done after which it takes approximately two hours to edit the programme so that it can



be aired. The DDS has Sangam workers across 52 villages. On the 1st Saturday of the month, a Sangam radio meeting is organised with all the supervisors to decide on the programmes to be aired. The central theme of most programmes is 'our village crops'.

One common programme organised each month is competition between villages. After the radio programme, the Sangam supervisors hold competitions to select two candidates per village to participate in the final quiz competition which is conducted in the RCR. The quizzes have different themes related to agriculture. Topics include ploughing, seeds, issues around health, etc.

There are up to 10 villages participating in this competition represented by two members from each village. A cash prize of Rs. 200 funded by Community Media Trust run by the DDS is given to the winning group. A group discussion, competition, interview and stories of local Gods, local songs as well as a programme on languages or new words from Kannada, Telugu and Lambadi are covered each week. The RCR has identified good singers, storytellers and experts with information related

to medicinal plants, health problems, soil preparation, manure preparation, veterinary sciences, horticulture and cooks who provide recipes of various types. Each day, a 32-second jingle begins the broadcast promptly at 7:00 pm which is followed by announcement and a song. Again an announcement precedes the programmes interlinked with songs (about seven songs aired per day). This one-and-half hour of programme is followed by another half-an-hour interactive programme, where people make calls to request songs or talk on issues. This half-an-hour dial-up programme was added after many people requested to increase the duration of the broadcast. The programme typologies include participation of Bichapollu tribe known for begging and singing songs on Gods and Goddesses is popular. These singers are invited to the studio and a live performance is recorded which is edited and aired. The RCR also has been doing programmes on drama which concerns themes like alcoholism, addiction and domestic violence.

Conclusion

Community Radio has a lot of potential to weave the community into

a stronghold. The rural development related issues like GPDP, social audit, water harvesting, solar panel installation, etc., were discussed in the radio station. The employees were mobilised to involve the government on the ground as a part of their programme. The initiatives taken by PRIs should be appreciated and what the government at the village level is doing should be publicised. The manifesto on which people fought elections for Panchayat and won could be the criteria for a talk. They were suggested to engage with the latest technology, smart phones to popularise their programmes and facilitate participation. They were suggested to create a WhatsApp group linking people under different groups. This would facilitate them to involve and invite people for programmes easily.

It was suggested that while making the programme, a 2-3 minute WhatsApp video could be shot. This video along with an announcement of the programme schedule could be sent to all the WhatsApp groups. This will act as an advertisement to invite potential listeners. They were suggested to include the women sarpanch and SHG members with programmes conducted for the betterment of the community. The PRI officials could use the air space to popularise the schemes like MGNREGA and DDU-GKY so that community may become aware of the programmes and reap them for their benefits.

Community radio is changing lives in African countries, but it is being underutilised by the Indian government. The Ministry of Culture, Ministry of Rural Development and Ministry of Panchayati Raj along with the Ministry of Information and Broadcast could converge to lease a new life with a PRI-SHG-RCR convergence at the ground level which will not only enhance awareness on a number of issues, but also act as a watchdog for transparency in the government at the grassroots level. The above-mentioned women are versatile, knowledgeable and the main source of the RCR. Their utility may be beneficial for RD related scheme popularisation.

Success of this programme is determined by two methods i.e., phone calls and informal discussions of people. Generally, they receive phone calls from audiences after 8.30 pm, based on which they consider whether this programme has been successful or not. They also modify the programme based on phone calls received. Another method is that when they meet people, they would receive appreciations or seek advices from people.

SUCCESS STORIES

Anasuyamma is a Natural Resource Management Sangam Member who specialised in Jivan Amruth or natural manure. She is a storehouse of various health tips and has a comprehensive knowledge of different customs/traditions which are followed during festival celebrations. She has been a content provider for various group discussions like addiction and domestic violence. Their language being common is widely understood and appreciated by the listeners. She expressed that a number of programme discussions sound very personal as if the conversation is taking place right in front of them. The women request their men or youngsters to leave their mobile phones between 7 pm and 9 pm each day to tune into 90.4 MHz.

