



**REPORT
ON
FOUNDATION DAY CELEBRATIONS
OF
NATIONAL INSTITUTE OF RURAL DEVELOPMENT & PANCHAYATI RAJ
November 9 - 29, 2016**



National Institute of Rural Development & Panchayati Raj

Ministry of Rural Development, Government of India
Rajendranagar, Hyderabad - 500 030 Telangana, India
Website : www.nird.org.in/dec.aspx



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National Institute of Rural Development and Panchayati Raj
Rajendranagar, Hyderabad - 500 030

Activities during Foundation Day Celebrations

- Inaugural function and Foundation Day Lecture on the theme of 'Women Empowerment' – November 9, 2017
- National Seminar on 'Governance, Resources and Livelihoods of Adivasis in India: Implementation of PESA and FRA'- November 18 & 19, 2017
- National Film Festival on Rural Development
- Interaction of former Director Generals of NIRD&PR
- Rural Technology and Crafts Mela
- Inter-institutional Sports Event

INTRODUCTION

National Institute of Rural Development & Panchayati Raj (NIRD&PR) was established by the Government of India to organise training, conduct research, action research; support in formulation and to implement Government Programmes and Policies. In the past, the Institute used to organise the 'Foundation Day Lecture' on November 9 of every year to commemorate the establishment of the Institute and its mission to work for rural development. With glorious heritage of 58 years magnificently accoutered in rural development, the Institute decided to organise a month-long Foundation Day activities in the month of November, 2016 under able guidance and leadership of Dr. W. R. Reddy, IAS, Director General, NIRD&PR. Various programmes and activities relevant to the contemporary rural development scenario were planned during the month to promote sustainable Rural Development and Poverty Alleviation. Dr. A. Debapriya, Associate Professor, coordinated the overall activities with support from the key Centers of the Institute. Following activities were organised during the month-long celebrations under the theme of 'Swachhata':

- Inaugural function of the month-long activities with Foundation Day Lecture on the theme of 'Women Empowerment'
- National Seminar on 'Governance, Resources and Livelihoods of Adivasis in India: Implementation of PESA and FRA'
- National Film Festival on Rural Development
- Interaction of Former Director Generals of NIRD&PR on 'Recent Initiatives and Future Plans of the Institute'
- Rural Technology and Crafts Mela
- Inter-institutional Sports Competitions

Event No: 1

Inaugural Function and Foundation Day Lecture on the theme of 'Women Entrepreneurship and Empowerment'

November 9, 2016



Coordinated By:
Dr. A. Debapriya, (Associate Professor) & Team
Centre for PG Studies and Distance Education

Inaugural Function of the Month-long Activities with Foundation Day Lecture on the theme of 'Women Entrepreneurship and Empowerment'

Background:

Women are key agents for development. They play a catalytic role towards achievement of transformational economic, environmental and social changes required for sustainable development. But the limited access to credit, healthcare and education are among the many challenges they face. These are further aggravated by the global food and economic crises and climate change. Many of the world's most poor are women. Poverty eradication is a key challenge for rural women. Empowering them is essential, not only for the well-being of individuals, families and rural communities, but also for overall economic productivity.

Among total Indian population of 1027.10 million, women constitute 495.73 million. Therefore, women constitute nearly 50 per cent of population, perform two-thirds of the work and produce 50 per cent of food commodities consumed by the country. They earn one-third of remuneration and own 10 per cent of the property or wealth of the country. Rural women in India constitute 77.00 per cent of the female population. They share abundant responsibility and perform a wide spectrum of duties in running the family. Within the framework of democratic policy, our laws, development policies, plans and programmes have aimed at women's advancement in different spheres.

Women in India consistently lag behind the men in terms of access to education, health care, jobs, etc. Apart from the economic and social inequality, women in India are victims of heinous crimes such as, dowry deaths, rape, molestation and immoral trafficking. As per the latest statistics, the female child sex ratio (0-6 years) is 914 per 1000 males, rural female literacy rates is only 58% while it is 78% for rural male. Woman employment in urban areas is only 13.9% while in rural areas it is 29.9%. With the rise in poverty, many women are forced to work in very low-end and low paid jobs.

Employment of women in organised sector is less than 8%. Women especially in the child bearing age are often deficient in nutrition due to poverty. As a result, the number of maternal deaths in India is one of the highest in the world and 87% of all pregnant women in India are anaemic.

Women in Agriculture

Women play a vital role in building this economy. Over the years, there is a gradual realisation of the key role of women in agricultural development and their vital contribution in the field of agriculture, food security, horticulture, processing, nutrition, sericulture, fisheries, and other allied sectors. Rural women often manage complex households and pursue multiple livelihood strategies. Their activities typically include producing agricultural crops, tending animals, processing and preparing food, working for wages in agricultural or other rural enterprises, collecting fuel and water, engaging in trade and marketing, caring for family members and maintaining their homes. Many of these activities are not defined as “economically active employment” in national accounts but they are essential to the well-being of rural households. Despite women's extensive and varied participation in agriculture, they continue to have less access than men do to modern agricultural inputs. As a result, their farm work is labour intensive and yields meagre economic returns.

The impact of liberalisation and globalisation on women is important not only because they represent almost half of the total population, but also because they face constraints, which make them less beneficial from the liberalisation. Once different impacts are ascertained well designed policy responses may aid women in taking advantage of greater openness to agriculture.

Swaminathan, the famous agricultural scientist describes that it was woman who first domesticated crop plants and thereby initiated the art and science of farming. While men went out hunting in search of food, women started gathering seeds from the native flora and began cultivating those of interest from the point of view of food, feed, fodder, fibre and fuel. Women have played and continue to play a key role in the conservation of basic life support systems such as land, water, flora and fauna. They have protected the health of the soil through organic recycling and promoted crop security through the maintenance of varietal diversity and genetic resistance.

Most of the women work in agricultural sector either as workers, in household farms or as wagedworkers. Yet it is precisely livelihood in agriculture that has tended to become more volatile and insecure in recent years and women cultivators have therefore been negatively affected. Women do not receive appropriate wages for their labour. There is also significant amount of unpaid or non-marketed labour within the household. The increase in gender disparity in wages in the urban areas is also quite marked as it results from the employment of women in different and lower paying activities.

Rural Women and Education

Rural women in India are less literate than rural men. There is a negative attitude of the family towards educating the girl child. Moreover, lack of separate toilets for girls in schools, lack of security while travelling from home to school, lack of female teachers in schools, elder sister's responsibility to look after the younger siblings when both the parents have to work to meet both ends, are some of the reasons behind the high drop-out rate of girls from schools. Primary education is free, but parents are not interested to send them to school. Right to Education has been passed by the Parliament, but it is still far when the right will be a reality. Mid-day Meal scheme has been formulated in order to attract the small children to school.

Women's Unaccounted Work

Rural women are vital and productive workers in India's national economy. There is statistical bias in under estimating the role of rural women in development. Women work for longer hours than men and contribute substantially to family income, they are not perceived as productive workers. They are silent workers who are struggling to complete the household duties from dawn to dusk. If the family members had to pay for the whole household work and the free labour she provides in the small agricultural land of the rural families, then her real worth could have been realised.

Equal Pay for Equal Work

Equal pay for equal work is one of the cornerstones of the gender equality movement across the world. But Labour Bureau data shows there has been little progress in terms of parity of salaries for men and women for equivalent work in India. Even more alarming is the fact that even though wage disparities have always existed in rural parts of the country, in some spheres of activity, the divide has widened. So while men were paid 70 per cent higher wages than women for ploughing work at the end of 2004-05, the difference rose to 80.4 per cent in end March 2012 and stood at 93.6 per cent at the start of 2013-14. The discrimination in wages paid to women tends to be higher in physically intensive activities (such as ploughing and well-digging), but lower in the case of work such as sowing and harvesting.

Women and Wage Employment

National Sample Survey Organisation (NSSO), a Government of India organisation has stated that in 2009-10 and 2011-12, women's employment has taken an alarming dip in rural areas in the past two years. In jobs that are done for 'the major part of the year', a staggering 9.1 million jobs were lost by rural women. This is a reflection of the fact that women are no longer getting longer-term and better paying jobs, and so are forced to take up short-term

transient work. In this gloomy scenario, Mahatma Gandhi National Rural Employment Act (MGNREGA) is providing a positive light to rural women. Several studies have shown that with the introduction of this Act, many rural women are coming out of their house for the first time to engage in paid employment. As it is a government scheme, socio-cultural stigma of patriarchy regarding working in the public space, that has been present earlier, is slowly ebbing. Moreover, the financial independence with the work is bringing in sea change in the mentality of rural women. They are for the first time, engaging in decision making regarding spending the money. With financial empowerment, comes in social empowerment as many of them are also joining self-help groups, to further their abilities.

