



राष्ट्रीय ग्रामीण विकास एवं
पंचायती राज संस्थान
NATIONAL INSTITUTE OF RURAL
DEVELOPMENT AND PANCHAYATI RAJ

MINISTRY OF
RURAL DEVELOPMENT,
GOVERNMENT OF INDIA

NIRD&PR Post Graduate Diploma in Management (Rural Management) architects a life-changing career

Two-year immersive residential programme-Approved by AICTE

Batch commences July each year

Fellow students
with a shared
interest in
Rural Development
from Afro-Asian
countries

Meaningful career
opportunities in
government,
quasi-government,
public and private
initiatives in rural
development

The most rigorous
theory and hands-on
72 credit programme

A national cadre
of Rural Development
Professionals

Unique exposure
to national
policy formulation
through NIRD&PR

Deep immersion
in Village Planning
and Design Innovation

Experienced faculty
with unparalleled
grassroots
knowledge

Stimulating
classroom
sessions
with real-life
learning by doing



Vision

The vision of NIRD&PR is to focus on the policies and programmes that benefit the rural poor, strive to energise the democratic decentralisation processes, improve the operation and efficiency of rural development personnel, promote transfer of technology through its social laboratory and Technology Park and create environmental awareness.

As a “think-tank” for the Ministry of Rural Development, NIRD&PR while acting as a repository of knowledge on rural development would assist the Ministry in policy formulation and choice of options in rural development to usher in the changes.

Mission

To examine and analyse the factors contributing to the improvement of economic and social well-being of people in rural areas on a sustainable basis with focus on the rural poor and the other disadvantaged groups through research, action research, consultancy and documentation efforts.

To facilitate the rural development efforts with particular emphasis and focus on the rural poor by improving the knowledge, skills and attitudes of rural development officials and non-officials through organising training, workshops and seminars.



TRAINING
& CAPACITY
BUILDING



RESEARCH
& CONSULTANCY



POLICY
FORMULATION
& ADVOCACY



TECHNOLOGY
TRANSFER



ACADEMIC
PROGRAMMES



INNOVATIVE
SKILLING
& LIVELIHOOD



Shri Narendra Singh Tomar
Hon'ble Union Minister of Rural Development &
Panchayati Raj and Mines
President, Governing Council, NIRD&PR

**THE FOREMOST
INSTITUTION
FOR RURAL
DEVELOPMENT
LEARNING AND
ACTION**

National Institute of Rural Development and Panchayati Raj (NIRD&PR) is an autonomous organisation of the Ministry of Rural Development, Government of India. As a 'think-tank' of the Ministry, NIRD&PR assists in policy formulation and programme planning for rural development. NIRD&PR undertakes training, teaching, research, action research and consultancy assignments in the rural development sector. The Institute is located in the serene natural surroundings of Rajendranagar, in the historic city of Hyderabad, Telangana, India. The Institute's services are available to different ministries and departments of the Central and State Governments, banking institutions, public and private sector organisations, civil society organisations, Panchayati Raj institutions and other national and international agencies connected with rural development.

NIRD&PR is mandated to conduct and assist in the organisation of training and teaching programmes, conferences, seminars and workshops for middle and senior level development functionaries and young students; undertake, aid, promote and coordinate research on its own and / or collaborate with State, national and international development agencies; analyse and offer solutions to problems encountered in planning and implementation of the programmes for rural development, HRD, natural resources management, employment, rural enterprises, rural infrastructure, women development, decentralised governance, Panchayati Raj and related programmes; disseminate information through periodicals, reports, books and other publications, and transfer technology through action research, extension systems, the Technology Bank and the NIRD&PR-SIRD network organisations in furtherance of the basic objectives of the Institute.



Dear Prospective Students,

Welcome to the NIRD&PR Post Graduate Diploma in Management (Rural Management). The curriculum is specially designed to develop a committed and competent cadre of Rural Development Management Professionals in the country. As the apex national institution in this area, with extended reach across India through the State Rural Development Institutes, and a think tank to the Government on policy and programme design & implementation, monitoring, you must seize this unique opportunity to learn, and contribute, while progressing your career path which will be immensely satisfying.

We offer a range of courses that address key policy and management issues in rural development. You will develop management, analytical and planning skills. You will have to confront your attitude, values and ethics, and align your thoughts and actions with the person you truly want to be. As a Rural Development Professional, we expect, and you should demand of yourself, the highest standards in personal conduct and commitment to the adventure you are about to begin.

This is an exciting time to build expertise and make a career in Rural Development. The confluence of policy, technology, and purpose have made what was once the preserve of a few well-meaning and hardworking individuals, an open field for innovation of the sort that will drive transformation. Government, non-government and private enterprises are all involved in rural development initiatives. There are scattered pools of excellence to learn from and adopted to suit local nuances. There are convergence schemes that will accelerate deployment. There are commercial enterprises (national and multinational), seeking to drive value from and for rural areas. Start-ups are focused on specific pin points, with technology-led solutions to drastically improve efficiency and return on effort. Holistic Community Development models are being re-written through practice and local use cases. You would be equipped with the skills to be useful in development sector, and be a change agent, either working with your employer in rural development, or as an entrepreneur.

We would be happy to hear about your personal journey in rural development.

I wish you the very best.

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

ABOUT NIRD&PR

Genesis

While NIRD was named and registered in Sept, 1977. Its legacy traces back to the early fifties when Community Development Blocks were set up in India to promote social and economic development of villages. In April 1962, the Central Institute of Study & Research in Community Development, Mussoorie (est. 1958) and the Institute of Community Development, Rajpur, Dehradun (est.1958) were merged into a single entity – National Institute of Community Development (NICD), which moved to its Hyderabad campus in 1964-65. Given the criticality of strengthening the Panchayati Raj system, and for capacity building of PRI functionaries through a network of State Institutes of Rural Development (SIRDs) and Extension Training Centres, in 2014, NIRD was renamed NIRD&PR.

Faculty

The faculty members are highly qualified with Doctoral degrees, and several years of experience in Rural Development Training, Teaching, Research and Consultancy. There are 6 strong schools under which 80-member strong multi-disciplinary faculty are assigned to 23 thematic Centres. For more details about the qualifications and experience of the faculty members and the activities of the Centres and Schools, please visit our website: www.nird.org.in

Training and Teaching

NIRD&PR has expertise and excellent infrastructure to train senior and middle level development functionaries engaged in policy formulation, management and implementation of rural development programmes. The training programmes are intended to create knowledge base, develop skills and infuse right attitudes and values. Over 1900 programmes are offered every year by the Institute. About 30,000 trainees pass through the portals of the NIRD&PR and its network organisations annually. The Institute also conducts several international training programmes sponsored by the Ministry of External Affairs and the Ministry of Rural Development, Government of India. Participants from several Afro-Asian, Asia-Pacific, Latin-American and Caribbean countries undergo training at NIRD&PR every year.

Research and Action Research

The Institute undertakes empirical studies on specific themes like wage and self-employment; rural change; socio-economic and human resource development; decentralisation; rural technology; natural resources, environmental concerns, rural infrastructure and basic minimum social services like water and sanitation, programme planning and management. It also undertakes monitoring and evaluation studies to assess the impact of rural development programmes, identify frontier areas for policy interventions and analyse the research, training and teaching needs of the Rural Development functionaries. The action research programmes of the Institute are location-specific in nature and scope. Development models and themes are given a fair trial.

Consultancy

Consultancy assignments are taken up for Ministries / Departments of Government of India, National level organisations, State governments, public sector undertakings including banks, CSR units of corporate industrial houses and premier international development organisations like the UNDP, UN Women, FAO, UNICEF, UNESCO, UNIFEM, WHO, ILO, World Bank, ESCAP, DFID, CIRDAP, SAARC and AARDO.

PROGRAMME DESIGN



The PGDM (RM) design rests on the tripod of:

- I. Rural Development Philosophy, Concepts, Principles, Policies, Programmes and Organisations
- II. Rural Development Management Practices, and
- III. Rural Social Sector

The Programme consists of three major components namely:

- a. Classroom teaching and interactive learning
- b. Fieldwork (short and long visits)
- c. Field Attachment (Rural Organisational Internship).

