

REVITALISING THE RURAL ECONOMY

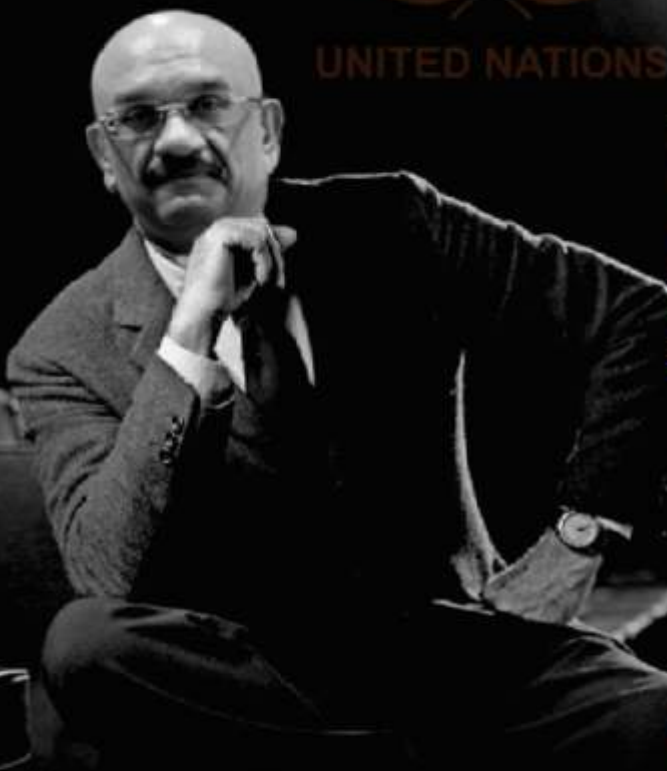


As a part of **Silver Jubilee** Edition of **Dewang Mehta National Education Awards**
Produced by **Dr. Harish Mehta & Shri Atul Nishar**

Conceived, Researched & Presented by : **Dr. R. L. Bhatia**

Dr. R. L. Bhatia

Founder, World CSR Day &
World Sustainability



UNITED NATIONS
SUSTAINABLE DEVELOPMENT GOALS



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Hindustan Unilever Limited

Presents



25th
BUSINESS
SCHOOL
AFFAIRE
...

&

DEWANG MEHTA National Education Awards



- Best Placement Brochure Contest
- Paper Presentation Contest (Research Based)
- Presentation Contest
- Best Student in Management Contest

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While every effort has been made to trace the origin of the subject matter, in some cases it has not been possible.
Omissions if any pointed out, we would be happy to include it in subsequent editions.

A TRIBUTE TO DEWANG MEHTA



Dewang Mehta, the ebullient President of Nasscom and son of India, had a blueprint for the IT industry and knew how it could be used effectively to change the lives of India's teeming millions. He wanted the benefits of IT to peter down to the grass root levels and his favorite slogan, "Roti, Kapada, Makan, Bijli and Bandwidth" epitomized the needs of the emerging, 21st century Indian. Mehta had recognized the potential of the software and services segment as a major foreign exchange earner and presented the country's software industry to the world.

On the home side Mehta played the role of the guru, guiding the central and state Governments in their path towards IT-fication. He helped at least 19 state Governments draft their IT policies, and create the requisite infrastructure to aid the cause of software within their realms.



A Thank You
to



DR. HARISH MEHTA

Chairman & Managing Director
Onward Technologies Ltd.