In MGNREGS also, it has been stated that there should be minimum 30 per cent of the women beneficiaries. In many States, they have gone beyond the minimum number. In some villages, the whole government scheme is being carried out by the women in the village as all the male members are engaged in other work. This belief in themselves that they can run their families and the village, has created a boost in their self esteem. The challenges may come in, but rural women are ready for it. The rise in the confidence level has helped them to go ahead in many fields.

Skill Development

Any developmental process is the expansion of assets and capabilities of rural women to participate in, negotiate with, influence, control, and hold the institution accountable that affect their lives. Skill development among rural women is the need of the hour so as to make them confident, self-reliant and to develop in them the ability to be a part of decision making at home and outside. Empowering rural woman through education and employable skill development can thus enable them to live with dignity and self-reliance cutting across the barriers of customary biases and prejudices, social barrier of caste, class, gender, occupation and institutional barriers that prevent them from taking actions to improve their state both at the individual and collective level.

Women and Panchayati Raj Institutions

Women are changing governance in India. They are being elected to local councils in unprecedented numbers as a result of amendments to the Constitution which mandates the reservation of seats for women in local government. A major development in the empowerment of women is the 73rd constitutional amendment to Panchayati Raj Act which specifies one-third of the posts of 'Sarpanch' and Chairman of the block level assemblies (Samiti) and the district assembly (Zilla Parishad) to be women. This facilitates to bring radical change in women's status and generally increases their political participation.

PRIs have helped to change women's perceptions of themselves. Women have gained a sense of empowerment by asserting control over resources, officials and, most of all, by challenging men. PRI has also given many women a greater understanding of the workings of politics, in particular the importance of political parties. On the other hand, women's involvement in PRI has helped them affirm their identity as women with particular and shared experiences. This self-perception arises from two sources: from women's own sense of their shared experience and from attitudes and imagery imposed on them by the men. Women have opened up the possibility for politics to have not only new faces but a new quality. Some of the ways in which women, through PRI, are changing governance are evident in the issues they choose to tackle; water, alcohol abuse, education, health and domestic violence. Yet, there is a lot to be done to politically empower rural women.

Women & Rural Entrepreneurship

The economic status of the women is now accepted as an indicator of a society's stage of development and therefore it becomes imperative for the government to frame policies for development of entrepreneurship among women. The SHGs are considered as a viable organisation of the rural poor particularly women for delivering micro credit in order to undertake entrepreneurial activities. Some of the studies on these groups particularly those managed by women successfully demonstrated how to mobilise and manage thrift activities, appraise credit needs, enforce financial discipline, maintain credit linkages with banks and effectively undertake income generating activities, etc. These studies also showed that the poor as a group are quite creditworthy and repayment of loan is quite satisfactory.

Most women choose traditional enterprises like food processing, cosmetics, home service, garments, etc. Three Ps (pickle, powder and papad) are popularly assumed as women's entrepreneurial choice. Enterprising choice of women is no more limited to the traditional businesses, if they are provided with an opportunity and support to enter in three Es (Energy, Engineering, and Electronics).

Women entrepreneurs in India have to face many problems at start-up as well as operating stage. The main reason of non-availability of finance to women is their inability to provide collaterals as they do not have any property on their name. Women have got restricted mobility, and freedom, and have to perform dual roles, one at family, another at business, which hinders the entrepreneurial growth. Similarly some gender related stereotypes also create obstacles for women entrepreneurs.

National Rural Livelihood Mission (NRLM)

A Self Help Group (SHG), is the primary building block of the NRLM institutional design. NRLM would promote SHGs with exclusive women membership. The SHGs and the

federation of these SHGs at village and higher levels shall serve the purpose of providing women members space for self-help, mutual cooperation and collective action for social and economic development. NRLM is working with groups of exclusive women membership because it recognises that women are marginalised in the economy, in polity and in society. Thus, building and sustaining institutions of poor women at various levels would give them social, economic and political empowerment and thereby bring significant qualitative improvement in their lives. NRLM especially focuses on women-headed households, single women, women victims of trafficking, women with disability and other such vulnerable categories.

It is envisioned that by creating such institutions of poor women, NRLM shall facilitate women to assert their rights for inclusion in the economy, for accessing resources, for addressing powerlessness and exclusion, for enabling participation and most significantly for realising equity.

An important component of NRLM is the Mahila Kisan Sashaktikaran Pariyojana (MKSP) which aims at supporting women farmers. Primarily, MKSP aims to recognise women farmers, a hitherto unrecognised category, even though most of the farming activities are almost exclusively handled by the women. MKSP also, inter alia, seeks to reduce drudgery for women farmers.

The Role of NIRD&PR in Women Empowerment and Entrepreneurship

The objectives of gender equality and women empowerment are of prime importance in development agenda for any developing country. In tune with the United Nations' Sustainable Development Goals of 'promoting gender equality and the empowerment of women as effective ways to combat poverty, hunger and disease to stimulate development that is sustainable', the National Institute of Rural Development and Panchayati Raj (NIRD&PR)'s rural development vision has emphasis on gender equality and women's advancement in the country. The NIRD&PR has been serving as the leading institution to keep the gender mainstreaming agenda alive in rural development and to advocates the strategy for women's advancement in policies and programmes of development, and to function as the main agency of capacity building for gender responsive rural development. By taking up pioneering and trend-setting programmes in the above direction at the national and international level, the Institution has established its leadership in the scene and is striving towards the above said goal.

To effect this vision of serving as the policy setting and capacity building agency for ensuring a gender-just world for women along with men in development, the Centre for Gender Studies and Development (CGSD) of NIRD&PR has its priority set as to serve as an advanced learning centre of the gender concerns in rural development at the global level. The NIRD&PR adopts the strategy of mainstreaming gender perspective in rural development through advocacy, capacity building and research.

Gender mainstreaming strategy recognises the inequalities women face in the present social, economic and political scenario in accessing development resources and opportunities.

NIRD&PR can intervene through capacity building and needed policy advocacy in the development system and among the stakeholder agencies to work for the creation of equal opportunities for men and women.

Women empowerment strategy at NIRD&PR is focused to address the discrimination against women by promoting capacity building and networking and advocacy to increase women's capacities, opportunities, and understanding of their rights. Access of women to education, leadership, decision making, right on productive assets and resources, skill technology and support service institutions are to be ensured to enable the women to develop as agents of their own development, network and new space of actions.

Towards ensuring the sustainable livelihoods among women, the NIRD&PR has scheduled capacity building and advocacy programmes for enabling and effecting the access to education, technologies, livelihoods, enterprises, SHG network, land, credit, market and other productive resources among rural women. The NIRD&PR is expanding its ambit through international agencies like FAO, DFID, SAARC, CIRDAP, UNDP, UN Women and UNICEF, etc., for interventions of medium and short-term courses on gender and development and is taking up consultancy programmes for women empowerment.

In the above background the inaugural ceremony of the month-long foundation day celebration of NIRD&PR was launched on November 9th, 2016 with 'foundation day lecture' on the theme of 'Women Entrepreneurship and Empowerment'.

The inaugural address of the 'Foundation Day Lecture' was delivered by Ms Lalitha Kumaramangalam, Chairperson, National Commission for Women on “Women entrepreneurship for sustainable rural development and prosperity”. The speech of Ms. Kumaramangalam is attached at Annexure-I. The keynote address was given by Ms. B Vijaya Bharathi, Advisor, Orvakal Mahila Podupu Lakshmi Ikykya, on the topic “Women mobilisation for sustainable rural development-what more to be done”.

Signing of MoU between NIRD&PR and National Commission for Women:

During the function, an MoU was signed between NIRD&PR and National Commission for Women. The objective of the MoU is to establish partnership between NIRD&PR & NCW to undertake activities for women empowerment and gender mainstreaming in general and engaging with elected women representatives for their capacity building in particular, so as to enable them to effectively participate in the nation building activities, undertake research activates, create master trainers in various sectors/themes who will in turn work with the women for their empowerment and socio-economic development.

The foundation day lecture and the inaugural ceremony was attended by heads of the neighbouring institutions, eminent personalities, scientists and faculty members from the neighbouring institutions.

Event No: 2

National Seminar
on
**“Governance, Resources and
Livelihoods of Adivasis in India:
Implementation of Pesa and FRA”**

November 18 - 19, 2016



Coordinated by:

**Dr. Kailash Sarap and Team
S R Sankaran Chair**

S.R.Sankaran Chair (Rural Labour) at NIRD&PR had organised a two-day National Seminar on Governance, Resources and Livelihoods of Adivasis in India: Implementation PESA and FRA during November 18-19, 2016. The main objective of the seminar was to assess the progress, identify the bottleneck and explore the ways of improving efficacy of Panchayat (Extension to Schedule Areas) Act, 1996, Scheduled Tribes and Other Tribal Forest Dwellers (Recognition of Forest Rights) Act, 2006 as well as other programmes functioning in the tribal areas with a view to improve the livelihood of tribal.