The first component envisages exposure to attitudes, skills and knowledge relevant to the rural society, rural development philosophy and concepts and rural development management theories and practices. The second one primarily revolves around understanding the rural society, its people and dynamics of interaction, institutions, relationships and livelihoods by way of intensive fieldwork. The last component seeks to equip the students with skills of managing organisations /enterprises through organisational internship for 'hands on learning and applications'.



AIM, STRATEGY, OBJECTIVES

Aim of the Programme

- ✓ To develop a committed and competent cadre of Rural Development Management Professionals in the country.

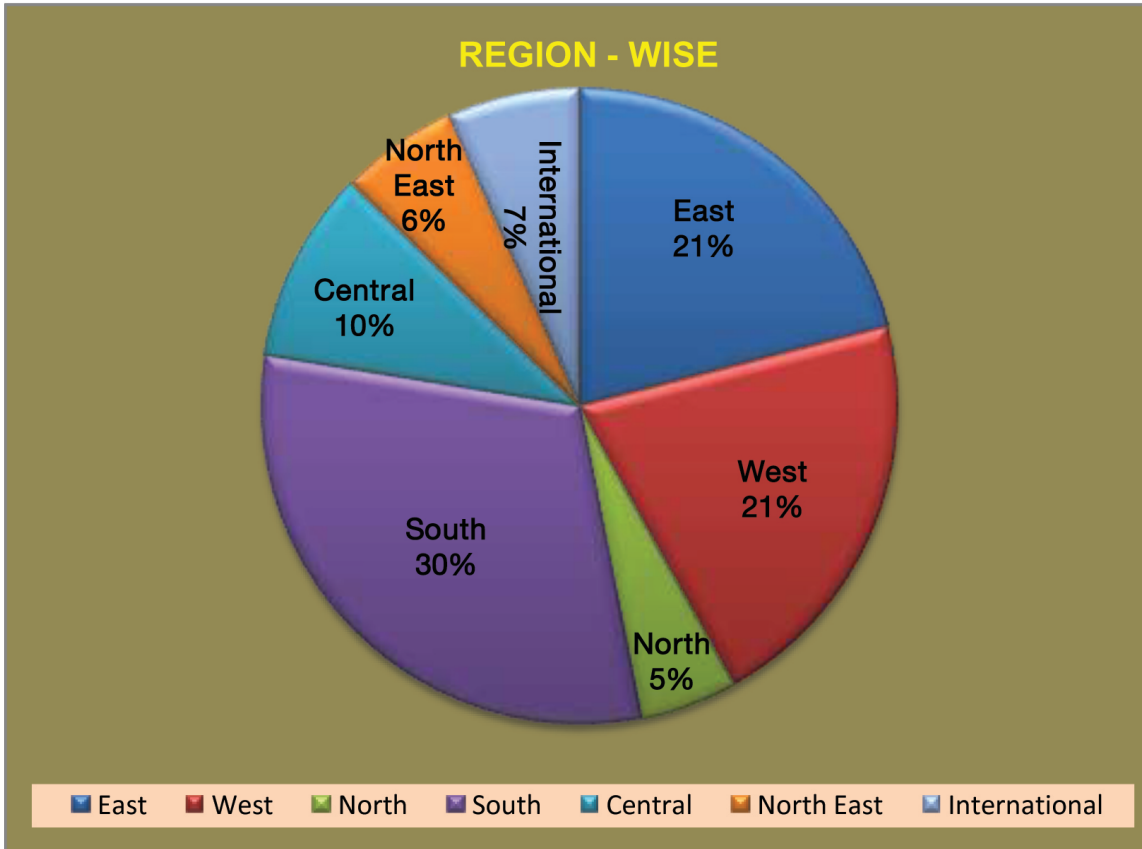
Strategy

- ✓ Offer a range of courses that address key policy and management issues in rural development
- ✓ Provide students with core development and management insights and impart analytical skills for planning and managing Rural Development Programmes
- ✓ Develop students' capacities and infuse right attitudes, values and ethics

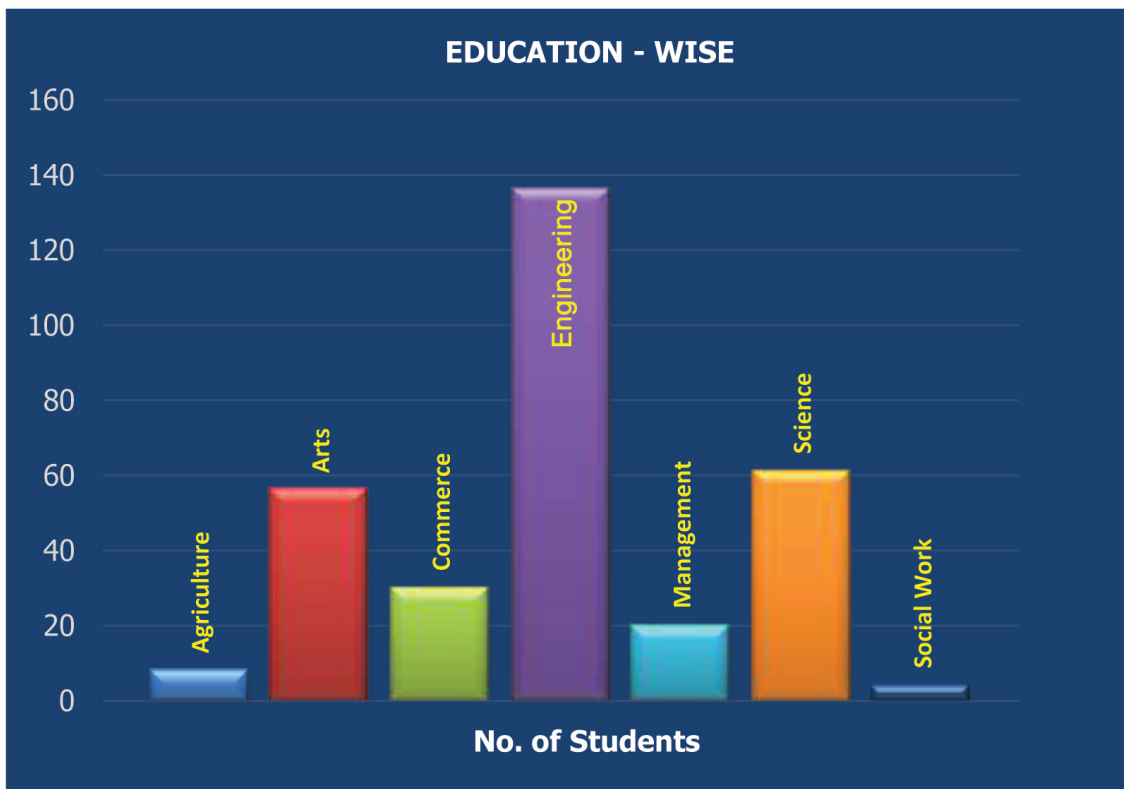
Objectives / Outcome

On completion of the Programme, the students will have developed:

- ✓ Expertise in planning and management of rural development programmes with focus on participatory development and innovation;
- ✓ Competence in reorienting the development delivery systems for improved delivery of services;
- ✓ Sensitivity to the issues of equity and gender;
- ✓ Appreciation of the rights and entitlements of the rural poor and the socially disadvantaged groups;
- ✓ Right attitudes and values necessary for rural development professionals;
- ✓ Positive thinking and leadership qualities;
- ✓ An understanding of the processes of skill building, productivity, quality and value addition;
- ✓ An ability to build rural organisations and develop human resources amongst the rural poor;
- ✓ Heightened interest in inter-sectoral coordination and collaboration, and forge public-public and public-private partnerships and networks;
- ✓ Skill sets to better implement Rural Development Programmes of Government, NGOs and the CSR initiatives of the corporate sector.