MR. ATUL NISHAR

Founder & Chairman
Hexaware Technologies Limited

■ — THE REGIONAL ROUNDS COULD NOT HAVE HAPPED WITHOUT YOU — ■

Dedicated
to



LATE (SMT) SHAILA HARISH MEHTA

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P R E F A C E



I am Glad to see the **SILVER JUBILEE EDITION OF DEWANG MEHTA NATIONAL EDUCATION AWARDS** Happen. I have worked very Hard for many many years to shape the B-School Affaire and the National Education Leadership Awards. In my Path there are some who supported me and who are a part of the Journey I must name them - Dr. Harish Mehta, Chairman & Managing Director, Onward Technologies Ltd. Mr. Atul Nishar, Chairman, Hexaware Technologies Ltd. Dr. Prasad Medury, Managing Director, India Odgers Berndtson India Pvt. Ltd. Shri Rana Kapoor, Founder, Managing Director & CEO, Yes Bank. Mr. Vikas Gupta, Managing Director – Talent, Deloitte Consulting India Pvt. Ltd. Mr. S V Nathan, Chief Talent Officer, Deloitte India. Dr. Tarita Shankar, Chairperson, Indira Group of Institutes and her Brother Professor Chetan Wakalkar, Group Director, Indira Group of Institutes. Tarita Donated some money for the cause of Girl Education in the name of their sister Late Anita Gangal.

The book “Revitalising the Rural Economy” is a tribute to the Spirit and Legacy of Dewang Mehta who said Roti, Kapda aur Broadband for the Rural Areas - Dr. Harish Mehta wanted Ideas to Generate Employment in the Rural Areas. I hope some ideas come out of the Book.

I want to Thank all the Professors who believed in me. A Big Thank you to the NGO's who are working for the Upliftment of the Rural Areas and to those organisations who believe their Heart and Soul is in Rural Areas. A Big Thank you to Dr. Saugata Mitra, Chief People Office & Group HR Head, Mother Dairy Fruit & Vegetable Pvt. Ltd. for his belief in Making India a better place to Live in, To Professor R. K. Mishra, Director, Institute of Public Enterprise, Dr. S. R. Shankapal & Prof. Gautham, M. S. Ramaiah University of Applied Sciences, for believing in what we do. Thank you for your continuous support.

I would fail my Duty if I don't acknowledge Prof. Indira Parikh, President - Antardisha & Ex Dean, Indian Institute of Management, Ahmedabad and the Legendary Prof. Y. K. Bhushan, Senior Advisor, IBS Mumbai. They have supported in every way they could to make it happen. A Special Acknowledgement to Dr. Arun Arora, Ex- President and CEO, The Economic Times; Chairman, Evdance Pre-schools Pvt. Ltd. for Guiding me Sir - All my strategy Lessons come from you. Thank you for Educating me and please continue to Guide me. You are a True Teacher and a Guru. To every Educationist in the country who has believed in the Value of Dewang Mehta B-school Affaire and National Education Leadership Awards. Thank you very much for believing in it. The show must go on and the Legacy must continue.

I look forward to the Celebrations in Mumbai alongside of the World Education Congress 2017 is a memorable year for me.

Thank you all...!

Dr. R. L. Bhatia

Founder

World CSR Day & World Sustainability



OVERVIEW

The Business School Affaire started 24 years ago in the year 1992. It Celebrates 25th Silver Jubilee Year on 25th November 2017. Originally It was aimed only at B-Schools, Over the years the Engineering Discipline, Pharmacy Discipline were also included in the scope of the competition. The Following 4 Contents were a part of the Business School Affaire :-

- Best Placement Brochure Contest
- Paper Presentation Contest (Research Based)
- Presentation Contest
- Best Student in Management Contest

As time passed by and several students who gave feedback the contests were adapted. It has been a successful journey of putting together a effort that aims at a leadership development of the generations to come. In the last 16 years the event is dedicated to the memory of Late Dewang Mehta who's vision for India - Young India which will shape the destiny and the Future. Chaired by Dr. Prasad Medury whose selfless effort and dedication has made the event a success.

The Dewang Mehta National Education Awards is India's largest Education Awards Contest and is held as a part of World Education Congress. The Dewang Mehta National Education Awards has several contests with Cash Award Trophies, Citations & Certificate of Merit Judged by an independent jury.



