

Newsletter



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Sustainable Lifestyles



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## Cover Story



## Environmental Imperatives Sustainable Lifestyles

The expression 'Concrete Jungle' came up as a way of describing a city or an area that is unpleasant because it has many large modern concrete buildings and no trees or parks. This, from being a metaphoric expression of the writers has moved into English language dictionaries as an everyday usage. It evidently explains about something from being unnatural or 'out of the ordinary' becoming 'normal' way of life because of extensive common practice. Every Indian aspires to own a beautiful house, but never seems to give a thought that we need to have a beautiful planet to put it on. It is incredible that we cannot live without wifi connections, but we can consider living without trees that produce the oxygen that we breathe. Perhaps, if trees gave off wifi signals, we would be planting so many trees, and probably save the planet too. Too bad, they only produce the oxygen.

The planet earth is a bank of natural resources, where we are allowed withdrawal without ever having made any deposits. Further, we gave ourselves the freedom of overdraft facility and have been borrowing from the future as well. Perhaps, the only deposits that we make are generous amount of garbage, and designate those places as 'dump yards and landfills'. Depletion of natural resources and the degradation of the commons are more prejudicial because the debts we individually owe are not so obvious. As a result, we are leaving future generations poorer. We have been living beyond our means so as to achieve more production, more consumption and higher economic growth. More production and more consumption, obviously mean more waste generation. Most of the waste is sent to landfills and worse to open dumps.

Waste generated by everyone of us (average Indian's) ranges from 350 – 600 gram per capita per day; and an assessment says that it is increasing by about 1.3 per cent annually. But, do I ever feel that I am also responsible for the garbage heap I walk past? Our response: everybody does that. What can I do alone? Or brilliantly we ask: What is the Municipality doing? What is the Panchayat doing? The attitude with regard to waste is: I litter, you clean up. I shall not reduce.



Adam Smith (1723 – 1790), known as the father of economics, in his second famous book titled "Theory of Moral Sentiments", discusses that most often, self-interest is a driving force of human behaviour. The crux of his argument was that the selfish individuals, operating independently, will bring about the best possible outcome to the society as a whole. Adam Smith assumed that an economy can work well in a free market scenario where everyone will work for his/her own interest. The miracle of a market system is that self-interest produces behaviour that benefits others. He believed when the pie grows larger, everyone's share predictably becomes larger. Contrary to this, the 'limits to growth theory', argued that exponential economic and population growth with finite resource supplies cannot go on infinitely. This thesis came about much later (1972), when the first set of nations such as Great Britain started turning to 'market-based economy'.

The reality is that most countries of the world today, including many of the African countries, have adapted to market-based economy, and believe that failure of the government can be offset through market interventions and technologies. What we have turned a blind eye to is, 'the sustainability question' which stands unanswered especially when it involves natural resources, and the carrying capacity of the earth when it comes to pollution and wastes.





The growing demand for safe drinking water, energy supplies, disruptive climate change and rapidly accelerating biodiversity loss as plants and animals go extinct at record rates are going to affect several generations to come. Individuals and societies have started believing that ‘cash is god,’ leaving development ethics and values to rest. These are things, perhaps, Adam Smith did not think about. Possibly, this is the reason Kenneth Boulding, an interdisciplinary philosopher, said that anyone who believes exponential growth and goes on forever in a finite world is either a madman or an economist. Anyone talking about civic responsibility and environment is anti-development.

Another facet of development is urbanisation. This is a trend, in a point of fact, is changing the face of rural areas as ‘transitional areas’ bringing in new challenges to rural development, the prime of them being environment and poverty. The challenges are: how to synchronise the energies of environment to realise poverty reduction; and how to transform the islands of despair into islands of hope? ‘Urban Slum’ is considered a bad word to use. Rather, as development professionals we need to discover the causes of slum settlement, and be empathetic in solving the problems of housing, lack of safe drinking water, insanitary conditions, besides grinding poverty and unemployment. Therefore, the no non-sense paradigm shift required today is, from talking about environment to doing something for environment. The approach so far has been top down, in the sense, Geneva Convention-1979; New York Convention-1992; Kyoto

Protocol-1979; Paris Agreement-2015 and so on. We need to make it to grassroots level, meaning, local action initiated in tiny steps by millions of people towards sustainable lifestyles.