Students Admitted – Education-wise during 2013-18



PROGRAMME FRAMEWORK

Programme Duration

Two-year three trimester per year
Fully residential immersive programme, July to June each year

Eligibility

- Graduation in any discipline from a recognised university with 50% marks (45% marks for SC / ST and PWD candidates) are eligible to apply for NIRD&PR PGDM (RM) Programme
- Valid Score in CAT / MAT / XAT / ATMA for admissions
- Further selection criteria requires successful participation in group discussion and personal interview

Programme Framework

The first year of the programme is spread over three trimesters that include classroom teaching component, as well as long and short field visits and organisational internship. The programme consists of 18 credit courses and 2 non-credit courses adding up to 72 credits. The courses and the related field and project work cover the essentials of rural society, economics, people and organisations; good governance; human resource development; rural development management principles and practices; project planning and management; management accounting and financial management; IT and ICT; agro-processing and small and medium rural enterprises; rural organisations; rural credit; micro-finance; livelihoods; rural product marketing; infrastructure; social sector services; development communication; skill development among others as listed trimester-wise. Based on the programme design and its objectives, the following courses, as shown in the next page, seek to fulfil the objective of the classroom component that is presented in three parts. Field visits and Field Attachment / organisational internship (6 weeks) are interspersed with the classroom component. Other associated academic activities equalling ten weeks duration at different time points include short field visits, seminars, workshops, fortnightly forum presentations, special lectures, thematic assignments, quizzes and examinations. Special lectures, exposure visits, panel discussions, games and case studies comprise the pedagogy and learning methodology. Student seminars, theme-specific assignments and project work are expected to further aid the process of self and interactive learning, both in and outside the classroom.



The second year of the programme consisting of 54 credits will run through three trimesters with advanced and integrated courses which include – project management for transformation; data analytics for development; managing collectives and commons and managing development organisations along with communication and advocacy. There would be three specialisation streams viz., rural development governance, entrepreneurship and marketing and livelihood and well-being. There would be extensive field visits and project work in the second year of the programme.

Project Work

The students are required to undertake project work on specific themes of their choice. A major part of the project work will revolve around electives and Fieldwork and Organisational Internship. The project work will run throughout the second and third trimesters of the first year and fifth & sixth trimesters of the second year of the programme.

NIRD&PR-PGDM (RM) First Year - List of Courses with Credit Load for Trimester - I, II, III

| Trimester - I | | Trimester - II | | Trimester - III | |
|---|----------------|-----------------|--|-----------------|------------------------------|
| Courses | No. of Credits | No. of Sessions | Courses | No. of Credits | No. of Sessions |
| RDM500: Orientation-Pre-Course (27 days) Orientation (2d), Immersion (7d), Debriefing, Rural Poverty-RDM (3d) Pre-Course (3R, Logical Reasoning, IT, Accounting and Analysis) (15d) | - | 105 | Fieldwork (6 weeks) | 6 | 15 (Presentations, Learning) |
| RDM501 Rural Society, Culture & Polity (RSCP) | 3 | 30 | RDM507 Ecology, Environment & Production Systems (EEPS) | 3 | 30 |
| RDM502 Development Theories and Practices (D.T) | 3 | 30 | RDM508 Managerial Economics (MNE) | 3 | 30 |
| RDM503 Perspectives on Livelihoods and Collective Action (LCA) | 4.5 | 45 | RDM509 Rural Markets and Marketing (RMM) | 3 | 30 |
| RDM504 Rural Organisations & Governance (ROG) | 3 | 30 | RDM510 Organisational Behaviour & Organisation Development/Human Resources (OHR) | 3 | 30 |
| RDM505 Financial Accounting (FNA) | 3 | 30 | RDM511 Financial Management & Costing (FMC) | 3 | 30 |
| RDM506 Research Methods-Quantitative & Qualitative (RMQ) | 4.5 | 45 | RDM512 ICT-MIS-GIS Skills (IMG) | 3 | 30 |
| Communication and Analysis (CAA) | 0 | 20 | RDM513 Development Planning and Project Management (DPPM) | 4.5 | 45 |
| Learning/Student Seminars | 0 | 15 | Communication and Analysis (CAA) | 0 | 15 |
| | | | Learning/Student Seminars | 0 | 10 |
| Total 1st Trimester [4+13 W] | 21 | 350 | Total 2nd Trimester [13 W] | 28.5 | 265 |
| FIELDWORK (6 Weeks) | | | | | |
| ORGANISATION INTERNSHIP (6 Weeks) | | | | | |
| Trimester - III | | | | | |
| Courses | | | | | |
| Internship (6 weeks) | | | | | |
| RDM514 Rural Financial Services (RFS) | | | | | |
| RDM515 Employment, Enterprises and Entrepreneurship (EEE) | | | | | |
| RDM516 Rural Education, Health, Social Security and Policy Environment (REHS) | | | | | |
| RDM517 Corporate Social Responsibility (CSR) | | | | | |
| RDM518 Project Work in 15-20 Themes <ul style="list-style-type: none"> ◆ Rural Tourism ◆ Working with Vulnerable ◆ Tribal Development ◆ RD Literature ◆ Natural Resource Management ◆ Gender and Vulnerabilities ◆ Disaster Management, etc. | | | | | |
| Communication and Analysis (CAA) | | | | | |
| Learning/Student Seminars | | | | | |
| Total 3rd Trimester [12W] | | | | | |
| | | | | 22.5 | 205 |

Total: [4+13]+6+[13]+6+[12]=52Weeks

NIRD&PR – PGDM (RM) Second Year - List of Courses with Credit Load for Trimester – IV , V, VI

| Course | Trimester -IV | No. of Credits (Session) | Course | Trimester -V | No. of Credits (Session) | Course | Trimester -VI | No. of Credits (Session) |
|--|---------------|--------------------------|--|--------------|--------------------------|--|---------------|--------------------------|
| RDM – 601: Advanced Integrated Course Project Management for Transformation (PMT) | | 4.5 (45) | Specialisation Streams Course* | | 3.0 (30) | Specialisation Streams Course* | | 3.0 (30) |
| RDM – 602: Advanced Integrated Course Data Analytics for Development (DAD) | | 1.5 (15) | Specialisation Streams Course* | | 3.0 (30) | RDM – 608: Project Work (Final Assessment) | | 15.0 (150) |
| RDM – 603: Advanced Integrated Course Managing Collectives and Commons (MCC) | | 3.0 (30) | Specialisation Streams Course* | | 3.0 (30) | - | | - |
| RDM – 604: Advanced Integrated Course Management Development Organisation (MDO) | | 3.0 (30) | RDM – 606: Project Work Proposal (justification) | | 3.0 (30) | - | | - |
| RDM – 605: Advanced Integrated Course Communication and Advocacy (CA) | | 3.0 (30) | RDM – 607: Project Work (Internal / Assessment) | | 6.0 (60) | - | | - |
| Specialisation Streams Course:* | | 3.0 (30) | - | | - | - | | - |
| Learning / Students Seminars | | 0.0 (10) | Learning / Students Seminars | | 0.0 (10) | Learning / Students Seminars | | 0.0 (10) |
| Total 1st Trimester (14 Weeks) | | 18 (190) | Total 2nd Trimester (14 Weeks) | | 18(190) | Total 3rd Trimester (14 Weeks) | | 18 (190) |

* **Specialisation Streams Course:**

| Term | Specialisation Streams Course | | |
|----------------------|--|--|---|
| | Rural Development Governance | Entrepreneurship and Marketing | Livelihoods and Well-being |
| Trimester -IV | RDM-6E1: Local Governance, Management and Sustainability | RDM-6E1: Entrepreneurship – Individual, Collective and Social (EICS) | RDM-6E1: Understanding Livelihoods and Well-being |
| Trimester -V | RDM-6L2: Food, Nutrition and Wash (FNW) | RDM-6E2: Production and Business (BPB) | RDM-6L2: Climate Change and Ecology (CCE) |
| | RDM-6L3: Education (EDN) | RDM-6E3: Supply and Value Chain Management (SVM) | RDM-6L3: Livelihood Skills |
| | RDM-6L4: Bharat Nirman and Connectivity (BNC) | RDM-6E4: Marketing in Rural Enterprises (MRE) | RDM-6E4: Communication (COM) |
| | RDM-6L5: Planning for Infrastructure (PI) | RDM-6E5: Financial Management in Rural Enterprises (FMR) | RDM-6L5: Livelihoods Interventions (LI) |