OBJECTIVES

- a) To Build a Platform where Educationist will exchange knowledge, share with each other and the rest of the World on the Latest Trends in Education, Education Technology and Challenges with the Generation in Making Education Happen.
- b) To Recognise Institutions and Individuals who have contributed to the cause of the Education and to Make A Difference.
- c) To Create Opportunities for Students to participate in contest and to Make A Difference with their Thought Leadership





REGIONAL ROUNDS

2017

12th August
The Pride Hotel
Nagpur

16th August
Vivanta By Taj Panaji
Goa

21st August
The Gateway Hotel,
Ambad
Nashik

1st September
Vivanta By Taj
Aurangabad

14th September
Vivanta By Taj-
Gomti Nagar
Lucknow

20th September
Vivanta By Taj,
Yeshwantpur
Bangalore

26th September
Indira Group of Institutes
Pune

4th October
The Pride Hotel
Ahmedabad

8th November
Taj Bengal
Kolkata

17th November
Taj Deccan
Hyderabad

1st December
Taj Chandigarh
Chandigarh

12th December
Taj Club House
Chennai

22nd December
Taj Ambassador
Delhi

27th December
The Gateway Hotel
Visakhapatnam

2018

5th January
Vivanta by Taj Malabar
Cochin

20th January
Vivanta by Taj
Trivandrum



REGIONAL ROUND GLIMPSES

REVITALISING
THE RURAL ECONOMY

12TH AUGUST AT THE PRIDE HOTEL, NAGPUR





LIST OF INSTITUTES WHO PARTICIPATED

NAGPUR

- DADA RAMCHAND BAKHRU SINDHU MAHAVIDYALAYA
- SITABAI NARGUNDKAR COLLEGE OF NURSING FOR WOMEN
- G.H.RAISONI INSTITUTE OF ENGINEERING & TECHNOLOGY
- TULI COLLEGE OF HOTEL MANAGEMENT
- UMANG GEETAI COLLEGE OF WOMEN'S EDUCATION
- NAGPUR INSTITUTE OF TECHNOLOGY
- YESHWANTRAO CHAVAN COLLEGE OF ENGINEERING
- ANJUMAN COLLEGE OF ENGINEERING AND TECHNOLOGY
- G.H.RAISONI INSTITUTE OF INFORMATION TECHNOLOGY
- DATTA MEGHE INSTITUTE OF ENGINEERING, TECHNOLOGY & RESEARCH
- GOVERNMENT AYURVED COLLEGE & HOSPITAL
- TULSIRAMJI GAIKWAD PATIL COLLEGE OF ENGINEERING AND TECHNOLOGY
- JUPITER AYURVED MEDICAL COLLEGE
- BHAUSAHEB MULAK AYURVED MAHAVIDYALAYA AND RESEARCH HOSPITAL
- SMT. RAJSHREE MULAK COLLEGE OF ENGINEERING FOR WOMEN
- G.S. COLLEGE OF COMMERCE AND ECONOMICS
- DR. BABASAHEB AMBEDKAR COLLEGE OF ENGINEERING & RESEARCH
- KARMAVEER DADASAHEB KANNAMWAR ENGINEERING COLLEGE
- RASHTRASANT TUKADOJI MAHARAJ NAGPUR UNIVERSITY
- LAXMINARAYAN INSTITUTE OF TECHNOLOGY
- GOVERNMENT COLLEGE OF ENGINEERING
- VISVESVARAYA NATIONAL INSTITUTE OF TECHNOLOGY
- DADASAHEB BALPANDE COLLEGE OF PHARMACY
- HISLOP COLLEGE