The inaugural session was chaired by Prof. R. Radhakrishna, Chairman, S. R. Sankaran Chair, and Advisory Committee. The chief guest of the inaugural session was Shri. Ch. Vidyasagar Rao, Honourable Governor of Maharashtra and Tamil Nadu. Speech of Hon'ble Governor is attached at Annexure-II. Mr. Tevita G. Boseiwaqa Tagniaवलau, Director General, Centre on Integrated Rural Development for Asia and the Pacific (CIRDAP) was Guest of Honour. Dr. W. R. Reddy, IAS, Director General, NIRD&PR delivered the welcome address.

Prof. K. B. Saxena, Emeritus Professor, Council of Social Development, New Delhi, delivered the keynote address. Prof. C.H.Hanumantha Rao, Honorary Professor, Centre for Economic and Social Studies, Hyderabad and former Member, Planning Commission, delivered the valedictory address. It was presided by Professor Amit Bhaduri, currently Pavia University, Italy and Emeritus Professor, Jawaharlal Nehru University, New Delhi.

There were five technical sessions: Governance Issues relating to PESA and FRA and other Forest Institutions; Functioning of PESA in Scheduled Areas States and Gender Issue; Implementation of Forest Right Act, 2006; Displacement, Acquisition & Alienation in PESA Areas; Issues involving Livelihood of Tribal. Prof. D.N.Reddy, former S.R.Sankaran Chair Prof. Shri C.R.Bijoy, Independent Researcher, Shri K.B.Saxena, Professor, Virginios Xaxa, Professor of Eminence, Tezpur University, Guwahati, and Dr Hrushikesh Panda, IAS, former Secretary, Tribal Affairs, Government of India, chaired the technical sessions of the Seminar. Around 40 delegates including distinguished scholars, prominent young researchers, civil society organisations and former administrators working and practicing on issues relating to tribal welfare presented papers and participated in the deliberations of the seminar.

The seminar was conducted by Prof. Kailash Sarap, of S R Shankaran Chair and Prof. Suman Chandra, P&H, Center for Agrarian Studies.

Event No: 3

"National Film Festival on Rural Development"

November 24 - 25, 2016



Coordinated By:

**Dr. Gyanmudra & Team
Centre for Development Documentation & Communication**

National Institute of Rural Development and Panchayati Raj, Hyderabad, organised a National Film Festival on Rural Development as part of the Foundation Day Celebrations of Institute. The main objective of the organising the festival was to promote the Audio Visual medium in research study related to rural development and to encourage amateur filmmakers of the country to carry out film making in rural development sector. The Film Festival was organised in collaboration with Film and Cultural Society of North East, Guwahati. A detailed day-wise report is as follows:

Day 1: November 24, 2016

Venue: Auditorium

First day of film festival began with inauguration and welcoming of dignitaries. The five former Director Generals of NIRD&PR, Shri J M Lyngdoh, Shri T. L. Shankar, Shri R. C. Choudhury, Dr. B. K. Sinha and Shri Mathew C Kumnankal graced the occasion. Director General of NIRD&PR, Dr. W R Reddy, IAS, welcomed the gathering



with his speech, where he explained the importance of various mediums to promote the cause of rural development.

After DG's speech all the former DGs were shared their past experiences of working with NIRD&PR. They observed the changes in the field of rural development over a period of time. They also mentioned that the NIRD&PR has achieved a significant growth in terms of research and training.

It was their dedication and hard work which led the Institution to get an international status. These 5 pioneer personalities of the country had also praised the present management of the Institute and assured their guidance whenever it requires. This was followed by the welcome speech by Dr. Gyanmudra, Professor and Head, CHRD/CDC, NIRD&PR. In her welcome speech she explained the objectives and detailed schedule of the Film Festival. The schedule of the programme has been attached with the report. The entire festival was celebrated in two parts. On first part there were 6 movies which have been invited in collaboration with Film and Cultural Society of North East, Guwahati. These 6 films were screened during the first session on November 24 and 25, 2016 at Vikas Auditorium, NIRD&PR. These films covered

different subjects ranging from human trafficking to boat clinic service provided to the remote villagers living nearby Sunderban area of West Bengal. The next part of film festival was a contest which was meant to be a platform for budding documentary film-makers who wanted to showcase their talent at national level. NIRD&PR called for movies for the contest on Institute's website. The Institute ensured that the screened movies dealt with six thrust areas of rural development, such as Women Empowerment, Livelihood, Drinking Water, Sanitation, Skill Development and Watersheds. The Institute received a total of 12 entries. After a preliminary screening, the organisers decided to screen eight movies. These movies were screened in the second session on November, 24 and 25, 2016 at Vikas Auditorium. The Institute invited reputed film-makers of the region to judge the movies.

A film named 'Contagion', made by Karishma Vyas was screened. The film was based on the Tuberculosis disease and its growth in the slums across the country. The movie tried to highlight a point that the virus of TB is becoming drug resistance day-by-day. This is a matter of serious concern for the doctors across the world. The film revolved round a lady who lives in slum area of New Delhi and is suffering from TB for a long time. The disease made her life miserable. It was a 25 minutes long film. This film was also broadcasted on Al Jazeera channel.



In the same session, another film titled 'One Man, One Cow, One Planet' was screened. This movie exposed globalisation and the mantra of infinite growth in a finite world for what it really is: an environmental and human disaster. But across India, marginal farmers are fighting back. By reviving bio-dynamics an arcane form of agriculture, they are saving their poisoned lands and exposing the bio-colonialism of multinational corporations. One man, One cow, One planet tells their story through the teachings of an elderly New Zealand gardener and soil scientist Peter Proctor, whom many are calling the new Gandhi. Directed by Thomas Burnst and written by Barbara Burstyn the film was of 54 minutes long in duration. The screening of the movie was followed by a skype conversation with Barbara Burstyn. After that there was a discussion with Dr. Raghupati Anchala of IIPH, Hyderabad who represented as resource person for the movie call 'Contagion'. He also addresses medical queries related Tuberculosis. With this, the first session of the Film Festival concluded.

As mentioned earlier the second session of the festival was dedicated for a contest on documentary films on rural development. The session began at 2:15 PM. The judges for the contest were Shri B Narsing Rao, Dr. Krishna Rao Gandhe and Mr. Rahul Jain. Shri B Narsing Rao is a critically acclaimed Telugu film director who has been associated with parallel cinema. He has garnered four National Film Awards, six International honours and served as a jury for Asian Film Festivals. Dr. Krishna Rao Gandhe is presently In-charge Director of the EMMRC Educational Multimedia Research Centre of EFLU- English and Foreign Languages University, Hyderabad. Prior to this assignment, Dr. Rao served as a full term Director at the EMMRC – Gujarat University, Ahmadabad for five years and before that he was a Senior Producer at the EMMRC – CIEFL (EFL -U), Hyderabad. Rahul Jain is currently Secretary, Film & Cultural Society of North East, Guwahati. He Organises documentary film festivals and basic camera workshops in educational institutions across the North East and other parts of India. He also organises film festivals in collaboration with foreign embassies in various towns of the region, promotes documentary films as an educational and character-building tool. As a secretary of the NGO, he organised 55 documentary festivals so far. Following are the list of shortlisted films which were selected for contest:

Day 2: November 25, 2016

Venue: Vikas Auditorium

Second day of the festival began with the screening of one of the invited film call “Nero's Guest” by Deepa Bhatia, which has length of 54 Minutes. The film shows the growing frequency of suicide by the Indian farmers. The film tries to find the reason behind this fact and tries to highlight the losses a farmer makes. The screening of Nero's Guest was followed by a strong discussion.

The second film of the day was 'Extreme by Design' (56 Minutes) which showed how few students from University of Stanford have completed their innovative task with 72 hours and \$20 in hand. The film was all about innovation and learns by doing method. Mr. Rajendra Bendre, an ex-IBM executive joined the audience through Skype for discussing about the film.

The third film which was screened on second half of the day was 'Not My Life' by Robert Bilheimer. This film was about human trafficking which mainly happens in third-world countries of Africa and Asia. The film also depicted the condition of individuals after being kidnapped and forcefully put under some inhuman activity. The film had a length of 30 minutes which was followed by small in-house discussion.

The last film of the festival was 'Floating Healers', which is about a boat clinic which provides treatment to the villagers who live in interior part of Sunderban area in West Bengal. In 45 minutes, the film tried to show how this boat clinic works and saves people's lives that are otherwise have no option of health check-up. The director of the film Mr. P N Ramachandran was present during the screening and has shared lot of experiences he gathered during the shooting of the film.