EXPERIENTIAL LEARNING

Tell me and I forget, Teach me and I remember, Involve me and I learn

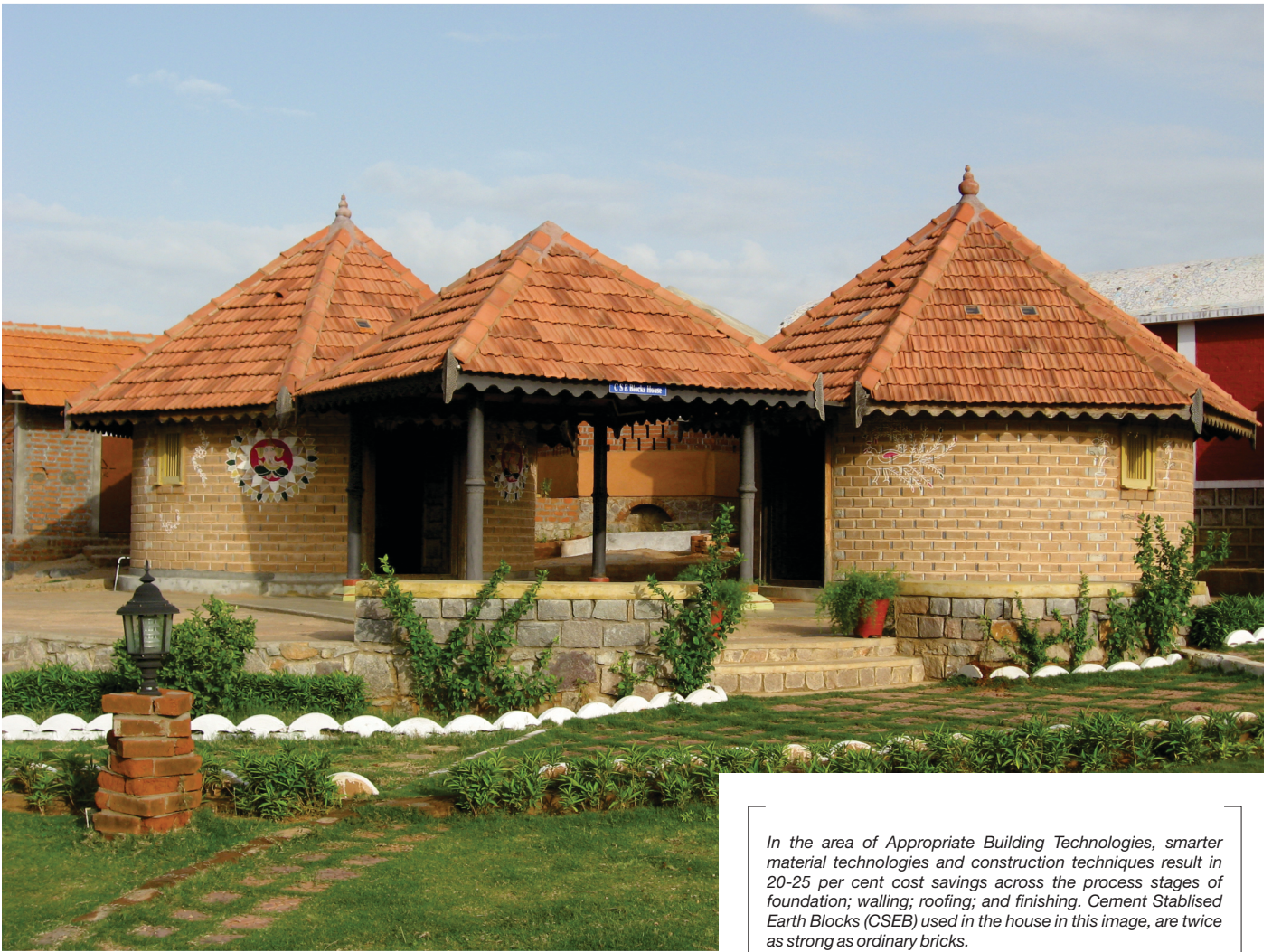
The Rural Technology Park (RTP) offers proven technologies and processes in appropriate building technology, sanitation, waste management, energy generation & distribution, water management, farm and non-farm livelihood opportunities. Spread over 65 acres, with a focus on live demonstrations in local resource-based and environment-friendly technologies for rural development, this is a dynamic enablement eco-system where beneficiaries, trainers, technology developers & suppliers, government agencies, private enterprise and NGOs, come together to translate concepts and models to tangible and sustainable outcomes. In each case, skills learned will provide for livelihood, and training includes modules on business plan development and growth levers. Seize opportunities to participate in technology transfer on the field. PGDM (RM) students would be exposed to different activities of RTP. They would get to interact with entrepreneurs and able to appreciate indigenous technology.

Rural Technology Park
Centre for Innovations and Appropriate Technologies
School of Science, Technology and Knowledge Systems

Experiential Learning is sought through the following course components:

1. Field Work - One week immersion field work & six weeks field exposure
2. Organisation Attachment - Six weeks
3. Exposure Visit - In various courses
4. Project Work

In addition to the above, Students will get first-hand experience during six weeks organisational internship in reputed development organisations.



In the area of Appropriate Building Technologies, smarter material technologies and construction techniques result in 20-25 per cent cost savings across the process stages of foundation; walling; roofing; and finishing. Cement Stabilised Earth Blocks (CSEB) used in the house in this image, are twice as strong as ordinary bricks.



A simple hand operated press is used to manufacture the Cement Stabilised Earth Blocks. With a mix of 80-85 per cent soil; 7-10 per cent cement; and 5-10 per cent sand, the manually pressed blocks are dried in the sun, and cured for two weeks. CSEB construction is used for ground + 2 floors without any RCC columns / pillar support. Since plastering is not required, the high quality rustic feel for which contemporary urban architects charge a premium.