Nagamma is a health karyakartha of Pastapur. She specialises in weeding in the farms. She is also a celebrated singer popular beyond her village and known for her melodious voice. Her new found fame made her to write songs about the work the women do in daily life, about responsibilities handled by women, lyrics on health issues, women issues as well as a song she wrote on her own life. Married at the age of seven, she would do all the household chores living with her husband and four brother-in-laws. The lyrics described how blisters would boil up her hands and then burst and cause pain. She would cry while milling flour at home and tears would drip into and be lost. The lyrics of the song were so heart-touching that all the women in the room during the interview welled up with tears and cried.

Laxamma is another listener and contributor to the radio. She said that the radio we hear in Delhi and Hyderabad kind of cities is not our radio, we cannot relate with the stories aired on those radio channels. "This RCR reminds us of our ancestors, our past culture, our medicinal plants knowledge and indigenous cropping knowledge." She recalls how her brother came running with the phone because he heard his sister's voice as he was browsing through the radio channels; the song was sung during the Jathara (festival). She was an instant celebrity. She specialises in knowledge on agriculture, types of soil, types of seeds, the kind of land suitable for a certain crop, etc. Her interest in knowledge of agricultural festivals is very deep.

Dr. Akanksha Shukla

Associate Professor & Head (CDC)

Delegates from seven countries visit NIRDPR



Dr. Rajesh Kumar Sinha addressing the foreign delegates

A delegation of 13 people from China, Japan, India, Korea, Malaysia, Taiwan and United Kingdom visited NIRDPR on 27th May, 2019. This visit was a part of their training programme on 'Initiatives of Change' at Panchgani, Maharashtra. The delegates first visited Rural Technology Park (RTP) in the NIRDPR where different

types of appropriate rural technologies and income generating activities are demonstrated. Later, they interacted with the NIRDPR faculty, staff and students on strengthening family relationships. As part of this interaction, delegates shared the importance of internal reflections, listening of inner voice and compassion

towards others through their personal experiences. Later, as part of their feedback, they appreciated the work of NIRDPR and thanked organisers for their visit. This visit was coordinated by Dr. Rajesh Kumar Sinha, Dr. Kalpalatha and team of CRTCN.

National consultative workshop on Vocational Guidance and Counselling for Retention of Rural Youth under DDU-GKY



1st row (left to right)- Dr. Rubina Nusrat, Assistant Professor, CESD (4th), Dr. Lakhan Singh, Assistant Professor, CHRD (5th), Dr. T. Vijaya Kumar, Associate Professor & Head, CESD (6th), Dr. W. R. Reddy, IAS, Director General, NIRDPR (8th) and Dr. Sandhya Gopakumaran, Director, Training and Development, DDU-GKY (14th)

2nd row (left to right)- Dr. Satya Ranjan Mahakul, Assistant Professor, CESD (2nd), Dr. P. Raj Kumar, Assistant Professor, CFL (3rd) and Shri K. Padmanabha Rao, Addl. Project Director, DDU-GKY (5th)

The Training Division of DDU-GKY Cell, Centre for Skills & Jobs, NIRDPR in collaboration with the Centre for Equity and Social Development organised a two-day national-level consultative workshop on 'Vocational Guidance and Counselling for Retention of Rural Youth under DDU-GKY' during 2-3 May, 2019.

Mobilisation, counselling, training and placement are four key pillars of Deen Dayal Upadhyaya Grameen Kaushalya Yojana programme so as to ensure sustainable livelihood through wage employment for the deprived rural youth of the country. In response to a long-felt need to have a structured, informed and scientific approach to counselling, this workshop was organised to consult the practitioners, academicians and other experts in the field of vocational counselling and guidance.

Dr. W. R. Reddy, IAS, Director General, NIRDPR, in his keynote address, pointed out real examples of how youth are left like rudderless ship when not guided appropriately. Often, their aspirations do not match their skill sets and they need to be heard, talked to and guided at the right time. He urged the experts

to come up with practical, usable and transformational change in grooming the youth, so that they can settle in their life successfully and thus, the nation is built.