After screening of all films, Dr. Gyanmudra addressed the audience with vote of thanks and invited the audience and other film maker to the prize ceremony which was schedule at 7:30 PM at RTP Mela.

At 7:30 PM audience gathered near RTP mela stage. Honorable Minister of State for Drinking Water and Sanitation, Government of India, Shri Ramesh Chandappa Jigajinagi had graced the occasion and handed over the awards to 3 best films who participated during contest.

The award winning movies were

1. A Common Story by Epti Pattnaik and her team
2. 'Education for all except girls', by Anjali Nag and
3. 'Project 511' by Shankar Raju.

All the winners have been conferred with a certificate and a cheque of prize money.

Sl No	Name of the Film	Duration	Name of the film maker	Topic
1	Project 511	5 Min	Shankar Raju	Rural Sanitation
2	Radio Woman of Patara	3:13Min	Shwan Sebastian and Tejaswi Dantuluri	Community Radio
3	EkKadam	3Min	S.Kamala	Swachh Bharat
4	A Common Story	30Min	EptiPattnaik, Ananda Siddhartha, Piyush Garud and Pratik Bhakta	Rural Development
5	Education For All, Except Girls_Anjali Nag	2.38Min	Anjali Nag	Women Education
6	EkSarhakPehal	18Min	NBJK	Mental Health Rehabilitation
7	Women Self Respect	3Min	Ravi Pureti	Sanitation
8	Towards Lakshya	3Min	Dr.Jayant Mukherjee and Team	On skill Development program

Interaction of Former Director Generals of NIRD&PR

November 24, 2016



Presentation by Dr. Gyanmudra during a meeting with former Director Generals on Recent Initiatives and Future Plans at NIRD&PR

Event No: 4

Rural Technology and Crafts Mela

November 24 - 29, 2016



Coordinated By:

**Dr. Y. Gangi Reddy & Team
Rural Technology Park, NIRD&PR**

Background of RTP Mela

The National Institute of Rural Development & Panchayati Raj (NIRD&PR), an autonomous body of the Ministry of Rural Development, Government of India is a premier training and research Institute. NIRD&PR has been organising the Rural Technology and Crafts Melas since 2003 as an annual feature every year as a part of its Foundation Day Celebrations.



The Rural Technology Park (RTP) at NIRD&PR is located in the most serene and pristine surroundings sprawling over 65 acres of land. Promotion of rural technologies through live demonstration, dissemination of rural technologies, entrepreneurship for livelihoods and income generation are some of the prime objectives. The RTP is housing many small scale enterprise units like vermicomposting, natural dye, handmade paper, bio- pesticides, solar energy based applications/products, solar dehydration, cooling and freezing technology, apiculture, food processing, soya bean food products, mushroom cultivation, fashion jewellery and tribal jewelry, home based products, herbal products, etc. In addition, RTP is having a National Rural Building Center (NRBC) showcasing different cost effective housing technologies/housing models and sanitation models.

The aim of the RTP Mela was to showcase all rural technologies at one place which are developed by different organisations/individuals that are useful to the people at one place and create wide marketing connect/network to facilitate both consumers and the entrepreneurs/innovators.

As a part of the annual feature, the 14th RTP mela was organised for five days from November 24-28, 2016. Rural Technology Mela envisages for demonstration of Technology and Innovations relevant for Rural Sector in general and Farm Sector in particular. Along with the Technology Mela, exhibition of Rural Arts and Crafts is also organised during the same period.

Swachhata as Theme :

‘Swachhata’ was the theme of the 14th Rural Technologies and Crafts Mela conducted at NIRD&PR campus from November 24 to 28, 2016. There were more than 200 stalls in the mela. They participated from various states of India. Everyday there were at least 3000 to 4000 visitors at the mela. There were also academic interactions, discourses and cultural

programmes organised every evening. The idea of ‘Swachhata’ was taken up with three purposes in mind. They were:

- (I) Providing ‘mental availability’ of the message of Swachh Bharat Mission to everyone who visit the mela venue either do not litter or at least reduce littering.
- (ii) Promoting the idea of ‘Swachh Citizen’ by injecting at least one drop of swachhata thinking in everyone.
- (iii) The mela venue must be kept neat and clean, for anyone to appreciate the spirit of swachhata efforts at NIRD&PR

Approach and Strategies Adopted

- All the 200 stalls in the Mela had at least two danglers with message on Swachhata. The message was omnipresent in the mela venue, providing inescapable reminder about Swachhata. It happened throughout the mela period, whichever stall one visit, or whichever direction one turns. This is a strategy in development communication which we call making an idea ‘mentally available’ always.
- There was a stall opened at the entrance of the mela venue. In addition to Swachhata, there were posters on various themes such as greening, solar energy, water saving, waste management, etc. The Swachhata Stall had them all on display. This helped reinforcing some good practices through ‘mental availability’.
- Another strategy adopted was ‘nudging people to become Swachh Citizens’. There was a Self-Identity Opinion Poll Box kept. There were three positions of ‘self-declared identity’ on offer. They were:
 - (I) I am a Swachh Citizen
 - (ii) I am trying to become a Swachh Citizen
 - (iii) I am not a Swachh Citizen.

There were emoticons showing what each option meant. Each visitor had to take a position, and identify oneself, where does one belong. The attempt here was not to collect an unbiased opinion of oneself. The normal human tendency is to call oneself Swachh Citizen, irrespective of the fact that one actually is or not. As expected most people stood on the first option calling



oneself ‘A Swachh Citizen’. Secondly, those who are trying to be too honest stood at the position of ‘I am trying to become a Swachh Citizen’. Both the positions, obviously, gave us the opportunity to spell out ‘being or becoming a swachh citizen means what.

Once committed to being a Swachh Citizen, one cannot litter at least for the two hours’ time s/he would spend at the mela venue, was the least expectation from the organisers’ side.

A very few people chose to call themselves as ‘I am not a Swachh Citizen’. Upon probe, we found most of them are either frustrated about their neighbours not changing; or they are waiting for the world to change to ideal conditions, so that they would be happy to identify them to be a Swachh Citizen. This exercise ended up as a kind of mutual learning as well.

- There were drinking water facility and urinals made available in many places, with labels showing the directions
- People tend to keep a clean place clean. Therefore, sweepers were deployed for continual sweeping of the mela venue, even if a small paper was found anywhere.
- It was informed to all the stall owners not pack their products in use-and-throw carry bags. We had arranged some stalls that sell cloth bags at reasonable prices, which could be used as an alternative against the use-and-throw carry bags.

The venue of the event was declared open with the cutting of ribbon on November 24, 2016 by Dr. W R Reddy, Director General, in the presence of the former Director Generals viz., Shri T L Sankar, Shri J M Lyngdo, Shri R C Choudhary, Shri Mathew C Kumnankal, Dr B K Sinha besides Brig. G B Reddy.

The participation was invited through the NIRD&PR website and by writing to the various development agencies and by vide publicity of the event. To encourage the participation nominal/affordable registration fee was only prescribed. The participants included SHGs, Successful Entrepreneurs of RTP, Institutions/NGOs, Rural Entrepreneurs, Individual Innovators, Book Publishers and Food Courts. There were technology innovators under the various categories:

1. **Self Employment Related Technologies:** Farm production technologies, agro-processing, packaging, organic farming practices, product manufacturing technologies, cold chain technologies, preservation and storage, artisan based technologies, etc.
2. **Wage Employment Related Technologies:** Tool kits for earth works, improvised tools for women and persons with disability, temporary shed constructions, etc.
3. **Infrastructure Related Technologies:** Rural roads construction, rural housing, water treatment, sanitation, drinking water, solid and liquid management, water harvesting, ecosan, different cost-effective housing technologies, renewable energy development and irrigation technologies, etc.

4. **Area Development Related Technologies:** Natural resource conservation, watershed development, groundwater harvesting, green house technology, soil reclamation, pollution control technologies, etc.

There was a very high institutional participation as well. Number of institutions evinced interest and participated in the mela. They included: NFDB, MANAGE, ICRISAT, CSV Wardha, NIF, Lords College of Engineering, AMMA Foundation, Bankura Sanitation, etc.

There was participation from 17 States across India and it is estimated that a business of about ₹ 3 crore could be turned out by all the stall holders.

Curtain Raiser

A press meet was organised on November 22, 2016, addressed by the Director General wherein the salient features of the mela were shared with the print and electronic media who attended in large number. After the press meet, the media persons visited the mela site/venue for on the spot understanding of the arrangements.

Publicity Campaign

Publicity for the event was given through wall posters, cloth banners, standing display boards, pamphlets/leaflets, newspaper ads and press releases, radio advertisements, loud speaker announcements by auto and writing to different organisations like NABARD, Neighboring Institutions, SIRDs, SRLMS, RSETIs, IITs, etc., to indentify and nominate

Sponsorships

Sponsorships were invited under different categories from various organisations to provide an opportunity for their involvement in the event besides to raise the funds for the event to the extent possible.