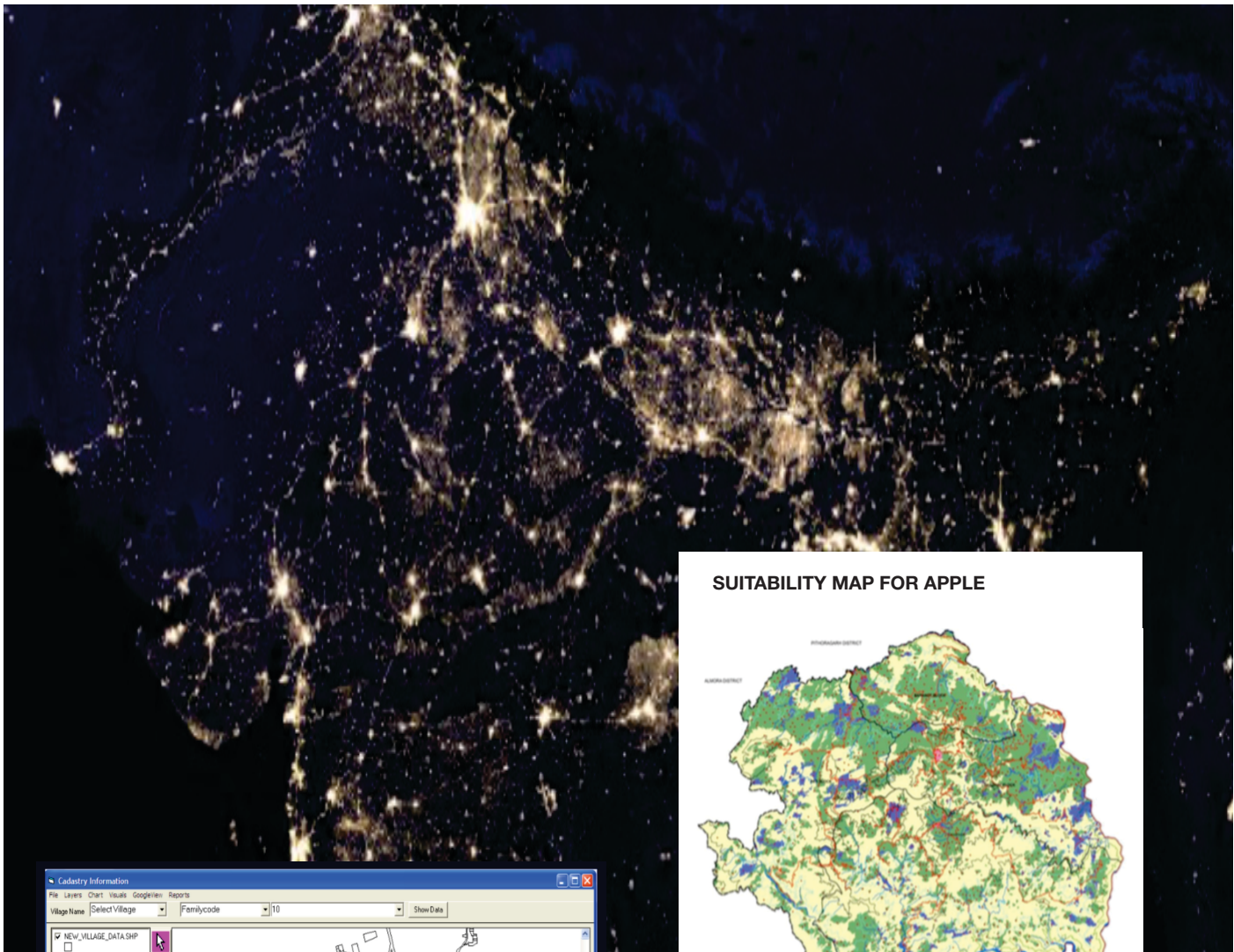


EXPERTISE

There is a fluency and an ease with which true mastery and expertise always expresses itself

Academic and training programmes at NIRD&PR are distinguished by the rich experience of a large faculty across its Schools and Centres. The boot-camp styled rigour of our programmes involves prolonged on-the-field experiential learning and guided debrief sessions. Visiting faculty are drawn from every imaginable related field, and our campus has hosted well known luminaries, and lesser known but with great humility, and inspired our students. Nobel Laureate and Behavioural Economics thought leader Daniel Kahneman said, “True intuitive expertise is learned from prolonged experience with good feedback on mistakes.” The more beyond your curriculum, the better informed you will be to select the areas in which you seek to gain deep expertise. Fired up with curiosity, students have debated how C-GARD satellite and on-the-ground mapping of data points can be used to not just monitor nation-wide Government programmes like MGNREGA (which we do at NIRD&PR), but also work with the 18 parameters of satellite data / 32 parameters for soil mapping, and use the output soil map with 100 + parameters to design crop plans, integrated watershed development and natural resource management. Students are having opportunity to interact with the best experts to utilise all these technologies for application in rural development.

Centre for Geo-Informatics Applications in Rural Development
School of Science and Technology and Knowledge Systems



SUITABILITY MAP FOR APPLE



- Highly Suitable Land
- Moderately Suitable Land
- Marginally Suitable Land
- Currently Not Suitable Land
- Permanently Not Suitable Land
- Forest

Cadastral Information

File Layers Chart Issues Geoprocessing Reports

Village Name: Familycode: Show Data

NEW_VILLAGE_DATA_SHP

| | |
|-------------|----------------|
| OBJECTID | 630 |
| NAME_OF_TH | Madhan Chandra |
| type_of_fo | Residence |
| Shape_Leng | 52.4266236911 |
| Record_No | 283 |
| ID | 399 |
| OBJECTID_1 | 399 |
| Ht_name | Gajera, Madhav |
| House_type | Pucca |
| House_no | 122 |
| Plot/card | S-1/33172 |
| Drink_sour | Tap |
| Insurance_b | Yes |
| Toilet | Yes |
| Cook_fuel | Gas |

Data Display Order: Vertical Horizontal

438118.294654776 2091958.5022422

The GIS-based Village Information System details land base maps with hydrogeomorphology layers, drainage layers, elevations, soil depth, soil type categorisations – overlaid with land records, and household data.

1:10,000 scale imagery provides farm level detail. Coupled with on-the-ground data collection, and image / video upload facilities, granular tracking and accountability is within our reach.

In this instance, Agro-Climatic Planning and Information bank (APIB) data are being used to study crop-wise suitability in a particular district.

COLLABORATIVE DESIGN

Design is a plan for arranging elements in such a way as best to accomplish a particular purpose

The Panchayat decentralised form of Government as envisaged by Mahatma Gandhi, would enable each village to be responsible for its own affairs. In 1992, the 73rd Amendment of the Indian Constitution (drafted at NIRD&PR) contained provision for devolution of powers and responsibilities to Panchayats for both the preparation of economic development plans, and social justice. The three-tier system of Gram Panchayat (village level); Mandal Parishad (block level); and Zilla Parishad (district level), with Panchayat elections every five years, and 50 per cent reservation for women elected representatives, forms a force multiplier for holistic development. The urgency and scale of the development task is reflected in a few factoids - 6.5 lakh villages; 2.5 lakh Gram Panchayats; 30 lakh Elected Representatives; and another 30 lakh functionaries. The Gram Panchayat Development Plan (GPDP) lies at the core of people's participation in needs- assessment, planning, prioritisation and implementation of approved plans. Eight holistic development areas covered include Personal Development; Human Development; Social Development; Economic Development; Environment Development; Basic Amenities & Services; Social Security; and Good Governance. These align with the 17 UNDP Sustainable Development Goals, and are a national priority, driven through programmes like Mission Antyodaya (MoRD) which is focused on 137 parameters and a near term coverage target of 50,000 Gram Panchayats. PGDM (RM) students at NIRD&PR have the distinction of witnessing and participating in a revolution in the making in rural development.

Centre for Panchayati Raj
School of Local Governance



Of the 6,000 blocks in the country, 1,500 blocks will be selected, and 9,000 Master Resource Persons will be identified, working with 6 Resource Persons per block. Capacity Building will be driven by NIRD&PR, SIRDs, State Panchayati Raj Departments and State Missions of National Rural Livelihood Mission (NRLM), working closely with other constituents.



ACCOUNTABILITY & OWNERSHIP

Accountability breeds response-ability

Farmers are largely small and marginal, with limited resources and skills to maximise value from their produce, through effective alliances that enable optimisation and sustainable livelihoods. Farmer Producer Organisations (FPOs) use the power of collectivisation to address the typical challenges, essentially focusing in three areas : collective input procurement; tech transfer through the value chain; and marketing. FPOs are divided into Coop Societies and Companies. NABARD is aggressively investing ₹ 200 crore fund (₹ 10 Lakh per FPO for 3 years). The Small Farmers Agri Business Consortium (SFABC), several small entities, large players like the Tata and Reliance Trusts, Rabobank Foundation, World Bank, and recently the National Rural Livelihood Mission (NRLM) and its State-level extensions, are all promoting Farmer Producer Companies. The challenge lies in equipping these FPCs with the relevant skills to succeed. Given the mission-mode acceleration in the creations of FPCs and the already clearly discernible confusion post the paid-up capital stage, as well as the number of defunct organisations, NIRD&PR encourages the philosophy of SHG thrift & credit; the use of collateral-free loans from programmes like Mudra scheme; and going in for registration, after reaching a certain stage of business maturity. The FPC Advisory at NIRD&PR hand-holds FPC Boards / CEOs through the registration; emerging; maturing stages, with emphasis on compliance, value-addition, and business planning. While FPCs provide pan-India reach versus the more limited geographical reach of coop societies, long term viability and success depends on the sense of ownership by farmer members. The convergence of 3 – 5 Panchayats into a Cluster Level Federation as a registered organisation, provides a springboard for future FPCs efficiencies. Students would be exposed to such type of grassroots organisations during their various assignments viz., field study visit, project work to understand the ownership concept.