The solutions proposed in global forums are like prescriptions safely kept in a patient’s pocket and expecting to be relieved of a pounding headache. A problem can be easily solved when it is broken down and dealt with at smallest levels. This demands self-critical awareness on the part of every individual, so that it impacts our collective consciousness. Therefore, although solution to environmental issues is required at global scale, the action has to commence at local level with every individual and Institution. The NIRD&PR, Hyderabad stands exemplar to this, as an Institution. The following are some of the measures put in place by the NIRD&PR as part of making the campus clean and green:

1. NIRD&PR avoided using nearly 4,76,830 plastic water bottles from April 2016 to March 2017. We serve water through water dispensers placed at all the training halls and in the hostel corridors.
2. Tree plantation is one of the items in any function that is celebrated on the campus.
3. The Institute banned the use of plastic water bottles and water is provided through water dispensers at the dining halls; in the conference halls; and on the office corridors.
4. During field visits, reusable bottles are being carried by trainees.
5. The use of plastic folders and files has been done away with. NIRD&PR uses and promotes the use of handmade paper files and folders.
6. The Institute banned the use of plastic carry bags and promotes reusable cloth bags and eco-friendly non-woven bags.
7. The Institute uses only fresh flower bouquets and makes sure no plastic wrapper is used in bouquets.
8. Residents of NIRD&PR segregate waste at household level. The wet waste collected, goes for vermicomposting unit in the campus.
9. Solar battery operated tri-cycles are to be put to use for door-to-door waste collection.
10. There is a bio-methanation plant being set up to convert kitchen refuse and food waste into cooking gas that can be used in hostel kitchen.



11. The Institute repaired all its roads with different materials including waste plastics and fly ash.
12. A master plan for infrastructure expansion in the campus is underway, bearing in view eco-friendly (Green) construction technologies.

The following are steps that individuals can take up towards sustainable lifestyles:

1. Water-wise, Be wise: 'Slow the Flow'.
2. When you flush after urinating – if half flush will do, why flush full.
3. Switch off lights and fans even if you leave your room for a short while.
4. Avoid impulse buying and go with a shopping list of what you need.
5. Responsible garbage disposal: Use only cloth bags and avoid use-and-throw carry bags.
6. Plant a tree: This is the best Carbon Dioxide removal technique.

*One ounce of practice is better than tonnes of tall talk. Demonstrate and show that it is possible. Let's design our environment, not the dump yards; let's redesign our lifestyles, not the landfills.*

**Dr. Y. Gangi Reddy, Prof. & Head,  
Centre for Innovations and Appropriate Technologies  
&  
Dr. R. Ramesh, Associate Professor,  
Centre for Rural Infrastructure.**

## Training



## ToT on Gender Responsive Governance

Centre for Gender Studies and Development of NIRD&PR in collaboration with UN Women organised ToT programme on Gender Responsive Governance from June 5 to 7, 2017. Thirteen faculty members from nine Centres of NIRD&PR and NERC participated in this programme. The programme was organised in 12 sessions with different themes. The main aim of this ToT programme was to review all capacity building frameworks at national level for rural development from gender perspective by NIRD&PR and to take initiatives to mainstream gender in all Rural Development and Panchayati Raj activities. At the end of the ToT, the participants developed an action plan for their Centre to include gender component.

Ms. Sarojini Ganju Thakur, Senior Technical Consultant from UN Women was the lead trainer for this training programme and she was supported by Ms. Sunita Dhar from Jagori, New Delhi. Ms. Rani, Gram Panchayat President of Vemula Panchayat in Telangana also shared her experience during the programme. Dr. N. V. Madhuri, Associate Professor, CGSD and Dr. Vanishree Joseph, Programme Analyst from UN Women coordinated the programme. Prof. C. S. Singhal, Head, Centre for Post Graduate Studies



and Distance Education and Ms. Rachna Shanbog, Programme Support - GRG Unit from UN Women were also present during the programme and extended their support for the smooth conduct of all sessions.