The following institutions have sponsored the event:

Sl. No.	Organisation
1	NFDB
2	MNREGS
3	Apollo Hospitals
4	SBH
5	Central Bank of India
6	NABARD
7	Syndicate Bank
8	Andhra Bank
9	SBI
10	J&K SLRM
11	Disha Skills

Participation

The participation was invited through the NIRD&PR website and by writing to the various development agencies and by wide publicity of the event. To encourage the participation nominal/affordable registration fee was only prescribed.

Inauguration

The venue of the event was declared open with the cutting of ribbon on November 24, 2016 at 4.00 PM by Dr W R Reddy, IAS., Director General in the presence of the former Director Generals viz., Shri T L Sankar, Shri J M Lyngdo, Shri R C Choudhary, Shri Mathew C Kunnumkal, Shri B K Sinha besides Brig. G B Reddy.

The inaugural session commenced with welcome by Smt. ChandaPandit, Registrar and Director Administration and brief introduction to the event by Dr. Y Gangi Reddy, Prof. & Head (CIAT) followed by above dignitaries joining hands in lighting of the lamp and the addresses by each of them who recollected their association and their experiences in NIRD&PR while acknowledging the efforts put in by late Dr. A V S Reddy the then Director General in building up the institution of Rural Technology Park.



Institutional Participation:

Number of Institutions have evinced interest and participated in the mela and they are:

1. NFDB
2. MANAGE
3. ICRISAT
4. CSV Wardha
5. NIF
6. Lords College of Engineering
7. AMMA Foundation
8. Bankura Sanitation, etc.

Participation (Innovator/SHG/Rural Entrepreneurs, etc.)

A total of 317 nominations/entries were confirmed from pan India. An interactive website integrated with online registration was linked to NIRD&PR website. Simple google form was devised for easy registration and those who have problems in registering, RTP team registered the nominations through SMS, email and telephonic talks.

Of the 317 nominations, 223 have turned out besides another 51 participants have been nominated by the sponsors.

Out of the registrations received from 19 States, 17 States participants have participated in the Mela and the 2 States backed out were Uttarakhand and Assam. The details of the States category wise participation are given below. On enquiry with regard to the non-turning out of the registered participants, it was noticed that due to the apprehensions of demonetisation they could not participate.

State-wise Details

Sl. No.	STATES	Government Organisation/N GO/Small Scale Entrepreneur	Rural Entrepreneur / Educational Institution	SHG/ Cooperative/ Federation/ Artisan	RTP Trained Successful Entrepreneur / Rural Innovator	Food Court	Private Organisation / Enterprises
1	Andhra Pradesh	6	8	37			
2	Bihar			1			
3	Chhattisgarh	1		3			
4	Uttar Pradesh			12			
5	Gujurat			1			
6	Jammu & Kashmir			9			
7	Karnataka			5			
8	Kerala		1				
9	Madhya Pradesh			3			
10	Delhi			3			
11	Madhya Pradesh			3			
12	Maharashtra	1		7			
13	Odisha	1					
14	Punjab			1			
15	Tamil Nadu			1			
16	Telangana	13	6	71	5	16	2
17	West Bengal			16			
	Total	22	15	173	5	16	2

*Note: Actual Entries as per Online Registration = 317 Members

The RTP Mela was graced by the visits of the following:

- i. Shri Ramesh Chandappa Jigajinagi, Hon'ble Union Minister of State for Drinking Water and Sanitation on November 25-26, 2016.
- ii. Shri Konda Vishweshwar Reddy, Member of Parliament, Lok Sabha on November 27, 2016.
- iii. Shri Durga Prasad Singh, Former MLA, Samastipur, Bihar and the President of All India Panchayati Sansthan
- iv. Mrs. Sanjyo Geetaraje Chatrapati, Wife of Shri Sambha J Raje Chatrapati, Hon'ble Member of Parliament, Maharashtra on November 27, 2016.
- v. Ms. Sania Mirza, International Tennis Player

Apart from that, some panel discussions were also held during the RTP Mela. The topics included: Swachhta, Sustainable Development Goals under Model Village, Women Empowerment, Innovative Technologies, and also an open forum wherein all the stall holders were given an opportunity to share their views of their technologies/products. Local talent/participation by the School children was given the importance. The children from BVBV School, Hazipally school in Shamshabad Mandal and School for visually challenged have enacted thought provoking skits with their wonderful performances. The traditional dances like Odissee Dance, Tribal Dance, Dappu, Rajasthani Puppet show, traditional folk dances were organised to connect them to the youth besides Mimicry, Orchestra, etc.

The following innovations by the individuals were kept on display and demonstration.

1. Hearing aid through teeth for the completely deaf
2. Seeding Machine
3. Paper Pencils
4. Re-usable Sanitary Napkins
5. Honey Bee Network Technologies

Panel Discussions

As part of RTP Technology and Crafts Mela, a series of three panel discussions were held on November 25 to 27, 2016. The title of the panel discussions, and members who constituted the panel are presented below.

Date	Theme	Panelists
25 th Nov. Fri.	<i>Swachhata</i>	
		Dr. P Durgaprasad
		Dr. Siddayya
		Shri Mohammad Khan
		Dr. R Ramesh, Moderator
26 th Nov. Sat.	<i>SDG & Model Village</i>	
		Dr. R R Prasad
		Dr. Ch Radhika Rani
		Dr. Prakash Rao
		Shri Mohammad Khan
		Dr. R Ramesh, Moderator
27 th Nov. Sun	<i>Women Empowerment</i>	
		Prof. Singhal
		Prof. Jayalaxmi
		Dr. Sucharita Pujari
		Shri K P Rao
		Mrs. Sanyogetarajee Sambhajiraje Chhatrapati
		Shri. Durga Prasad Singh
		Dr. P SivaRam
		Dr. Gangi Reddy
		Shri Mohammad Khan
		Dr. R Ramesh, Moderator

All the three-days, a set of student volunteers from PGDRM participated in the panel discussions. The visitors to the mela also participated, and sometimes in the interaction as well.

Methodology

The moderator introduced the panel members, and introduced certain issues that are intriguing about the topic chosen for panelists to discuss in the forum. After 5, 7 minute introduction by the moderator, each panel member was allowed to present his/her perspective of the issue in 10 minutes time. It was an ‘uninterrupted 10-minute’ given to the panel member before the next panel member opened up his/her perspective of the same issue. After every panel member finished two rounds of his/her viewpoints, the discussion was opened up for the audience to think aloud and interact with the panel members. The process really enlightened the understanding and explanation from multiple perspectives. Finally, the moderator closed the discussion thanking the panel members, and the audience. The topic taken up for discussion on each day was also of that nature that it threw up several testing questions on understanding and interpretation.

Unfolding the Discussion

Day 1: Swachhata : The idea of Swachhata is catching up very fast. It is also equally true that many people who talk about swachhata do not do much and at times they are being deceptive to themselves. NIRD&PR is promoting the idea of Swachh Citizens. What are the ways available to create ripple effect of the idea of 'Swachh Citizens' is one big question. Secondly, how do we wean off from the mad rush towards a wasteful society, and how to move towards a mindful society that supports frugal innovations or a frugal society following the pattern of a circular economy in place of a market driven economy.

Day 2: SDG and Model Villages: SDGs are ideal macro level goals that humanity across world is trying to achieve by 2030. It is all encompassing, and some of the agenda such as ending poverty in all forms everywhere; and building accountable and responsive institutions are goals that demand a lot of human efforts to bring about. What is the execution mechanism in place, in order to realise SDGs in India? Similarly, the idea of a model village is basically a mental construct. Each one tend to define a model village in his/her own perspective. SAGY Guidelines, rightly say that it is a very broad framework one can draw from, depending on the stage of development a village is in. In this context how do we link, macro (SDGs) and micro (model village concept); and what in each expert's viewpoint is a model village?

Day 3: Women Empowerment: Empowerment, again, is a mental construct, which obviously vary depending on one's world view. What is empowerment? Who is an empowered woman? How and when can a woman be called 'she is empowered'? What goes into facilitating empowerment process to take place? What are the social change processes, and legislative measures that should be put in place in order to ensure real empowerment takes places, especially in Indian villages? Do men have a role to play in the empowerment process? How? These are some of the issues thrown open the panelists.

The Perspectives from Panelists

Day 1: Swachhata: Dr. P Durga Prasad and Dr. Siddayya were on the panel. Essentially, both of them presented similar view points. They presented cases that they have come across in various States of India that are facilitative towards Swachhata. The basic difference was that Dr. Durga Prasad was of the view that Swachhata should begin from within everyone, and Dr. Siddaya was of the opinion that on the way to making a village self-sufficient in all dimensions of development, Swachhata shall fall in place, and that's how it has happened in many villages.