Centre for Agrarian Studies
School of Development Studies & Social Justice



CONVERGENCE

To create greater convergence, we need more integration

There are numerous well intentioned issue-based and holistic schemes and policies for rural development at the Central and State level. There are generous funds available at Centre, State, panchayat, ward, individual, M.L.A. & M.P. levels. The challenge is the convergence of cause with effect - where initiatives are designed from concept through implementation, resources used optimally, progress transparently tracked, and outcomes honestly reported. Over time, the alphabet soup of acronyms that describe some of the most well known schemes, policies, acts, frameworks and enablers, will become more familiar. Spanning 26 Government Ministries/ Departments, Mission Antyodaya is an accountability and convergence framework, focused on the most backward districts, to transform lives and livelihoods on measurable outcomes. The programme addresses multiple dimensions of poverty. It targets 5,000 rural clusters / 50,000 Gram Panchayats and is built on a framework of Cluster-specific Sustainable Livelihood Development. Near term goals include drought proofing the target universe. And tangible metrics for household skilling; individual livelihood support; set up of Producer Groups comprising women SHGs; Establishment of value chains and markets; Development of non-farm livelihood SHGs; Development of all-weather access roads; Pucca houses construction ; Bank linkages for SHGs; Solid & Liquid Waste Management; Participatory Planning with local communities and constructive use of the Gram Panchayat Development Plan (GPDP) framework. At NIRD&PR, you have the incredible opportunity to experience debate on scheme design, as well as their use for execution of projects, and learn for yourself the importance of design for real-life impact.

Centre for Wage Employment
School of Rural Livelihoods

Mission Antyodaya **DISHA** SwachhGram MGNREGA PMAY
DDU-GKY **PMGSY** DAY-NRLM **NSAP** RURBAN Mission SAGY
DIKSHA (Training Portal) **NIRD&PR** NLM GPDP **PESA** FRA **PMGSY**
RMSA SSA **NRDWP** **SBM** NHM (Rural) **PMKVY** RKVY **MSDP**
Beti Bachao Beti Padhao **AYUSH** ATMA **FPO** SHG Ujjwala **eNAM**



MEANINGFUL CAREERS

There are some careers that do have a higher purpose

We are proud of the batches of graduating students from the PGDRDM programme who are a living testimony of the mandate we strive to fulfill – to develop a cadre of committed, competent and passionate rural development professionals. The placements are in four broad areas – the Corporate sector (working on skill development projects); State Livelihood Rural Missions (SLRMs); NIRD&PR (across thematic projects); Government (across audit and scheme-based functions). Feedback from employers is heartening. They speak warmly of our students, and are particularly appreciative of their ability to work at the grassroots level, with empathy and commitment, their readiness to live with the community and understand their problems, and their investing time consistently – often over weekends and holidays for community meetings, working diligently to achieve their deliverables for the month. Shri S. R. Pradhan, IAS, Managing Director, Odisha Livelihood Mission, says: We've recruited over 40 to 50 students from NIRD&PR over the last six years, and there is something you are doing right at a fundamental attitudinal level, whereby your students are unique who are very keen to contribute to core professional development. During their tenure at State Rural Livelihood Mission they coordinate with field staff (area coordinators) and community resource persons. The experience they gain while posted at block level – in scale (1 block has 40 GPs and involves dealing with 8,000 – 10,000 people); nature of constraints; and the pressure of mission-mode projects, whether government or World Bank funded makes a difference.

Centre for Post Graduate Studies & Distance Education
School of Development Studies and Social Justice

OUR RECRUITERS

Our students are sought out for their readiness to contribute on the job from day one



STUDENTS WALK DOWN MEMORY LANE

Alumni speak

The Post-Graduate Diploma in Rural Development Management (PGDRDM) offered by the NIRD & PR is one of the most comprehensive, well thought-out and integrative approaches to training practitioners and new entrants to rural development management. The programme opens you to the realities and not the construed abstracts of rural livelihoods and standards of living, and the practical approach through research-based field studies provides the needed and relevant data to inform decision making and policy formulation. Lessons learnt continue to influence my work and contribution to, indeed, development management and policy formulation in general, and not only rural development. I recommend the programme for those who seek a practical and in-depth approach to appreciating rural development management.

Mr. Eli Yao Kuadey, International PGDRDM VI batch

A comprehensive one-year course aimed to provide hands-on experience & insight on practical and relevant aspects of Rural Development with focus on key policies and management issues. It gives a platform for appreciating the rights and entitlements of the underdeveloped and socially disadvantaged groups at national and international level. PGDRDM encompasses pragmatic and holistic approach towards the essentials of rural society, its economics, people and organisations and their livelihoods. The mandatory field visits and internship programme bridges the gap between academic learning and experiential learning and provides a real life exposure and complete understanding of the concepts learned in the class.

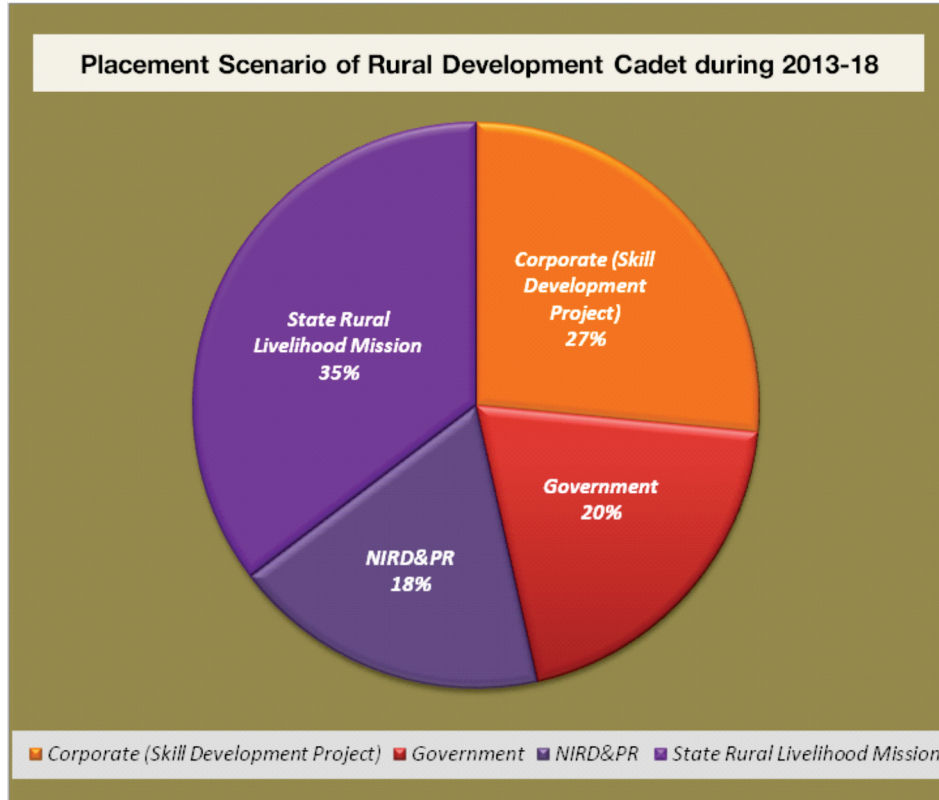
Ms. Hemangi Sharma, PGDRDM, VIII batch

Regular field visits along with field work based assignments helped me a lot in understanding the field realities and also in analysing my strengths and weaknesses. The 45 days internship was a real time project. The reports which we prepared mattered to the development planners. There was a satisfaction that our work was impacting some or the other project.

Mr. Krishna Uppuluri, PGDRDM, IX batch

In-house expert faculty giving hands-on training to students through various field activities. It provides Inimitable exposure by way of numerous guest interactions, seminars with senior civil servants, renowned economists, policymakers, successful entrepreneurs, academicians and even Nobel Laureates.

Dr. Ch. Karthika Vimal, PGDRDM, XII batch



Shri Som Datt Dixit, General Manager (HR & Admin), SRLM Rajasthan says:

Your students are better equipped for the job. Their right attitude comes from the field visits and the rigours of your programme. They stay with the community. Understand the problem. They have empathy for the poor. Without this, conflict arises within the students, and this shows up in interactions with the community. Your students spend the quality time required with the community - during weekends and holidays as well.

We have a 55 / 45: male / female student mix. Apart from slight constraints related to travel / late nights for the women which are safety-related, there is equal contribution from your male and female students.

The key strength of your students is adaptability to the grassroots level. Programmes are implemented at the ground level. They need to deal with the rural poor... women... at the village level. Your students do not come with the perspective of CSR, NGOs, World Bank - they come with an attitude for core development professional work. They want to work at the grassroots level.