Dr. T. Vijaya Kumar, Associate Professor and Head, Centre for Equity and Social Development mentioned that the youth are in dilemma and confusion. In this regard, he put forth that counselling and guidance is needed so the trainers/counsellors are equipped with the set of skills to retain this rural youth for their career development. Once the trainers are equipped with those set of skills, they can definitely give career planning and guidance.

Shri Shankar Dutt Kabdal, Director, Monitoring and Evaluation highlighted the various issues and challenges that stem from improper counselling and result in failure for the project implementing partners.

Invited speakers including Prof. R. C. Patel, Dean, MS University, Baroda, Dr. Anil Kumar, NCERT, Mysore, Prof. Dulal Mukhopadhyaya, Dr. L.V. Reddy, Former Director, Ministry of Labour, Dr. Shubhakar Gajula, Harrison

Assessments, Shri Madhukar Babu, Executive Director, EGMM, Telangana, Shri Rajeev, Head of Operations, DDU-GKY, Rajagiri College, Kerala, Shri Satya Narayana, Head of SLC Training Centre DDU-GKY and Dr. Lakhan Singh, Associate Professor, Centre for HRD, NIRDPR, deliberated on various aspects of career counselling and guidance to the youth. Besides, the forum that included representatives from Nehru Yuva Kendra, SRLM - Assam, Uttar Pradesh, Tamil Nadu and NABCONS offered solutions to develop relevant training programmes and possibilities of convergence.

The forum agreed to offer two levels of training and toolkits: A six-day training for trainers and PIA functionaries on vocational guidance and a 30-day certificate course on counselling and career guidance to create a pool of experts who can provide ongoing support to rural youth in training centres and in migration support centres.

Dr. Sandhya Gopakumaran, Director, Training and Development, DDU-GKY and Dr. T. Vijaya Kumar, Associate Professor and Head, Centre for Equity and Social Development coordinated the workshop.

Library Talks on Better Livelihood through Livestock



Dr. Ramana Reddy, Professor & Head, Centre for Livelihoods, NIRDPR delivering a lecture on 'Better Livelihood through Livestock'

Dr. Y. Ramana Reddy, Professor & Head, Centre for Livelihoods, NIRDPR, delivered a lecture on 'Better Livelihood through Livestock' as part of 'Library Talks' on May 7, 2019.

The topics discussed included role of domesticated animals in the evolution of human culture, need of livestock and its significance, livestock and rural income, particularly in the lives of smallholders in developing countries, big livestock opportunities, action to transform smallholder livestock agriculture, current scenario in India, etc.

"As long as human exists on earth, there will be need for food. Two primary sources of food are animals and crops. Out of many divisions of agricultural industry, animal husbandry is the most profitable and they have to focus on target users and local market needs," Dr. Ramana Reddy noted.

Explaining why livestock matters globally for livelihoods, he said 1.5 billion people live on small holder farms, adding that India has 130 mn smallholder farms less than four hectares and smallholder produce 80 per cent or more of food in Asia and Sub-Saharan Africa.

"43 per cent or more of smallholders are women and up to one billion people depend on livestock for livelihoods, food security, income, cropping nutrients and traction, insurance, and managing risk, he said.

Clarifying why this is livestock 'moment' for smallholders, Dr. Ramana Reddy said pragmatic on-going changes open the opportunities for a more sustainable and equitable future for small food producers, processors and traders.

"With the right support, small-scale livestock production systems can play a major part in creating a sustainable and healthy future for all," he observed.

"Rising demand for milk, meat and eggs is a global phenomenon, but demand is greatest in south Asia and Sub-Saharan Africa. Gains in meat consumption in developing countries are outpacing those of developed. In developing countries, annual production of milk is expected to grow by 1.8 per cent (2 per cent in South Asia) as against 0.3 pc milk production in developed countries. Similarly, meat production is expected to go up by greater than three per cent in developed countries and 0.4 per cent in developed nations," he said.

Regarding opportunities, he said livestock and cereal products are produced largely on smallholder mixed crop-and-livestock farms, and much of the world's livestock food comes from small mixed farms in developing countries.