Day 2: SDGs and Model Villages: Dr. R R Prasad explained how meaningful each of the SDG goal is, and that SDGs and model villages are two different things that cannot be viewed

or talked about together. He offered several normative standards that can help measure progress towards making a model village. Dr. Radhika Rani threw a perspective that if certain aspects of SDG such as accountable and responsive Institutions are in place, many model villages can be created. A model village can be viewed in a holistic perspective or from sectorial perspective. She also drew examples from agricultural sector, referring to sustainable development. Dr. Prakash Rao gave a legal perspective to the issue drawing for assistance the concept of ‘rights based approach to development’.

Day 3: Women Empowerment: Dr. C S Singhal gave indicators that contribute to understanding the concept of women empowerment. Dr. Sucharita Pujari also provided similar viewpoint, and added the societal dimension that is stronger and stereotypical that constraint women from making decisions. Shri K P Rao gave examples from SHGs trained under NRLM, and how the women under NRLM are changing the way development and empowerment are talked about. In response to questions, he spelt out successful rural women entrepreneurs and master trainers of NRLM, who are spearheading the livelihoods mission in many States of India. Dr. Jayalaxmi brought in the dimension of women leaders in Panchayats, and how when a poor woman takes the responsibility to function as a Panchayat Sarpanch struggles to keep afloat and bring about village development. Leadership and persistence, in her opinion are important factors that can be attributed for the success of any woman leader at the Panchayat level.

Mrs. Sanyogeetarajee Sambhajiraje Chhatrapati, wife of an MP from Maharashtra, and Shri. Durga Prasad Singh, Ex MLA from Bihar also gave their viewpoints on women empowerment. The session ended after some from the audience and the PGDRDM students got their opinions recorded.

Thanks

Dr. Gangi Reddy who was present, proposed a vote of thanks to the panelists and to everyone who participated. He added that panel discussions on everyday day during the RTP Mela have added value to the colourful Mela celebrations. It made us think about several important day-to-day questions on rural development, and have them clarified by experts from NIRD&PR, and from outside.

Observations and Lessons Learnt on Swachhata

- Any mela venue, where more than 5000 people visit a day, littering by the visitors can be ‘significantly reduced’ through proper mental orientation and swachhata signals reminding them always. There must be a dedicated team of sanitation workers also deployed if 100% cleanliness of the venue is to be achieved. In the absence of such support, ensuring 100% cleanliness cannot be achieved.

- The Swachhata messages stall was attractive to the school children also. Some of them became volunteers in the stall educating the visitors on Swachhata. When children explain, the visitors tend to listen, for the sheer curiosity to see how this little one has understood the Swachha Bharat Mission.
- Some celebrities such as Sania Mirza, who visited the mela venue also emphasised about Swachhata, which was motivating to the efforts our PGDRDM students put in towards Swachhata.
- With regard to the refusal of use-and-throw carry bags, which the mela organisers wanted, it could not happen to the extent desired. Although most of the stall owners adhered to the request of using only cloth bags, a few stall owners continued using use-and-throw carry bags on the pretext of cloth bags being a slightly higher in price. This must be corrected through appropriate strategy the next time.

Safety & Security

- Security aspects were given top priority. CC Cameras were installed covering the entire venue through 38 cameras.
- Fire engine services were hired from the Department of Fire Services and Disaster Management, Govt. of Telangana.
- The event was covered with a comprehensive peril insurance policy through Oriental Insurance Policy.
- Through the help of Horticulture Department experts, sound/voice devices were installed to keep away wild bores from the venue area. Strong barricading was made round the forest area.
- Parking was facilitated at different locations for the convenience of the visitors and the same was made free.
- Took the help of local police to keep the undesirable/anti-social elements under check besides putting on alert the security personnel of NIRD&PR round the clock.
- Medical services from the Health Centre were made available till the closing time of the mela every day for the benefit of the participants and visitors, etc.

Event No: 5

Inter-Institutional Sports Events

November 15 - 20, 2016



Coordinated By:

**Mr. K. C. Behera & Team
Public Relation Officer, NIRD&PR**

Inter-Institutional Sports Events

Inter-Institutional Sports events for the neighboring institutions were organised at NIRD&PR Campus during November 15-20, 2016. Including the host team NIRD&PR the other neighboring institutions those participated in the various events were Prof. Jayashanker Agricultural University, WALAMTARI, National Fisheries Development Board, National Institute of Plant Health Management, Indian Institute of Rice Research, NAARM, National Institute of Agricultural Extension Management (MANAGE), NBPGR Regional Station, Indian Institute of Millets Research, Directorate of Poultry Science, Extension Education Institute, TSIPARD, Institute of Cooperative Management, Cooperative Training Institute & Telangana State Cooperative Bank, Indian Institute of Oilseeds Research, Council of Social Development (CSD), Central Institute for Rural Electrification (CIRE), Police Firing Range and Telangana State Engineering Research Laboratory.

On the each discipline winners and runners was declared. The following teams are declared winners and runners:



❖ Kabbadi :-

- Winner- Indian Institute of Millets Research
- Runner: National Institute of Rural Development & Panchayati Raj (NIRD&PR)

❖ Volley Ball: -

- Winner- Police Firing Range.
- Runner- Telangana State Engineering Research Laboratory

❖ Carrom:-Single

- Winner: National Institute of Rural Development & Panchayati Raj (NIRD&PR)
- Runner- NAARM

❖ Carrom:-Double

- Winner- NAARM
- Runner- Indian Institute of Rice Research

❖ Badminton :- Single

- Winner- Police Firing Range
- Runner- National Institute of Rural Development & Panchayati Raj (NIRD&PR)

❖ Badminton :- Double

- Winner- -Police Firing Range
- Runner- Indian Institute of Rice Research

The prizes was distributed to all winner and runner teams at the closing day ceremony of 14th Rural Technologies and Crafts Mela 2016 at RTP. Dr. W R Reddy, IAS, Director General, NIRD&PR awarded the gold and silver medals to all players of winning teams and runner teams respectively.

Annexure-I

Speech

Women Entrepreneurship for Sustainable Rural Development and Prosperity by Lalita Kumaramangalam Chairperson, National Commission for Women

Introduction

Women entrepreneurship has been recognised as an important source of economic growth and for sustainable development. Women entrepreneurs create new jobs for themselves and others and also provide society with different solutions to management, organisation and business problems. However, they still represent a minority of all entrepreneurs and often face gender-based barriers to starting and growing their businesses, like discriminatory property, matrimonial and inheritance laws and/or cultural practices; lack of access to formal finance mechanisms; limited mobility and access to information and networks, etc.

Today, India is one of the youngest nations in the world with more than 62% of its population in the working age group (15-59 years), and more than 54% of its total population below 25 years of age. It is further estimated that the average age of the population in India by 2020 will be 29 years as against 40 years in USA, 46 years in Europe and 47 years in Japan. In fact, during the next 20 years the labour force in the industrialised world is expected to decline by 4%, while in India it will increase by 32%. This poses a formidable challenge and also creates a huge opportunity. To reap this demographic dividend which is expected to last for next 25 years, India needs to equip its workforce with employable skills and knowledge so that they can contribute substantively to the economic growth of the country.

As women constitute the backbone of any nation, women entrepreneurs are seen as critical contributors to the economic growth. In the rural context, women's entrepreneurship can make a particularly strong contribution to the economic well-being of the family and communities, poverty reduction and women's empowerment, thus contributing to the sustainable development goals (SDGs). One of the biggest challenges of skill development in our country is that 93% of the workforce is in informal/unorganised sector and women constitute almost half of the demographic dividend. Women's entrepreneurship therefore constitutes an important element not only for increased women's position in society but also for development of family, community and nation.

The Economic Survey conducted for India by OECD in November 2014 shows low female economic participation as one of the major findings. Currently the contribution of women in workforce is limited to only 24%. Head of UN Women has also indicated that India's GDP will leapfrog by another 4.2% if women in India can contribute their full potential to the economy. This clearly indicates that creating more and better employment for women has high growth potential.

Women entrepreneurship in the context of sustainable rural development is seen as a strategic development intervention that not only accelerates the rural development process but also helps to improve the per capita income of rural people.

As we all know, hindrances, whether structural or social, limit women's economic participation, denying communities and countries of greater socio-economic growth that is of benefit to all elements of society, entrepreneurship is a key means of redressing this inequality and the associated impediments to equitable, inclusive and sustainable development.

Though the number of women entrepreneurs has grown over a period of time, the role played by rural women in economic development has not been assigned sufficient importance. The GDP doesn't take into account the real contribution of women. It is not just the role they play as working women but also the sheer labour they put in(to) running families. So far, no effort has been made to calculate the overall contribution of women who shoulder so many responsibilities. As women, we are used to working hard, but mostly for others. It's time that we begin to work for ourselves. Isn't this what entrepreneurship and innovation are all about? That's something we need to focus on and at the same time on different parameters that enhance the entrepreneurial skills of rural women for sustainable development and prosperity.