LIST OF NGOs WHO PARTICIPATED

NAGPUR

- LOVE AND CARE INDIA TRUST
- THE DHARTIMATA EDUCATION SOCIETY'S SIGMA COMPUTERS
- NAGPUR FIRST CHARITABLE TRUST
- NAGESHWARA CHARITABLE TRUST
- DEEPSTAMBHA DHARMADAYEE SANSTHA
- JEEVODAY EDUCATION SOCIETY SPECIAL SCHOOL FOR THE MENTALLY CHALLENGED
- NATIONAL INSTITUTE OF WOMEN, CHILD & YOUTH DEVELOPMENT
- SLUM SOCCER (KRAD VIKAS SANSTHA)
- EQUINOX FOUNDATION
- UNDER PRIVILEGED ADVANCEMENT BY YOUTH (UPAY)
- SOCIETY FOR ALL ROUND DEVELOPMENT (SARD)
- AAGHAZ EDUCATIONAL AND MULTIPURPOSE SOCIETY NAGPUR
- AMHI AMCHYA AROGYASATHI
- JANGORAITAD ADIVASI VIKAS SANSTHAN
- MURE MEMORIAL HOSPITAL
- LALITYA FOUNDATION
- GRAM VIKAS SEVA SANSTHA
- HOUSE OF ONENESS MINISTRIES
- RUBY SOCIAL WELFARE SOCIETY

LIST OF COMPANIES WHO PARTICIPATED

NAGPUR

- NAGPUR TODAY
- SHELLS ADVERTISING INC.
- NIRALI COOKERY INSTITUTE
- GHARKUL.COM
- PIZZZENIA
- KRAZY CASTLE AQUA PARK



LIST OF COMPANIES WHO PARTICIPATED

NAGPUR

- WANJARI GROUP OF INSTITUTIONS
- MAHABANK RURAL SELF EMPLOYMENT TRAINING INSTITUTE
- SWAPNAPURTI GROUP
- ORANGE CITY WATER
- MURTHY FARMS
- HEMANI'S FASHION STUDIO
- BUZO MEDIA SERVICES
- CROWDERA VENTURES PVT. LTD.
- THE PRIDE HOTEL
- PERFICIENT INDIA PVT. LTD.
- MINERAL EXPLORATION CORPORATION LIMITED
- WESTERN COALFIELDS LTD
- LE MERIDIEN
- ALTIUS CUSTOMER SERVICES PRIVATE LIMITED
- RADISSON BLU HOTEL
- VIDARBHA INDUSTRIES POWER LIMITED, RELIANCE POWER LIMITED





REGIONAL ROUND GLIMPSES

REVITALISING
THE RURAL ECONOMY

16TH AUGUST AT VIVANTA BY TAJ PANAJI, GOA





LIST OF INSTITUTES WHO PARTICIPATED

GOA

- GOA COLLEGE OF ARCHITECTURE
- ICAR - CENTRAL COASTAL AGRICULTURAL RESEARCH INSTITUTE
- PONDA EDUCATION SOCIETY'S COLLEGE OF EDUCATION
- SSPES'S GOA MULTI-FACULTY COLLEGE
- GOA ENGINEERING COLLEGE
- DON BOSCO COLLEGE OF ENGINEERING
- GOA COLLEGE OF MUSIC
- GOA COLLEGE OF PHARMACY
- GOA UNIVERSITY
- GOA INSTITUTE OF MANAGEMENT
- GOVERNMENT POLYTECHNIC
- BITS PILANI K K BIRLA GOA CAMPUS
- THE INSTITUTION OF ELECTRONICS AND TELECOMMUNICATION ENGINEERS (IETE)
- GOVERNMENT COLLEGE OF ARTS, SCIENCE AND COMMERCE KHANDOLA

LIST OF NGOs WHO PARTICIPATED

GOA

- EL SHADDAI CHARITABLE TRUST
- COOJ MENTAL HEALTH FOUNDATION
- PRESENTATION SOCIETY
- DISABILITY RIGHTS ASSOCIATION OF GOA
- ACTION FOR AUTISM
- KONKAN DEVELOPMENT SOCIETY
- JAN SHIKSHAN SANSTHAN GOA
- SANGATH
- HUMAN TOUCH
- PEACEFUL SOCIETY
- RUDRESHWAR PANAJI