Detailing the specialty of animal/smallholder food, Dr. Ramana Reddy said 90 per cent of animal products are produced and consumed in the same country and region.

"Also, most are produced by smallholders and more than 70 per cent of livestock products are sold informally. Besides, 500 mn smallholders produce 80 per cent of developing-world food. Females constitute nearly 43 per cent of the agricultural workforce and smallholders still dominate livestock production in many countries," he said.

"In 2018, livestock contributed 26 per cent of agricultural GDP, which is 4 per cent of total GDP valued at Rs. 8,25,440 crore (US \$ 118 billion). The rising demand for animal-source foods will be met one way or another. We can meet that demand in sustainable, equitable and healthy ways that also reduce poverty and hunger. This requires

proactive action," he said.

"Smallholder investment rationale is simply based on the evidence and dual objectives of increasing animal source food supply to consumers and supporting rural development and livelihoods. The evidences are: smallholders produce the bulk of the livestock products in developing country, so they need to be part of increase supply strategy; they continue to be competitive, so won't go away on their own; and they do not detract from investing in larger commercial systems," he said.

Many attempts to improve smallholder production have failed due to environment, climate, feeds available, endemic diseases, local market context, state of infrastructure and institutions,

he said and noted that local markets are growing but they are mostly informal.

Dr. Ramana Reddy further pointed out that the greatest burden of zoonoses falls on one billion poor livestock keepers.

"We can include smallholders in response and rising demand for animal-source food to increase production to benefit poor people and the planet. The coming livestock transitions and consolidations can help millions improve their food production as well as health, livelihoods and environment," he said.

He further noted that India has moved from dairy importer to the world's top milk producer.

Winding up the lecture, Dr. Ramana Reddy said unprecedented demand

for animal-source foods in developing countries would continue to rise.

"Majority of meat, milk and eggs in developing countries come from smallholders and are produced and consumed in the same country. Big transitions in the world's smallholder livestock systems present big opportunities to address both technical and institutional issues benefitting both people and planet. Working with and through smallholder and commercial systems will improve animal-source food supply and transform rural livelihoods," he said.

Dr. M. Padmaja, Senior Librarian, proposed vote of thanks.

- CDC Initiatives

ToT programme on Promoting Better Livelihoods through Livestock



Dr. Y. Ramana Reddy, Professor & Head, CFL (1st row 5th from left), Dr. U. Hemantha Kumar, Associate Professor, CFL, DDU-GKY (1st row 4th from left) and Dr. P. Raj Kumar, Assistant Professor, CFL (1st row 3rd from left) with the participants of the training programme

A national level Training of Trainers (ToT) programme on 'Promoting Better Livelihoods through Livestock' was organised by the Centre for Livelihoods (CFL), National Institute of Rural Development and Panchayati Raj (NIRDPR), Hyderabad during 27th to 31st May, 2019 on the Institute premises.

Thirty participants nominated by different State governments registered for the training programme. Six participants from Andhra Pradesh, five from Haryana, four from Himachal Pradesh, one from Karnataka, three from Maharashtra, seven from Tamil Nadu and four from Telangana attended the ToT programme.

Among the thirty participants, 20 were from veterinary background, three from agriculture and seven had social/science background. Cadre-wise, the participants include eight Veterinary Assistant Surgeons/Veterinary Officers, two Senior (Veterinary) Officers, six Assistant Directors (Animal Husbandry) from State Animal Husbandry departments, four Managers from Tamil Nadu Cooperative Milk Union, three Agricultural Officers from State Agriculture Department, five officers from State Rural Livelihood Mission and one from SIRD and one from State Rural Development and Panchayati Raj.

The training programme comprised

12 in-house lectures (including one on Art of Living), two case studies, one local visit (Directorate of Poultry Research, Rajendranagar, Hyderabad) and as field visit to Mulkanoor Women Cooperative Dairy Union, Mulkanoor, Warangal (Urban) district.

During the training programme, the participants were enlightened on the current scenario of livestock farming in India and their role in rural livelihoods and how we can make better lives for small holder farmers through transformation of livestock systems keeping in view of the demand for animal sourced foods and future changes that are going to happen in India.