This ToT came out with the following outcome to mainstream gender at NIRD&PR:

- Gender Action Plan/Gender Policy with guidelines for NIRD&PR should be developed, for which the process has been initiated by CGSD
- Office Order from DG with guidelines for implementation and monitoring of action plans



- Quarterly review of progress made by the Centres under the chairpersonship of DG, with CGSD playing a convening role
- Conduct a half-day training of Heads of all the Centres on how they can support gender mainstreaming in their respective Centres
- Design a gender module as part of the Induction Programme for all new faculty members by CGSD
- Inclusion of gender as one of components in the Annual Report

## ToT on 'Induction Training Programme on FPOs and Governance and Management of FPOs'

Farmer Producers' Organisations are conceived as special purpose vehicles to collectivise the unorganised farmers into body corporates (and corporate entities for agribusiness) and facilitate farmers to reduce the cost of production, enhance output and market price realisation. While farmers are being mobilised into their collectives (cooperatives, producer companies, et al.) for a long time now, the new model under the label of FPO took off in 2013 with;

- a) Circulation of National Policy and Process guidelines for FPOs (2013)
- b) Launch of Equity Grant and Credit Guarantee Fund Scheme (2014) of SFAC and
- c) NABARD's Producer Organisation Development Fund (2014-15) for promoting FPOs.

While multiple stakeholders have been promoting FPOs across the country, many issues and concerns are emerging at the take off stage of FPOs into independent business enterprises. Thereby, many as FPOs are losing strategic direction. In this context, National Institute of Rural Development and Panchayati Raj (NIRD&PR) being an apex organisation in the field of rural development, with its network of SIRDs and ETCs in each State, has launched the capacity building programmes on FPOs in a saturation approach.

The FPO cell within Centre for Agrarian Studies of NIRD&PR developed eleven modules on FPOs covering all the modules pertaining to FPOs ranging from their conceptual understanding, management and governance, value chain analysis, business planning and strategic marketing, etc. Resource material was developed by the FPO Cell on operational manuals on FPGs and FPCs, business plan



formats, best practices in writing Articles of Association (AoA) and Memorandum of Association (MoA), etc. The ToTs will be conducted on all these modules so that the trainees in turn will conduct the network programmes on the same modules in their respective organisations.

The first training programme on Module - I, i.e., Induction Training Programme on FPOs and Module - II, i.e., Governance and Management of FPOs was conducted from June 19 to 23, 2017. In the Induction Programme, the participants were provided with an essence of everything that will be covered in the rest of the modules, besides an orientation on operational manuals. The module on Management and Governance was dealt with the topics on the structure of FPOs, digitisation of farmers' information, services to be rolled out for the farmer members within an FPO, orientation on by-laws, AoA and MoA, etc. An exposure visit to Uday Agriculture Producer Company in Siddipet district was organised, during which the trainees had a detailed interaction with the executive members of the company on



maize value chain development and agribusiness. This was followed by visit to a polyhouse supported by the company in production of cucumbers. Experts from various organisations in the field of promoting FPOs including CGM, NABARD and Government of Telangana shared their knowledge and

experience on FPOs to the participants. The programme was closed with reflections of the participants and feedback on training programme. The programme was organised by Dr. Ch. Radhika Rani, Associate Professor and Dr. Divakar, Consultant, Centre for Agrarian Studies.

## National Level TOT Course on Participatory Tools and Techniques for Rural Livelihoods Development

Centre for Livelihoods (CFL) organised a National Level ToT Course on 'Participatory Tools and Techniques for Rural Livelihoods Development' from June 19 to 23, 2017 at NIRD&PR, Rajendranagar, Hyderabad. A total of 28 participants from eight States, namely, Andhra Pradesh, Gujarat, Jharkhand, Madhya Pradesh, Maharashtra, Puducherry, Telangana and West Bengal attended the course. The participants were senior and middle-level officials from State Rural Livelihood Mission (SRLM), District Rural Development Agency (DRDA) and Non-Governmental Organisations.