LIST OF NGOs WHO PARTICIPATED

GOA

- SAI LIFE CARE
- THE DEMENTIA SOCIETY OF GOA
- SOCIAL AND WELFARE ACTIVISTS GROUP DHARBANDODA
- HELP INDIA
- SARVODAYA SOCIETY
- SHANTADURGA CULTURAL ASSOCIATION KUMBHAJUA
- DISHA CHARITABLE SOCIETY
- PRAYAS
- CENTRE FOR ENVIRONMENT EDUCATION
- VIDEO VOLUNTEERS

LIST OF COMPANIES WHO PARTICIPATED

GOA

- CHEERS GROUP VINSAN WORLD
- VINSAN WORLD
- ZUARI FOODS & FARMS PVT. LTD.
- NOVOTEL GOA RESORT AND SPA
- PENTAIR WATER INDIA PVT LTD-GOA
- VEDANTA - SESA GOA IRON ORE - GOA
- W GOA
- CARAVELA BEACH RESORT, GOA
- COMMSCOPE
- DELTIN SUITES
- THE CROWN GOA



REGIONAL ROUND GLIMPSES

REVITALISING
THE RURAL ECONOMY

21ST AUGUST AT THE GATEWAY HOTEL, AMBAD, NASHIK





LIST OF INSTITUTES WHO PARTICIPATED

NASHIK

- J.D.C. BYTCO INSTITUTE OF MANAGEMENT STUDIES & RESEARCH
- GOKHALE EDUCATION SOCIETY'S COLLEGE OF EDUCATION
- K.R.SAPKAL COLLEGE OF MANAGMENT STUDIES
- ASHOKA COLLEGE OF EDUCATION
- SMT PUSHPATAI HIRAY ARTS,SCIENCE AND COMMERCE MAHILA MAHAVIDYALYA
- BRAHMA VALLEY COLLEGE OF ENGINEERING AND RESEARCH INSTITUTE
- S.N.D. COLLEGE OF ENGINEERING AND RESEARCH CENTER
- KTHM COLLEGE
- BHONSALA MILITARY COLLEGE
- LOKNETE VYANKATRAO HIRAY COLLEGE
- KARMAVEER KAKASAHEB WAGH ARTS, COMMERCE AND SCIENCE COLLEGE
- NAVJEEVAN EDUCATION SOCIETY
- DR.MOONJE INSTITUTE OF MANAGEMENT AND COMPUTER STUDIES

LIST OF NGOs WHO PARTICIPATED

NASHIK

- MAULI FOUNDATION
- SAI RUDRA BAHUUDDESHIYA SANSTHA
- SHIAMOTI BAHU UDDESHIY SANSTHA
- NANDKISHOR EDUCATION TRUST
- ARPAN THALASSAEMIA SOCIETY
- ALQAMA EDUCATION AND WALEFARE SOCIETY MALEGAON
- PREMANKUR SAMAJIK SANSTHA
- GOSAVI BAHUUDDESHIYA SANSTHA(GBS)
- SAHARA FOUNDATION
- SMT PARVATIBAI TULSHIRAM GARUD SAMAJIK SHAISHANIK SANSKRUTIK KALA KRIDA SANSTHA
- CRIME PREVENTION COUNCIL & INVESTIGATION (CPCI)
- THIRD EYE ASSOCIATION
- INTEGRATED RURAL LIVELIHOOD DEVELOPMENT FOUNDATION



LIST OF NGOs WHO PARTICIPATED

NASHIK

- INTEGRATED RURAL LIVELIHOOD DEVELOPMENT FOUNDATION
- MAHILA AANI SARVANGIN UTKARSH MANDAL
- ABHIVYAKTI MEDIA FOR DEVELOPMENT
- TULSI EYE HOSPITAL
- SOCIAL EDUCATIONAL WELFARE ASSOCIATION FOR MULTIPURPOSE
- ASHRAY SANSKAR VA PUNARVASAN SANSTHA
- UMANG BAHUUDDESHIYA SEVABHAVI SANSTHA
- MAHILA VIKAS SAMITEE
- RENUKAMATA BAHUUDDESHIYA SANSTHA