Two-day residential training on Model Sustainable Open Defecation Free Gram Panchayats



1st row (left to right)- Dr. P. SivaRam, Professor & Head, CRI (3rd), Dr. W. R. Reddy, IAS, Director General, NIRDPR (4th), Shri S. R. Nalli, WASH Specialist, UNICEF (5th) and Dr. R. Ramesh, Assistant Professor, CRI (7th)

NIRDPR and UNICEF, Hyderabad jointly conducted a two-day residential training titled 'Model Sustainable Open Defecation Free Gram Panchayats' on 1st and 2nd May, 2019. The training was conducted on NIRDPR campus and attended by 45 participants from UNICEF's partners and consultants.

The training was inaugurated by Dr. W. R. Reddy, IAS, Director General, NIRDPR, Hyderabad in presence of Dr. P SivaRam, Prof. & Head, CRI, NIRDPR, Shri Salathiel Nalli, WASH Specialist, Shri Venkatesh Aralikatty, WASH Officer, UNICEF, Dr. Ramesh Rengaswamy, Associate Professor, NIRDPR, Mr. Arokiam Kakumanu, Sr. State Monitoring and Evaluation Consultant, UNICEF, National Swachhata Resource Centre (NSCR) Project Coordinators Shri Krishna and Ms. Sudha Poleni and other dignitaries.

Prof. SivaRam, in his welcome address noted that the training is being organised by the NSRC Project, NIRDPR supported by UNICEF. He emphasised on the importance of the current training

imparted in achieving model Sustainable Open Defecation Free Gram Panchayats.

The Director General, NIRDPR appreciated steps taken for making model sustainable ODF Gram Panchayats by UNICEF supported partners in three States. He also suggested making video documentation of all best practices and success stories for wider visibility of people and projects. Further, he emphasised on the need for creating business models in Gram Panchayats (GPs) and Panchayat's role in creation of solid waste management initiatives such as waste-to-wealth business models and recycling units to create employment to the youth in their Gram Panchayats.

The two-day training aimed at improving their knowledge and skills in creation of model ODF sustainable Gram Panchayats in three UNICEF supported States of Andhra Pradesh, Karnataka and Telangana. Specifically, the training intended to build capacity of potential project staff in understanding how ODF declared villages can be developed

into model and sustainable ODF GPs as learning labs.

Specific objectives of the training were to:

- Discuss and agree on indicators of sustainable model ODF GPs
- Discuss and finalise various activities for creating sustainable model ODF GPs
- Finalise research tools and methods for undertaking detailed assessment of potential ODF GPs
- Orient participants on retrofitting, community monitoring systems and key WASH guidelines
- Develop (and agree on) a three-month action plan for creation of sustainable model ODF GPs

The discussions in the next session were around 'Bottlenecks of Sustaining Gram Panchayat ODF Status' through force field analysis. Shri Venkatesh, WASH Officer, UNICEF gave a presentation and monitored the discussion in this regard. The possible enabling factors and

disabling factors for making model ODFs GPs and framework in this regard were prepared and presented by partner-wise groups. Various identification names to be called for model sustainable ODF GPs were proposed by participants. It was decided to call the model sustainable ODF GP as 'Swachh Sustha Sundar Gram Panchayat'.

Further, the brainstorming and discussion on 'Survey Tools for Undertaking Assessment of Potential Model ODF GPs Status' was conducted by Shri Arokiyam and facilitated by Shri Krishna. The partners were given responsibility to finalise the existing survey tools on sanitation situation on household, sanitation survey of village, WASH assessment of school and AWC, followed by a discussion. It was decided that the finalised survey tools will be sent through email.

Day two training started with a recap and key learnings from different sessions conducted on day one, which were also shared by participants. Further, Dr. Ram Mohan took a session on 'Retrofitting of Household Toilets' that gave a brief idea to the participants on status of sanitation programme in India, types of toilets, toilet technology, retrofitting measures, etc. He had clarified on doubts and points raised by trainees on various aspects of toilet technology and retrofitting.