On the first day, the course design was presented by Dr. Raj Kumar Pammi, Assistant Professor and Course Director. Seed-mixing exercises were organised by Dr. P. SivaRam, Prof. & Head, Centre for Livelihoods, as ice-breaking session and they helped the participants to know each other. He also stressed on the need and importance of participatory tools and techniques for rural livelihoods development in India. The course team had also conducted a session on 'Swachh Bharat Abhiyan'. In this session, discussion on personal hygiene, environmental sanitation, open defecation-free initiatives, etc., through video films and role-plays were presented.

The following topics had been dealt by NIRD&PR faculty members and guest faculty:

- Basic Concepts of Participatory Tools and Techniques
- Participatory Rural Appraisal Techniques such as Transact Walk, Social Map, Seasonal Calendar, Resource Map, and Pair-wise Matrix, Multiple Matrix Analysis, Focused Group Discussion, Semi Structured Interview Methods and Force-field Analysis were discussed and practised in the Jaitvaram Gram Panchayat, Kandukur Mandal in Ranga Reddy District during the field visit



- Participatory GIS and Remote Sensing Applications in Rural Livelihoods Mapping and Monitoring
- Community Score Card, Tools and Techniques for monitoring Rural Livelihood Programmes
- Concept of Gender and Gender Mainstreaming in Rural Development/ Livelihood Programmes
- Soft Skills (Building Positive Attitude and Time Management)
- Yoga and Meditation Classes (Sudarshan Kriya) by Art of Living

A variety of conventional and participatory training methods like lecture-cum-discussion, role-plays, large scale interactive event (LSIE), video-film based discussion, flash card exercises, energies, field visits, group discussions, team exercises and case presentations, etc., were used.

As part of the programme, a half-day exposure visit was organised to Hazipally Gram Panchayat of Ranga Reddy District in Telangana for exposing the participants to participatory development initiatives. The participants were familiarised with the participatory development process in the village in recent past on various aspects, such as drinking water, sanitation, underground drainage facility, 100% open defecation-free, tree plantation and cleanliness. A half day exposure visit was also organised to NIRD&PR - Rural



Technology Park (RTP) to make the participants aware of different types of rural enterprises and technologies.

Apart from this, a one-day field visit was organised to Jaitvaram Gram Panchayat, of Ranga Reddy District for practising PRA participatory tools and techniques. The participants learnt the process of conducting PRA, identifying needs for village development; upgraded knowledge and skills in preparation of social map, resource map, timeline analysis, force-field analysis and community score card analysis using various tools and techniques.

The participants also interacted with Director General of the Institute, Dr. W. R. Reddy, IAS. The Director General asked the participants about course content, lectures and the important learnings from the ToT course and also stressed the

importance of sustainable rural livelihoods for Nation and Community Development in his interaction.

On the last day of the course, the participants in the valedictory session said that, they have upgraded knowledge, skills and attitudes in the area of rural livelihoods development. Furthermore, they highlighted that they will organise a training programme at district and block- level in the back-home situation. They had also appreciated the knowledge and skills of faculty members of NIRD&PR those who had conducted the sessions in the training programme.

The Course team for this ToT Programme included Dr. Raj Kumar Pammi, Assistant Professor & Course Director, Dr. U. Hemantha Kumar, Associate Professor and Dr. P. SivaRam, Professor and Head, CRI & Centre for Livelihoods.

## Workshop



# Workshop on 'Need of a Separate Indian Rural Administrative Service'

NIRD&PR organised a brainstorming Workshop on 'Need of a Separate Rural Administrative Service' on June 16, 2017. Considering the growing demand for specialised experts in the field of rural development, this meeting assumes a high significance. S K Dey movement of community development programmes strengthened the block-level administration. The Block Development Officers (BDOs) of 1950s created notable development in block-level administration. The BDOs were super professionals and multi-tasking. The gram sevaks who were posted at the village-level had two years of hands-on training and stayed in the villages.