LIST OF COMPANIES WHO PARTICIPATED

NASHIK

- VARUN AGRO PROCESSING FOODS PVT. LTD.
- INDILUBE PETRO SPECIALTIES PRIVATE LIMITED
- MISTRY LIQUOR MART
- NETHORITY TECHNOLOGIES PVT. LTD.
- THE GATEWAY HOTEL AMBAD
- APOLLO HOSPITALS ENTERPRISE LTD
- RISHABH INSTRUMENTS PVT. LTD.
- AGRI SEARCH (INDIA) PVT. LTD.
- SAMRAAT GROUP
- ASHOKA BUILDCON LTD.
- ESDS SOFTWARE SOLUTION PVT. LTD.
- SOMANDA VINEYARD & RESORTS PVT. LTD.
- GOLDY PRECISION STAMPINGS PVT. LTD.
- KEYS PRIMA TEMPLE TREE
- AQUMEN



REGIONAL ROUND GLIMPSES

REVITALISING
THE RURAL ECONOMY

1ST SEPTEMBER AT VIVANTA BY TAJ - AURANGABAD





LIST OF INSTITUTES WHO PARTICIPATED

AURANGABAD

- GOVERNMENT COLLEGE OF ARTS & SCIENCE
- INSTITUTE OF MANAGEMENT STUDIES & INFORMATION TECHNOLOGY
- MANIKCHAND PAHADE LAW COLLEGE
- VIVEKANAND ARTS S.D COMMERCE AND SCIENCE COLLEGE
- Y B CHAVAN COLLEGE OF PHARMACY
- GOVERNMENT COLLEGE OF PHARMACY
- KENDRIYA VIDYALAYA
- SHREEYASH COLLEGE OF ENGINEERING & TECHNOLOGY
- DR. BABASAHEB AMBEDKAR MARATHWADA UNIVERSITY
- P.E.S. COLLEGE OF ENGINEERING
- VASANTRAO NAIK MAHAVIDYALAYA

LIST OF NGOs WHO PARTICIPATED

AURANGABAD

- CHETANA EMPOWERMENT FOUNDATION
- INSTITUTE OF HEALTH MANAGEMENT, PACHOD / ASHISH GRAM RACHNA TRUST
- AASTHA FOUNDATION AURANGABAD
- JAIKALI SANSKRUTI MANDAL
- SNEHAL DNAYANSAGAR SHIKSHAN PRASARAK MANDAL, AURANGABAD.
- OMKAR GRAMIN VIKAS BAHUUDDESHIY SEVABHAVI SANSTHA, SOLNAPUR
- ISHWAR SHIKSHAN SANSTHA SALVADGAON
- JAN SHIKSHAN SANSTHAN
- SAHYADRI SHIKSHAN PRASARAK MANDAL
- LOKDEEP MUTUAL BENEFIT TRUST
- VIRTUE BAHUUDDESHIYA SEVABHAVI SANSTHA
- BHAGINI AADARSH MAHILA MANDAL, VERUL.
- RUBINA KALA SANSTHA, AURANGABAD
- LATE LAXMIDEVI BAHUUDDESHIYA SEVABHAVI SANSTHA



LIST OF NGOs WHO PARTICIPATED

AURANGABAD

- MARATHWADA GRAMIN VIKAS SANSTHA (MGVS)
- DR. HEDGEWAR HOSPITAL
- UTKARSH BAHUDESHEIYA SEVABHAVI SANDRA AURANGABAD
- KUSUM AYURVED RESEARCH AND DEVELOPMENT FOUNDATION, AURANGABAD.
- JEEVAN VIKAS SANSTHA
- DILASA JANVIKAS PRATISHTHAN
- KIDS I.T. WORLD EDUCATION SOCIETY, AURANGABAD
- IDARA - E - ADAB - E - URDU
- SAINATH BAHUDESHEIYA GARMIN VIKAS SANSTHA
- JIVAN JAGRUTI VAIDYAKIYA VA SAMAJIK SANSTHA AURANGABAD
- LOKRAJY SAMAJ VIKAS VA SANSHODHAN SANSTHA AURANGABAD