The next session was facilitated by Ms. Sudha Poleni, Project Coordinator, National Swachhata Resource Centre, NIRDPR, on 'Stakeholder Analysis and their Roles and Responsibilities for Sustaining GP ODF Status' through presentation and discussions. In her session, Ms. Sudha explained key concepts like - who is a stakeholder, types of stakeholders, importance of stakeholder analysis, stakeholder

prioritisation and management tools. After explaining the concepts, as part of an exercise, the participants were divided into groups to identify/list stakeholders and analyse their influence/power and interest/impact to make model sustainable ODF GPs in their project sites. The group work was facilitated by the trainers and in the end, the participants presented their group work findings with all. The session was concluded by explaining how to manage stakeholders based on the analysis by Ms. Sudha using the stakeholder management tool.

It was followed by a brainstorming and consolidation session on 'Identification and Prioritisation of Activities for Creating Sustainable Model ODF GPs' which was conducted by Shri Krishna, Project Coordinator, National Swachhata Resource Centre, NIRDPR and Shri Dinesh, Karnataka State WASH Consultant, UNICEF. The session on key activities (capacity building, strengthening of grassroots institutions, SBCC/IEC, social norms, networking and linkages, etc.), was taken by Shri Arokiyam.

The major points of discussion to make model sustainable ODF GPs in these sessions are:

1. Planning and rapport phase
2. Grassroots institutions strengthening (Nigrani committees, VWSC, GP, caste-based groups, youth committees, SHG group/federations, schools, health centres, anganwadi centres, religious leaders, etc.)
3. SBCC/IEC interventions
4. Capacity building of key

stakeholders (technical and non-technical)

5. Convergence and alliance building
6. Monitoring and reporting
7. Construction and retrofitting
8. Fund mobilisation

In the penultimate session, capacity building/IEC activities which are mostly required to make sustainable ODF GPs were presented by each partner for their project. Shri Dinesh and Shri Subas gave an idea on mapping of resources for creating and sustaining GP ODF status. The available funds in different sources can be identified and utilised for different components like toilet construction, retrofitting, IEC/capacity building, WASH in Institutions (school/AWC/health centres), SLWM, MHM, etc.

In the last session, a template was shared to all partners for making the framework into an action plan for creating model sustainable ODF GPs of six months. All the partners prepared and presented the action plan based on their project proposal using the template to make model sustainable ODF GP. Provided below is the template discussed in the session:

After the action plan preparation, the post-assessment of training was carried out by the resource persons. The training concluded with an inspirational talk by Dr. P. SivaRam, Prof. & Head, CRI, NIRDPR in the presence of resource persons, UNICEF consultants and participants. Ms. Niharaika, trainee, proposed the vote of thanks to Dr. P. SivaRam, UNICEF staff, NIRDPR team, organisers and other stakeholders.

Nature of activity	Target Group	No of programs	Start date	End date	Source Funding	Support required from different agencies

ToT Programme on Rural Entrepreneurship, Innovation and Financial Inclusion



Training staff of NIRDPR and participants of the ToT programme on a visit to Primero Apparel Park (Kudumbasri Unit), Punalur, Kerala

Achievement of financial inclusion leads to inclusive growth and overall development of the country. Entrepreneurship is considered as one of the most important factors in the process of economic development. Microfinance is the oxygen of budding entrepreneurs, more so in rural areas, to establish micro enterprises. This calls for skill and entrepreneurship development of the youth, who need to focus not only on acquiring essential entrepreneurial competencies, but also on considering innovative entrepreneurial activities as their livelihood options. Against this backdrop, CFIE of NIRDPR organised a three-day ToT programme on 'Rural Entrepreneurship, Innovation and Financial Inclusion' during 13-15 May 2019 at KILA-CHRD, Kottarakkara in collaboration with SIRD-Kerala.

Inaugurating the programme and welcoming the participants, Dr. K. Ramakrishna, Consultant, CFIE, NIRDPR gave a brief overview of the programme and spelt out its objectives. Shri V. Sudesan, Faculty (Deputy Development Commissioner, on deputation from Rural Development

Department), from KILA-CHRD, spoke on the occasion and asked the participants to make good use of the learning imparted from classroom and field segments.