COMMITMENT

Unless commitment is made, there are only promises and hopes ... but no plans

NIRD&PR has vast experience of training development professionals, Government officials, civil society, elected representatives and young professionals. The students would develop commitment by getting exposure to the extensive field visits, interaction with renowned development professionals. They will learn how to harness the scale enabled by government ; the commitment of the public sector ; the passion of the NGO ; and the agility of the private sector. Commit yourself wholeheartedly. This is where change begins.

Centre for Human Resource Development
School of Development Studies & Social Justice



Faced with recurrent drought, the Korchi Panchayat Samiti, Gadchiroli District, Maharashtra, committed to plans that involved construction of temporary check dams (Vanrai Bandhara) that captured rainwater, otherwise lost due to the undulating topography. The focused effort resulted in water storage for 2-3 summer months; groundwater recharge; water for cultivation and cattle; MGNREGA revenue through labour mandays. Farm ponds, irrigation wells, earthen dams, cement plug dams, deepening and strengthening of existing ponds and dams were some of the other works taken up by the Panchayat in its drought mitigation efforts. Driven by participatory planning of the Gram Sabha through the Ward and Mahila Sabhas, outcomes included a 70 per cent increase in cropping area, productivity improvements, large scale adoption of vegetable cultivation, and significantly enhanced cattle stock survival during the subsequent summer.

TRANQUIL GREEN ENVIRONMENT

Conducive to soaking in learning

This magnificent campus, with lush green surroundings and with convenient access to classrooms, libraries, auditoriums, hostel blocks, dining facilities, sports centre with a swimming pool, play fields and the 65-acre Rural Technology Park, has no parallel in applied education for rural development. Successive batches of students have marvelled at how little they knew about the stature and facilities of NIRD&PR before they joined, and later acknowledged this, seemed in keeping with our belief in letting our actions speak for themselves. Rich in history, frequented by luminaries in holistic development, policy formulation, and grassroots change drivers, students have the ideal setting to absorb wisdom of respected practitioners and thought-leaders, while debating their own experiences from immersive field visits. Seminars, workshops, demonstrations-cum-exhibitions on campus, and the steady stream of training sessions for batches from across the country, make for a vibrant atmosphere – full of life, curiosity, innovation, and personal connections. NIRD&PR is a green campus that sets a high standard for water conservation, waste management, and energy efficiency. This is strictly no-plastic zone and no-litter zone. Welcome to the beginning of a remarkable journey in your life. You will leave a transformed and more purposeful individual. There couldn't be a better environment for this personal metamorphosis.

Centre for Livelihoods
School of Rural Livelihoods



PATRONS

Dr. W.R. Reddy, IAS, Director General

Ms. Radhika Rastogi, IAS, Deputy Director General

Dr. Franklin Laltinkhuma, IAS, Registrar&Director (Admn.)

Profile of Professor & Heads of Centres and Visiting Faculty

I. SCHOOL OF DEVELOPMENT STUDIES AND SOCIAL JUSTICE

Centre for PG Studies and Distance Education

Name : **Dr. C. S. Singhal**
Designation : Professor & Head
Qualification : Ph.D. (Psychology), PGDHRM, PGDJ & MC, PDM (AIM Philippines)
Email : singhal.nird@gov.in
Areas of Specialisation : Specialisation in Educational Psychology; Behavioural & Organisational Development, Human Resource Management; Gender and Development; Civil Society Organisation, NGOs, Youth Development

Name : **Dr. Aryashree Debapriya**
Designation : Associate Professor
Qualification : MA (Economics), MBA, Ph.D
Email : debapriya.nird@gov.in
Areas of Specialisation : Rural Product Marketing, Rural Credit, Micro Finance, WTO & International Business, Product & Brand Management, Cooperative Management

Name : **Dr. Akanksha Shukla**
Designation : Associate Professor
Qualification : MMC (Mass Communication) MPA (Public Administration), Ph.D Public Administration: Ph.D Mass Communication, Post-Doctoral Fellow (ICSSR & UGC)
Email : Akanksha.nird@gov.in
Areas of Specialisation : Development Communication, Opinion making, Political Communication, Communication theories and Administrative Theories, Behaviour change Communication, Women Empowerment

Name : **Dr. Sonal Mobar Roy**
Designation : Assistant Professor
Qualification : M.A. (Social Anthropology), Ph.D (Sociology)
Email : sonalmobarroy.nird@gov.in
Areas of Specialisation : Sociology of Education and Health; Culture and Tribal Studies; Social Exclusion and Inclusion related to Gender; Research Methods and Methodology, IT in Education and Health; Monitoring and Evaluation; Social networks and Crowdsourcing

Centre for Agrarian Studies

Name : **Dr. Ch Radhika Rani**
Designation : Associate Professor & Head
Qualification : M.Sc. Ph.D (Agrl Economics)
Email : radhikarani.nird@gov.in
Areas of Specialisation : Sociology, Technology Interventions for Rural Development, Women Empowerment, Environmental Impact Assessment, Industrial Relations, Rural Entrepreneurship, Community Development

Centre for Equity and Social Development

Name : **Dr. Gyanmudra**
 Designation : Professor & Head
 Qualification : MA, D.Phil Course & Ph.D (Psychology)
 Email : gyanmudra.nird@gov.in
 Areas of Specialisation : Organisational Behaviour & Human Resources; Research and Training Methods; Participatory Methods and Quantitative Techniques; Psychometric Techniques Involving Personality Assessment, Recruitment etc.; Educational Psychology/Gender issues and Entrepreneurship; Community Health

Centre for Gender Studies & Development

Name : **Dr. N. V. Madhuri**
 Designation : Associate Professor & Head
 Qualification : MA (Sociology & Social Anthropology) PhD (Sociology)
 Email : nvmadhuri.nird@gov.in
 Areas of Specialisation : Promotion of Micro-Enterprises and Entrepreneurship Development; Rural Women Based Livelihoods; SHG as a strategy for Rural Development; Gender Mainstreaming in Rural Development; Gender Budgeting

Centre for Human Resource Development

Name : **Dr. Gyanmudra**
 Designation : Professor & Head
 Qualification : MA, D.Phil Course & Ph.D (Psychology)
 Email : gyanmudra.nird@gov.in
 Areas of Specialisation : Organisational Behaviour & Human Resources; Research and Training Methods; Participatory Methods and Quantitative Techniques; Psychometric Techniques Involving Personality Assessment, Recruitment etc.; Educational Psychology/Gender issues and Entrepreneurship; Community Health

II. SCHOOL OF LOCAL GOVERNANCE

Centre for Decentralised Planning

Name : **Dr. Y. Bhaskar Rao**
 Designation : Professor & Head
 Qualification : MA, Ph.D, Political Science and Public Administration
 Email : bhaskarrao.nird@gov.in
 Areas of Specialisation : Panchayati Raj – Development Administration.; Financial Management in PRIs.; Decentralised Planning; Gram Panchayati Development Plan.; Empowerment of women in Rural Local bodies.; Empowerment of Marginalised sections such as SCs, STs in PRIs

Centre for Panchayati Raj

Name : **Dr. Y. Bhaskar Rao**
 Designation : Professor & Head
 Qualification : MA, Ph.D, Political Science and Public Administration
 Email : bhaskarrao.nird@gov.in
 Areas of Specialisation : Panchayati Raj – Development Administration.; Financial Management in PRIs.; Decentralised Planning; Gram Panchayati Development Plan.; Empowerment of women in Rural Local bodies.; Empowerment of Marginalised sections such as SCs, STs in PRIs

Centre for Social Audit

Name : **Dr. C. Dheeraja**
Designation : Associate Professor & Head
Qualification : Ph.D (Social work)
Email : dheeraja.nird@gov.in
Areas of Specialisation : Gender Issues in Rural Development, Gender Budgeting, Impact of MGNREGS on women and other vulnerable sections, impact assessment studies.