Global Women Entrepreneurs Leader Report (2015) shows that India ranked 29th of 31 countries so far as number of women entrepreneurs are concerned. The report shows that as many as 4.81 million establishments in the country are led by women (60%) from scheduled castes, scheduled tribes and other backward classes. According to the Sixth Economic Census by the National Sample Survey Organisation, women run 14% of Indian businesses; most of them are self-financed and close to 60% of female entrepreneurs are from disadvantaged communities. Women with their excellent managerial and entrepreneurial skills, have very much taken up the duty to raise the standard of living in Indian villages and many have been quite successful at it.

Further it is seen that southern States lead the way in women entrepreneurship. As many as 13.5% of female-run establishments (1.08 million) are based in Tamil Nadu, more than any other State, followed by Kerala (0.91 million) and Andhra Pradesh (0.56 million). Favourable sex ratio in these States is positively correlated with higher female entrepreneurship.

Earlier this month, Prime Minister Narendra Modi launched the Stand-up India scheme, under which banks will give loans of up to ₹ 1 crore to SCs, STs and female entrepreneurs, who will be given a RuPay Debit Card and other support, such as pre-loan and marketing training.

All these are important developments in the area of women entrepreneurship in the country. However this is not sufficient as women and especially a rural woman who face several challenges and risks in their attempts to be a successful entrepreneur. Hence there is a general consensus that is emerging in all discussions relating to the development of women and that is, promotion of women entrepreneurs should form an integral part of all developmental efforts for sustainable rural development and prosperity.

Women entrepreneurs need to be lauded for their increased utilisation of modern technology, increased investments, finding a niche in the export market, creating a sizable employment for others and setting the trend for other women entrepreneurs in the organised sector. While women entrepreneurs have demonstrated their potential, the fact remains that they are capable of contributing much more than what they already are. With the help of skilling, women can have viable incomes, decent work and be major players who can contribute equally to the economic growth of the country.

Women's entrepreneurship has been recognised as an important untapped source of economic growth and sustainable development. In the United States the share of women-owned enterprises is continuously on increase and it strengthens the view that the future of small-scale industries depends very much on the entry of women into industry. Several national and international organisations and agencies have also appreciated the need for and importance of developing women entrepreneurs in recent years.

There is definitely a need for promoting full and equal opportunities for women in employment and their access to non-traditional skilled trades and developing women entrepreneurs for the overall development of the country. In rural areas priority should be given to women in allotment of land, sheds, sanction of power, licensing, etc., to promote female employment in women-owned industries.

Though rural women are now increasingly running their own businesses yet their entrepreneurial potential, managerial skills, and socio-economic contribution remains largely neglected. We must recognise that women entrepreneurship development is the instrument of women empowerment as it leads to sustainable rural development and economic prosperity. Micro-enterprises in rural areas to a great extent can help meet these challenges as it not only enhances national productivity, generates employment but also help to develop economic independence, personal and social capabilities among rural women. Economic empowerment of women by micro entrepreneurship led to the empowerment of women in many things such as socio-economic opportunity, property rights, political representation, social equality, personal right, family development, market development, community development and at last the nation development.

Thanks to the efforts of government, NGOs, social welfare organisations private corporate bodies who have taken a keen interest in improving the economic status of women and the results are extremely encouraging. Pandit Jawaharlal Nehru had once said, “You can tell the condition of a nation by looking at the status of its women”. We completely subscribe to this belief and steps are on their way to further improve the condition of rural women in India.

Constraints of Women Entrepreneurs

Major challenges faced by women entrepreneurs are:

- Having to work doubly hard to be taken seriously as an entrepreneur
- Lack of female mentors and role models
- Restrictive gender roles
- Further due to gender discrimination girls are socialised differently, controlled by social norms, morals, beliefs, practices without any rights and decision making powers. Because of these reasons women entrepreneurs are facing many constraints like lack of confidence, dual roles, rigid and male dominated market conditions, etc.

It is therefore very important that right efforts from all areas are required in the development of women entrepreneurs and their greater participation in the entrepreneurial activities.

Some of the solutions are :

- Consider women as specific target group for all developmental programmes in the country.
- Provide better educational facilities and schemes should be extended to rural women
- Provide adequate training on management skills to be provided to women community

- Encourage women's participation in decision-making
- Vocational training should be extended to women community that enables them to understand the production process and production management
- Skill development should be provide in women's polytechnics and industrial training institutes. Skills are put to work in training-cum-production workshops.

Training on professional competence and leadership skill to be extended to women entrepreneurs. Training and counseling on a large scale of existing women entrepreneurs to remove psychological causes like lack of self-confidence and fear of success. Counseling through the aid of committed NGOs, psychologists, managerial experts and technical personnel should be provided to existing and emerging women entrepreneurs.

Steps taken by Government to improve position of Women Entrepreneurs

Governments both at the Central and State level have been actively participating in promoting self-employment opportunities in rural areas by providing assistance in respect of infrastructure, finance, technology, training, raw materials and marketing for the promotion of women entrepreneurs. For instance, Rural and Women Entrepreneurship Development (RWED) programme aims at promoting a conducive business environment and at building institutional and human capacities that will encourage and support the entrepreneurial initiatives of rural people and women.

RWE provides the following services:

- Creating a business environment that encourages initiatives of rural and women entrepreneurs
- Enhancing the human and institutional capacities required to foster entrepreneurial dynamism and enhance productivity
- Providing training manuals for women entrepreneurs and training them

The Self Help Group is a viable alternative to achieve the objectives of rural development and to get community participation in rural development programmes.

Credit needs of the rural women are mostly fulfilled through SHGs. It enhances status of women as participants, decision makers and beneficiaries in the democratic, economic, social and cultural spheres of life. The micro entrepreneurship is strengthening the women sustainable development and removes the gender inequalities.

Self Help Groups' savings are extended as micro credit to its members to promote the micro and small scale enterprises to alleviate poverty and to provide sustainable economic

development of the community. Besides they are capable to manage the livestock activities with their savings and are able to increase the income levels of their families and community. Now a days rural women are achieving sustainable development by associating with the technical know-how and are able to cope up with the changing scenario of the production field. By acquiring new skills they are able to setup their own enterprises for their sustainable development and also they are able to develop other women of their villages. Majority of the SHG women of rural areas and urban areas are managing micro enterprises with livestock and domesticated activities because they can be managed with micro finances. Very few are associated with agriculture and its allied activities. It is evident that micro entrepreneurs will have continuous income and can contribute to their sustainable development.

Conclusion

Entrepreneurship among women, no doubt improves the wealth of the nation in general and of the family in particular. Women today are more willing to take up activities that were once considered the preserve of men, and have proved that they are second to no one with respect to contribution to the growth of the economy.

Women entrepreneurship therefore must be moulded properly with entrepreneurial traits and skills to meet the changes in trends, challenges of global markets and also be competent enough to sustain and strive for excellence in the entrepreneurial arena. Successful women entrepreneurs should be trained in innovative and cutting edge technology areas which will go a long way in accelerating the pace of rural development.

Census data has revealed that there has been a continuing fall in labour force participation rate of women from 33.3% to 26.5% in rural areas, and from 17.8% to 15.5% in 6 urban areas between 2004 and 2011. Mainstreaming gender roles by skilling women in nontraditional roles and increasing gender sensitivity in the workplace will have a catalytic effect on productivity and be a smart economic decision.

Rural women entrepreneurship cannot be developed without significant training. Therefore, instead of just schemes (financial and developmental) an intensive training needs to be provided to the women in rural India. What's required is to create a devoted team to take up rural entrepreneurship training as per integrated rural development programme.

Women entrepreneurship is the answer to removal of rural poverty in India. Therefore, there should be more stress on integrated rural development programmes focussing on women and girls who can be trained to think of entrepreneurship as the career option in paving the way

forward for inclusive growth in the country.

Ministry of Skill Development and Entrepreneurship, GoI., has launched a scheme on entrepreneurship development with major focus on promoting entrepreneurship amongst women. Focus will also be placed on encouraging women entrepreneurs through appropriate incentives for women owned businesses under the public procurement process. It will also be ensured that gender neutral incubation/ accelerator, network of mentors, industry, resource centres and credit institutes are developed to facilitate Women Entrepreneurs. Priority will be given for mentorship and support system for women entrepreneurs in existing business centres and incubators. Steps will also be taken to assemble gender disaggregated data and grassroots innovations.