Contents of the programme

- Financial inclusion in India: Past, present and future
- MFIs and their role in financial inclusion
- Financial literacy: Scope for improving functioning of SHGs and implementation of financial inclusion programmes
- Rural entrepreneurship: Role of MFIs
- MSMEs: Sustainability and innovation for rural development; case study on financial inclusion – MUDRA loans
- Sustainable livelihood programmes - poultry, dairy and other allied activities
- Frugal innovations for rural development
- Farmer Producer Organisations (FPOs)
- Emerging areas in agriculture

finance; agricultural insurance and risk management

Participants

Twenty five trainees (faculty of SIRD, ETC, and student interns as well as consultants of Kudumbashree) participated in the programme.

Resource Persons/Faculty

CFIE's in-house faculty members and select guest faculty (SIRD and other departments), who are subject matter specialists-cum-practitioners in the domain areas contributed to the programme.

Training Methodology

Diverse methodologies such like lectures and interactive sessions with the help of PPTs, case studies, video clips and discussions, individual and group activities, field/exposure visits and recap sessions were used keeping in view the broad and specific objectives of the ToT programme's duration and expectations of the participants.

The following field visits were organised on Day-2 (14-05-2019) of programme to impart practical knowledge and help the participants

in the process to reinforce the learning made in classroom.

(a) Primero Apparel Park, Punalur:

The participants were taken to M/s Primero Apparel Park, Punalur. Speaking about their activities, and governing bodies, Ms. Shami Ganeshan, Secretary of the apparel unit informed that a group of 50 unemployed women from Punalur municipality was selected and trained at KITCO, NIFT and Jubba Ramakrishna Pillai Foundation, Thrissur for setting up their unit. While the members brought in Rs. 1,25,000 as group investment at the rate of Rs. 2,500 per head (bank deposit), they received a grant money of Rs. 50 lakh from District Kudumbashree Mission (DKM), which they utilised for acquiring 48 machines related to apparel making. The unit, set up within the Punalur municipal complex, received promotional support from the local government bodies in the form of rent-free accommodation, free electricity and water. The unit works on labour contract basis, i.e., procuring raw materials from nearby textile

stores, delivering finished products and receiving labour charges in the process. Now, they have diversified their activities by undertaking stitching of various items such as frocks, school uniforms, night wear, churidars, cloth bags, floor mats, etc. The business unit maintains all important registers and the self-motivated women work actively on rotation basis with a clear vision of expanding their business activities in the near future.

(b) Nirmalyam Nutrimix Unit: A group of nine unemployed women from Aikarakkonam ward, Punalur joined to launch this business enterprise to cater to the needs of Integrated Child Development Services (ICDS). The self-motivated women received various trainings like EDP, accounting and book keeping, and one-week skill training at Karavalloor Nutrimix unit prior to setting up this unit (March, 2008). The team procures raw materials like wheat (supplied by FCI), groundnut, soybean and sugar from open market, processes them and supplies as amrutham powder (take-home ration) to anganwadis.

Amrutham, a unique mixture of locally available foodgrains and a take-home food supplement was introduced to improve the nutritional status of children (6 months to 3 years) with the support of the Government of Kerala to help fight against malnutrition. It operates under the Take Home Ration Strategy (THRS) which is a feeding programme through anganwadis. The source of investment of the unit is - Rs. 2,50,000 (bank loan) + Rs. 3,00,000 (technology fund from Kudumbashree) + and Rs. 25,000 from District Kudumbashree Mission (DKM); and profit from the activity is Rs. 600 per person per day. The unit supplies nutrimix powder to 250 anganwadis (Rs. 70 per kg + 5 per cent GST) of eight panchayats and Punalur Municipality. DKM and Punalur municipality offer their full support for smooth functioning of the enterprise.

Under the guidance of Dr. M. Srikanth, Associate Professor and Head, CFIE, the programme was coordinated by Dr. K. Ramakrishna, Consultant and Ms. A. Sirisha, Manager (Training).

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.nirdpr.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.

