



National Institute of Rural Development and Panchayati Raj, Hyderabad
(Ministry of Rural Development, Government of India)

PRESS RELEASE

NIRDPR releases study on Rural Transformation stories in PM's Mann Ki Baat

Marking the occasion of 100th episode of Mann Ki Baat, the iconic radio program of Prime Minister Shri Narendra Modi, the National Institute of Rural Development and Panchayati Raj (NIRDPR) released a report on the impact of the Mann Ki Baat Program on two flagship rural development schemes, i.e., Self Help Groups and Amrit Sarovar Mission. The report titled, *In Search of Excellence in Rural Transformation: The Mann Ki Baat Stories*, was released by Dr G Narendra Kumar, IAS, Director General, NIRDPR in the presence of Smt Shruti Patil, ADG, Press Information Bureau, Hyderabad and Shri Praveen Mahto, Chief Economic Advisor, Ministry of Rural Development, on 28th April 2023 at NIRDPR Hyderabad campus.

Speaking on this occasion, DG NIRDPR highlighted the key findings of the study and explained how PM's mentions in the Mann Ki Baat episodes created transformational changes among the Self Help Groups. The cross case analysis of 6 SHGs studied by the team revealed that there are remarkable changes in their social and financial gains, post MKB mentions. Appreciating the efforts of PM's the Mann Ki Baat initiative, which is successfully inspiring and motivating the people, Director General urged the media to focus more on positive development stories happening in the country. Dr Kathiresan, Associate Professor and Nodal Officer of this study, gave an overview of the research study. Dr Vanishree Joseph, Assistant Professor briefed about the 6 case studies conducted on SHGs and Dr Dheeraja, Associate Professor and Head briefed about the 4 case studies conducted on Amrit Sarovar Mission. Appreciating the outcomes of the study, Shri Praveen Mahto, Chief Economic Advisor, Ministry of Rural Development requested NIRDPR to continue such studies so that the findings will help the Ministry in policy matters.

The six SHGs studied by NIRDPR team include- Thanjavur based SHG in Tamil Nadu specialised in making dolls & handicrafts; Bhaluki Bamboo cluster in Assam; the SHG led by Smt Kamala Moharana of Odisha; the SHG led by Padma Shree awardee 'Kisan Chachi' Smt Rajkumari Devi of Bihar, the Journey of Yogyata Aajeevika SHG from Chichgaon, Madhya Pradesh, and the SHG of Kadipur, Uttar Pradesh. The study also covered the Amrit Sarovars at Lalitpur, Uttar Pradesh; Mandla in Madhya Pradesh; Warangal in Telangana, and Bagalkote in Karnataka.