The growing demands of rural development turned to be project mode that intensified the responsibilities of RD functionaries. To address those emerging issues, several departments were brought into the blocks where convergence and coordination of functionaries



multiplied. Thereby, collective identity had been lost. The rural development requires committed professionals with focused attention. A separate rural administrative service is need of the hour for addressing the issues resulting out of the growing demands of the rural population. Huge inflow of funds needs financial



accountability. District Collector alone cannot maintain convergence and coordination.

The workshop addressed the existing rural development activities and the administrative structure. The issues of rural development machineries presently functioning across the States were also dealt in the workshop.

Shri Yogendra Narain, Former Secretary General, Rajya Sabha, Shri S. M Vijayanand, Former Chief

Secretary, Kerala, Shri B. K Sinha and Shri Meenakshi Sundaram, Former Rural Development Secretaries, and Rural Development Officials of different States participated in the workshop. Dr. W. R Reddy, Director General, NIRD&PR, chaired the session. Dr. M. Sarumathy and Dr. Prabhakar, of Centre for Good Governance and Policy Analysis, coordinated the programme.

## Seminar



# Seminar on Rural Drinking Water Supply and Sustainable Development Goals

The Centre for Rural Infrastructure conducted a two-day seminar on 'Rural Drinking Water Supply and Sustainable Development Goals' on June 1 and 2, 2017. The purpose of the seminar was to draw the attention of development practitioners, academicians and researchers towards the Sustainable Development Goal No.6, which is Water and Sanitation for all by 2030. SDGs have emerged as a continuum of the MDGs. The SDGs have 17 goals and 169 ambitious targets. The SDG-6: Water and Sanitation reads:

- 6.2** By 2030, achieve access to adequate and equitable sanitation and hygiene for all and end the open defecation, paying special attention to the needs of women and girls and those in vulnerable situations
- 6.6.** (b) Support and strengthen the participation of local communities in improving water and sanitation management.

The progress and the achievement made on SDG-6 have a decisive influence on other SDGs such as SDG-1 on Poverty; SDG-2 on Hunger; SDG-3 on Good Health; SDG-4 on Quality Education; SDG-5 on Gender Equality and so on. The seminar conducted by CRI on SDG-6 had selected 24 papers for presentation surrounding these goals. The paper presenters included some of the Key Resource Centres (KRCs) such as SEWA-Gujarat, Safe Water Network, and organisations like



UNICEF, Gandhigram Trust, researchers from CESS, and faculty from SIRDs. Papers received had been classified under six themes. They are:

1. Policies and Programmes on WS
2. Community Participation and PRIs
3. Groundwater Depletion and Water Harvesting
4. Water Quality Issues and Mitigation Practices
5. Sanitation and Waste Management
6. Case Studies on Good Practices

Most of the papers put across research outcomes, and some talk about experiences of implementing projects with innovative concepts in water and sanitation. These papers



cover research outcome from Tamil Nadu, Kerala, Karnataka, Andhra Pradesh, Telengana, Maharashtra, Gujarat, Rajasthan, Odisha, West Bengal, Sikkim, and Andaman and Nicobar Islands. Some are empirical works; others give an overall perspective covering all the States of India, mainly based on official data and documents. There are papers that refer to GIS application in drinking water and sanitation sector; and others throw light on technologies available for wastewater reuse, etc. Decentralised water service delivery through elected Gram Panchayats is found to be the focus of a good number of

papers. Some researchers worked on issues of groundwater depletion; and problems of water quality, along with mitigation practices. A considerable number of case studies on good practices from across the country have been studied as well. The seminar was conducted by Dr. P SivaRram, Prof. & Head, Centre for Livelihoods, Dr. Y. Gangi Reddy, Prof. & Head, Centre for Innovations and Appropriate Technologies and Dr. R. Ramesh, Associate Professor, Centre for Rural Infrastructure.