Today, there are numerous initiatives that promote the spirit of entrepreneurship and empowerment of women. Yet, we understand that there are gaps, and that's why, in spite of the government's efforts, we are unable to achieve the desired outcomes. So, that's why we are here. The NCW wants to listen and learn. Tell us what we can do and how better we can. The many forms of structural and social barriers to their economic engagement that women encounter in the Asia-Pacific region - from access to credit to opportunities to acquire skills - need to be addressed in order to realise the potential contribution of women to the equitable and inclusive growth of their societies.

Annexure-II

**Address by Shri Ch. Vidyasagar Rao, Governor of Maharashtra and Tamil Nadu at
the National Seminar**

on

**"Governance, Resources and Livelihoods of Adivasis in
India: Implementation of PESA and FRA"**

Respected Mr. Tevita G. BoseiwaqaTaginavulau, Director General, Center on Integrated Rural Development for Asia and the Pacific (CIRDAP), Prof. R. Radhakrishna, Chairman of the Advisory Committee of S R Sankaran Chair (Rural Labour), Dr. W R Reddy, Director General, NIRD&PR, practitioners from various fields, tribal rights activists, and dear friends.

I am glad that the National Institute of Rural Development and Panchayati Raj has organised the National Seminar on "Governance, Resources and Livelihoods of Adivasis in India: Implementation of PESA and FRA". It is a matter of even greater pleasure that the Seminar is being organised by the Chair named after S. R. Sankaran, eminent bureaucrat and social activist and a living legend in his times.

The theme of this seminar is very appropriate and relevant. The tribal communities in India have been deprived of their natural rights for a very long time as far as governance, natural resources, and livelihoods are concerned. It is also very pertinent to note right at the outset that any course correction as far as our approach towards tribal communities is concerned cannot ignore the close linkages between guaranteeing access to resources, ensuring self-governance, and creating and sustaining livelihood opportunities. To put it in another way, to ensure "good governance" in tribal areas, we have to ensure self-governance of tribal communities and safeguard their right to access and manage the community's own resources. Only then we can have any real solution to the livelihoods problem.

It is often said that those who fail to learn from history are condemned to repeat it. Hence, it is necessary to trace the history of tribal dispossession over the last 150 years. We have to recognise that the British ushered in forest laws not for the purpose of conservation, or for

environmental considerations. Their prime interest in introducing the Forest Act in 1865 was exploitative and was aimed at establishing a monopoly over forest resources. The impact of the forest laws was tragic for self-governing, self-respecting tribal communities. Forests, for these communities, were not only sources of livelihood and sustenance; they were a way of life, a way of worship, and a way of staying in touch with themselves.

It is not surprising, therefore, that tribal communities repeatedly revolted against the British and local exploiters who took away their forests and lands. It is worth noting, that the first major forest legislation was passed in 1865 and the Indian Forest Act, as we know it today, was passed in 1927. Between these two periods, there were numerous tribal uprisings and revolts. The list of tribal rebellions is long. Many of these revolts were brutally crushed by the British. Such tribal uprisings are a piece of neglected history. Indeed, the tribal movements in pre-independence India were among the first expressions of the desire for freedom.

Unfortunately, even in independent India many problems faced by tribal communities remained to be addressed. Settlement of forests were made but the rights of forest dwellers were not settled. In our search for development, we displaced and uprooted millions of tribal persons from their communities. Estimates suggest that while the percentage of Scheduled Tribes in the population of India is around 8%, their percentage among those displaced for development projects ranges from 40% to 55%. The burden of development fell disproportionately on the shoulders of our tribal brethren; its fruits often did not reach tribal communities.

For tribal communities, PESA and Forest Rights Act assume immense importance in the context of historical denial of access to forests, displacement, alienation of land, and the denial of acceptance to local governance systems.

Dear Brothers and Sisters,

As far as I understand there are many legislations across the world which have corrected past wrongs. Very few, however, have apologised for a wrong committed. I salute the genius of the Parliament that it had the courage to apologise to our forest dwelling communities, in the Preamble of the Forest Rights Act, for the "historical injustices" that modern systems and laws inflicted on them. Ten years before the Forest Rights Act, the provisions of the Panchayats (Extension to the Scheduled Areas) Act, 1996 (PESA) was ushered in with great

hope. PESA provided a model for "self-governance" for tribal communities in Scheduled Areas "in consonance with the customary law, social and religious practices, and traditional management practices of community resources."

Friends, it is no secret, that despite its potential to transform Scheduled Areas, PESA was hardly implemented for a very long time. PESA rules were not published in most States for a very long time. State legislations remained out of line with the letter and spirit of PESA. The autonomy of ownership over minor forest produce was not fully protected by local laws. Due cognizance was not taken of local community practice and cultural traditions. While charting the way forward, we therefore need to reflect upon our collective failure to implement PESA. We also need to examine whether the provisions of the Forest Rights Act have been implemented in keeping with the letter and spirit of the legislation. The resistance of a segment of the bureaucracy to come in line with the new paradigm of community ownership of natural resources is also a cause for great concern.

When the issue of Fifth Schedule comes up in academic discussions, the role of the Governors in implementing the Fifth Schedule is invariably discussed. The Fifth Schedule lays down responsibilities on the Governor to look after the welfare and advancement of the Scheduled Areas. In my State, certain humble steps have been taken by the institution of the Governor to ensure the effective implementation of FRA and PESA and for general welfare of tribal communities. A number of notifications have been issued by me, using the power of the Governor laid down in the Fifth Schedule. Some of these notifications have helped bring State legislations in line with the PESA Act. Self-governance requires devolution of funds. Hence, I have mandated that at least 5% of Tribal Sub-Plan funds shall be devolved directly to Gram Panchayats and Gram Sabhas. The right of the Gram Sabhas to take all decisions about access, management and sharing of profits with regard to minor forest produce has been restored to them. The local State legislations with regard to minor forest produce have been amended to ensure that all minor forest produce, including Bamboo and Tendu, now belong to Gram Sabhas. I am glad to note that the district of Gadchiroli has become the beacon for entire country in the implementation of PESA. Hundreds of Gram Sabhas have started exercising their rights over Bamboo and Tendu and earning income ranging from Rs. 10 lakh to about 70 to 80 lakh.

Due to the follow-up from my office, Maharashtra also stands at the forefront in the area vested under Community Forest Rights with almost 20 lakh acres being handed over to forest

dwelling communities for management. Many villages are coming together for afforestation within these areas. This development comprehensively proves wrong the doomsdayers who said that FRA and PESA would harm forests.

My office has, through rigorous follow-up, ensured the publication of PESA rules. The PESA rules of Maharashtra are recognised as progressive rules which answer the aspirations of those in Scheduled Areas. Maharashtra is also implementing the concept of hamlet level Gram Sabhas so that Panchayati Raj can filter down to the small Gram Sabhas envisaged at the community level.

Malnutrition among tribal communities has been a cause for grave concern. In order to allocate greater resources to tribal nutrition, I have amended the National Food Security Act, 2013 to ensure that in Scheduled Areas children get eggs 4 times in a week and pregnant and lactating mothers get "one full meal" every day. Regular meetings are also taken with various departments of the Government to ensure convergent action on a number of issues such as tribal health, education, livelihood, migration, access to resources, devolution of resources and functionaries, etc. I personally believe that whenever legislations or policies impact tribals unfavorably in Scheduled Areas, it becomes imperative on the Institution of Governor to step in for the welfare of tribal communities.

There is a need also to build on the gains provided by FRA and PESA. A lot of handholding and convergent action is required. It is necessary to ensure agricultural inputs, better irrigation practices, and land improvement in lands vested under Individual Forest Rights. Tribal communities should also be helped with training about sustainable practices, financial management, and value addition with regard to community forest resources. In view of the importance of bamboo as an important non-timber forest produce, it is necessary for the forest department, agricultural universities, and ITIs to come forward for imparting skill training, value addition inputs, and extension activities. Bamboo has great potential to be incorporated in a variety of traditional and novelty products. I am glad to state that one of the Universities in my State imparted training along with a social organisation to make Rakhis out of bamboo. I hope that a day will come when many tribal "start-ups" shall arise around bamboo and other minor forest produce in Scheduled Areas of this country.

Dear friends, our first Prime Minister, Pandit Jawaharlal Nehru, had formulated the ideal of Panchsheel. This involved respecting tribal communities to develop along the lines of their own genius, respecting their rights in land and forests, and building a team of dedicated

people from within the tribal community for administration and development. Panchsheel also required tribal communities to work through their own social and cultural Institutions. Panchsheel also involved judging results not by statistics or the amount of money spent, but the quality of human character that is evolved. These principles are as relevant today as they were 60 years ago. We have to respect tribal ways of life, appreciate the importance that they attach to nature, and not sacrifice the tribal culture and ethos on the altar of rapid growth.

I am confident that this seminar will find answers to the challenges that confront tribal areas. I wish this seminar and future efforts all success.

Jai Hind!!

Way Ahead



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