III. SCHOOL OF PUBLIC POLICY AND GOOD GOVERNANCE

Centre for Corporate Social Responsibility, Public-Private Partnership & People's Action

Name : **Dr. R. Murugesan**
Designation : Professor & Head
Qualification : Ph.D., M.B.A, LL.B
Email : murugesan.nird@gov.in
Areas of Specialisation : Rural Micro Enterprises Development, Skill Development (NRLM), Rural Marketing, Franchise Development and Networking, SHGs, Women / Youth Empowerment, Panchayat /Local Finances, Micro-Finance, Project Management, Corporate Social Responsibility (CSR), Village Adoption (SAGY): Inclusive Village & Infrastructure Development, PURA – Public-Private Partnership, Technology Transfer, Energy Resources Management, Rural Electrification and Environmental Concerns

Centre for Good Governance & Policy Analysis

Name : **Dr. S. Jyothis**
Designation : Professor & Head
Qualification : Ph.D. (Economics), M.Phil (Economics)
Email : Jyothis.nird@gov.in
Areas of Specialisation : Wage Employment and Natural Capital (Biodiversity, Fishery, Forestry)

Centre for Planning, Monitoring & Evaluation

Name : **Dr. G. Venkata Raju**
Designation : Professor & Head
Qualification : M.Sc. (Marine sciences – Marine Biology); Ph.D. (Marine Living Resources)
Email : gvraju.nird@gov.in
Areas of Specialisation : Application of project management in agriculture and allied sector programmes / schemes for sustainable production; Action research projects for developing technologies for need based issues in fisheries; Seasonal variations and adoptability of farmers level interventions in coastal livelihoods

IV. SCHOOL OF RURAL LIVELIHOODS AND INFRASTRUCTURE

Centre for Entrepreneurship Development

Name : **Dr. Partha Pratim Sahu**
Designation : Associate Professor
Qualification : Ph.D (Economics)
Email : ppsahu.nird@gov.in
Areas of Specialisation : Enterprise and entrepreneurship development, Labour and employment, small industry.

Centre for Financial Inclusion & Entrepreneurship

Centre for Livelihoods; Centre for Rural Infrastructure

Name : **Dr. P. SivaRam**
 Designation : Professor & Head
 Qualification : M.A (Sociology); M.Phil; PhD; MBA (HRM)
 Email : sivaram.nird@gov.in
 Areas of Specialisation : Rural Drinking Water and Sanitation, Rural Livelihoods, HRD, Participatory Training & Development and Social Security

Centre for Skills and Jobs

Name : **Shri K. R. Padmanabha Rao**
 Designation : Addl. Project Director - Admin
 Email : padmanabharao.nird@gov.in

Centre for Wage Employment

Name : **Dr. S. Jyothis**
 Designation : Professor & Head
 Qualification : Ph.D. (Economics), M.Phil (Economics)
 Email : Jyothis.nird@gov.in
 Areas of Specialisation : Wage Employment and Natural Capital (Bio-diversity, Fishery, Forestry)

V. SCHOOL OF SCIENCE, TECHNOLOGY AND KNOWLEDGE SYSTEMS

Centre for Geo-Informatics Applications in Rural Development (RD)

Name : **Dr. Kesava Rao**
 Designation : Associate Professor & Head
 Qualification : B.E. (Civil); M. Tech (Remote Sensing); Ph.D (Remote Sensing)
 Email : kesava.nird@gov.in
 Areas of Specialisation : Remote Sensing; GIS; GPS; Digital Image Processing applications to Land use Planning; Watershed development and Monitoring; Rural Infrastructure development; Resource planning; Large scale Mapping; LIS; Terrain Modeling and Change detection studies

Centre for Innovations and Appropriate Technologies

Name : **Dr. Ramesh Sakthivel**
 Designation : Associate Professor & Head
 Qualification : Ph.D
 Email : rameshsakthivel.nird@gov.in
 Areas of Specialisation : Water Supply and Sanitation, Land and Water Management, Housing, Innovations and Appropriate Technology, Technology and Development

VI. SCHOOL OF SUSTAINABLE DEVELOPMENT

Centre for Climate Change and Disaster Management Disaster Mitigation

Name : **Dr. E. V. Prakash Rao**
 Designation : Professor & Head
 Qualification : M.A, M.Phil, Ph.D, LLB
 Email : eprakashrao.nird@gov.in
 Areas of Specialisation : Institutional framework and governance issues in disaster management; CBDM; insurance and compensation matters; impact of climate change on rural livelihoods

Centre for Natural Resource Management

Name : **Dr. Ravindra S. Gavali**
Designation : Professor & Head
Qualification : M.Sc., Ph.D. (Environmental Science), JNU, New Delhi
Email : ravindrasg.nird@gov.in
Areas of Specialisation : Natural Resource Management and Conservation, Watershed Management, Water Pollution Monitoring and Assessment, Climate Change, Geoinformatics application in Natural Resource Management

VII. PROFESSIONAL SUPPORT CENTRES

Centre for Development Documentation & Communication

Name : **Dr. Akanksha Shukla**
Designation : Associate Professor & Head
Qualification : MMC (Mass Communication) MPA (Public Administration), Ph.D Public Administration; Ph.D Mass Communication, Post-Doctoral Fellow (ICSSR & UGC)
Email : Akanksha.nird@gov.in
Areas of Specialisation : Development Communication, Opinion making, Political Communication, Communication theories and Administrative Theories, Behaviour change Communication, Women Empowerment

Centre for Information and Communication Technology

Name : **Shri A. Narendra Kumar**
Designation : Joint Director MIS
Email : narendra.nird@gov.in

Centre for Research & Training Coordination & Networking

Name : **Dr. Gyanmudra**
Designation : Professor & Head
Qualification : MA, D.Phil Course & Ph.D (Psychology)
Email : gyanmudra.nird@gov.in
Areas of Specialisation : Organisational Behaviour & Human Resources; Research and Training Methods; Participatory Methods and Quantitative Techniques; Psychometric Techniques Involving Personality Assessment, Recruitment etc.; Educational Psychology/Gender issues and Entrepreneurship; Community Health

Visiting Faculty

1. Shri S. M. Vijayanand, IAS (Retd.)
Former Secretary, Ministry of Rural Development & Panchayati Raj, Govt., of India & former Chief Secretary, Govt., of Kerala
2. Dr. R. C. M. Reddy, IAS
Managing Director & CEO, IL&FS Skills
3. Ms. Sowmya Kidambi
Director, Social Audit, Government of Telangana
4. Dr. Pratap Reddy
Former Director, IRMA
5. Prof. S. Parsuraman
Former Vice-chancellor, TISS
6. Dr. R. R. Prasad
Former Professor & Head, NIRD&PR
7. Prof. Hari Babu
Former Dean of Social Science & Pro-Vice-Chancellor, University of Hyderabad
8. Prof. Siva Prasad
Former Professor & Head, Department of Anthropology, University of Hyderabad
9. Prof. B. Rajshekhar
Dean, School of Management, University of Hyderabad
10. Prof. Saswata Narayan Biswas
Institute of Rural Management (IRMA)
11. Shri G. Muralidhar
Former Lead, UNDP (NRLM), Mentor, Akshara
12. Prof. K. V. Raju
Former Director, DMI Patna, Professor IRMA
13. Dr. A. Patrick
Associate Professor, Osmania University
14. Prof. Haribandu Panda
Vice-chancellor, Centurion University of Technology and Management (CUTM)
15. Smt. J. Padma
Former Consultant, IL&FS

Contact Details:

Dr. C. S. Singhal,
Professor & Head

Dr. A. Debapriya,
Associate Professor
Coordinator, Admissions &
Students Placements

Dr. Akanksha Shukla,
Associate Professor
Coordinator, Counseling & CSR

Dr. Sonal Mobar Roy,
Assistant Professor
Coordinator, Examinations



Centre for PG Studies & Distance Education
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Centre for Skills and Jobs
Centre for Wage Employment

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Centre for Geo-Informatics Applications in Rural Development
Centre for Innovations and Appropriate Technologies

School of Sustainable Development

Centre for Climate Change and Disaster Management Mitigation
Centre for Natural Resource Management

Professional Support Centres

Centre for Development Documentation & Communication
Centre for Information Communication & Technology
Centre for Research & Training Coordination & Networking

Learn more about key programmes from each of the Schools.

For example, the School of Development Studies & Social Justice runs sessions on Research Methodology; Training Methodology; Gender Sensitisation; FPOs; Model Village Dev Programme; Management Dev Programmes / Rural Dev (for IAS officers); Tribal Development; SC/ST Development; PESA; Gender sensitisation; Social Security (+ distance education programmes / PG Diploma)



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