## Induction Training Programme for Newly Recruited NIRD&PR Faculty

Centre for Human Resource Development organised an Induction Training Programme for newly recruited Associate Professors of NIRD&PR for three weeks i.e. from June 14 to July 3, 2017. The objective of the programme was to orient the newly recruited faculty about the Institute and its functional procedures.

The Director General of the Institute, Dr. W. R. Reddy, IAS, inaugurated the programme and talked in length about importance and role of NIRD&PR in ensuring sustainable rural development. He also stressed upon the imperative prerequisites required for effective rural development professionals in his inaugural speech. Dr. Gyanmudra, Prof. & Head, CHRD and Course Director greeted all the participants and talked about course structure and sessions-flow for the next two weeks. All the Professors and Heads of different Centres and other faculty members were invited to interact and share about their Centre works with newly joined faculty members.

The entire training programme was divided into three broad parts:

- The exposure visit to International Centre for Initiatives of Change (IoFC), Panchgani, Pune
- Classroom interaction, and
- Field visit to Kurnool



Prior to the classroom sessions, all the faculty members were sent to Centre for Initiatives of Change (IoFC), Panchgani, Pune, for three days i.e. from June 14 to 17, 2017. The purpose of exposure to IoFC was to change the attitude, to enhance leadership qualities and skills of newly joined faculty members through the Heart of Effective Leadership. The exposure visit to IoFC was appreciated by all the new faculty members. According to them, the inputs and learning experiences helped them to change their attitude and outlook towards work as well as their personal life.

Subsequent to IoFC visit, the classroom sessions were started from June 19 to July 3, 2017. The classroom sessions covered the following aspects of the Institute: vision and mission of the Institute, administrative structure and procedures, financial rules, roles and responsibilities of the





faculty, about Ministry of Rural Development, Government of India, SIRDs and ETCs, office systems: biometric, e-office, smart meeting system, and rural connect, training management portal and online evaluation of training programmes, training and research activities of NIRD&PR, and overview on NIRD&PR trainings.

As a mandatory session on gender sensitisation for all, NIRD&PR training programme also included it in the course design. Participants were also exposed to live demonstration/dissemination of cost-effective, local resource based and environment-friendly technologies of different sectors of Rural Development located at Rural Technology Park at NIRD&PR.

As a part of field-cum-exposure visit, all the participants were taken (from June 27 to July 1, 2017) to a Self-help Group federation called as Orvakal Mandal Podhupu Lakshmi Ikya Sangam (OMPLIS) where social mobilisation experimentation and learning is taking place and it is popularly known as SMLEC, located in Orvakal Mandal of Kurnool.

The faculty members had interacted with members of OMPLIS and got to learn about the organisation and their role in poverty reduction in Orvakal Mandal of Kurnool. Further the faculty also visited six villages and interacted with individual SHG members and documented their cases. In Kalva village, the faculty had an opportunity to interact with Ms. Fatima Bibi, former Sarpanch and recipient of UN Award for race against poverty.

On July 3, 2017, the faculty had presented individual reports of entire induction training programme and opined that the programme was quite useful. In valedictory session, the Director General advised the faculty to think innovations and come-up with some development models for rural development. The programme was coordinated by Dr. Gyanmudra, Professor & Head, Dr. T Vijaya Kumar, Associate Professor, and Dr. Lakhan Singh, Assistant Professor of Centre for Human Resource Development.

## International Yoga Day Celebrations at NIRD&PR







- **The Journal of Rural Development, a quarterly journal published by NIRD&PR has gone online with regard to the submission of papers. Henceforth, the contributors are requested to follow the procedure given in Online Journal Management System (OJMS). One can access the OJMS site on the link <http://nirdprojms.in>.**

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### **National Institute of Rural Development and Panchayati Raj**

Rajendranagar, Hyderabad - 500 030

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

E-mail: [cdc.nird@gov.in](mailto:cdc.nird@gov.in), Website: [www.nird.org.in](http://www.nird.org.in)

Dr. W.R. Reddy, IAS, Director General, NIRD&PR

Dr. Gyanmudra, Professor and Head, CDC,

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