LIST OF COMPANIES WHO PARTICIPATED

AURANGABAD

- BLACK & WHITE ADVERTISING
- GANGA ACROPOLIS: RE-LAUNCH – BLACK & WHITE ADVERTISING
- VIVANTA BY TAJ, AURANGABAD
- AIROX TECHNOLOGIES PVT LTD.
- VARSHA FORGINGS LIMITED
- GRIND MASTER MACHINES PVT. LTD.
- METALMAN AUTO (P) LTD.
- BADVE ENGINEERING LTD.
- ENDURANCE TECHNOLOGIES LTD.
- VARROC GROUP
- SKODA INDIA



REGIONAL ROUND GLIMPSES

REVITALISING
THE RURAL ECONOMY

14TH SEPTEMBER AT VIVANTA BY TAJ, GOMTI NAGAR - LUCKNOW





LIST OF INSTITUTES WHO PARTICIPATED

LUCKNOW

- INSTITUTE OF MANAGEMENT SCIENCES, UNIVERSITY OF LUCKNOW
- UTTAR PRADESH RAJARSHI TANDON OPEN UNIVERSITY
- BHARTENDU NATYA ACADEMY
- SARASWATI DENTAL COLLEGE AND HOSPITAL LUCKNOW
- INDIAN INSTITUTE OF TECHNOLOGY KANPUR
- INDIAN INSTITUTE OF MANAGEMENT LUCKNOW
- INTEGRAL UNIVERSITY LUCKNOW
- MOTILAL NEHRU NATIONAL INSTITUTE OF TECHNOLOGY ALLAHABAD
- SCHOOL OF HUMANITIES AND SOCIAL SCIENCES - GAUTAM BUDDHA UNIVERSITY
- MAHATAMA JYOTIBA PHULE ROHILKHAND UNIVERSITY, BAREILLY
- UNIVERSITY OF LUCKNOW
- INDIAN INSTITUTE OF INFORMATION TECHNOLOGY, ALLAHABAD
- DR. SHAKUNTALA MISRA NATIONAL REHABILITATION UNIVERSITY
- BABASAHEB BHIMRAO AMBEDKAR UNIVERSITY (A CENTRAL UNIVERSITY)
- CHANDRA SHEKHAR AZAD UNIVERSITY OF AGRICULTURE AND TECHNOLOGY KANPUR
- UNIVERSITY OF ALLAHABAD

LIST OF NGOs WHO PARTICIPATED

LUCKNOW

- EESHWAR CHILD WELFARE FOUNDATION
- CANCER AID SOCIETY
- TARAI ENVIRONMENT AWARENESS SAMITI (TEAS)
- MILAAN - BE THE CHANGE
- INDIASPEND / FACTCHECKER.IN
- PROJECT KHEL
- PRAYATNA FOUNDATION
- END POVERTY
- NEW PRASHANT PUBLIC SCHOOL SAMITI



LIST OF NGOs WHO PARTICIPATED

LUCKNOW

- ARJ FOUNDATION
- PRYAVARAN SANRAKSHAN AVAM SODH SANSTHAN
- MADHAYAM SAMAJIK SANSTHA (MSS)
- NATIONAL YOUTH FOUNDATION
- CITIZEN DEVELOPMENT INSTITUTE
- NAMASTE PUBLIC WELFARE SOCIETY
- SARATHI DEVELOPMENT FOUNDATION
- SPARC INDIA
- ASTRAL EDUCATIONAL & WELFARE SOCIETY
- INSTITUTE FOR INTEGRATED SOCIETY DEVELOPMENT
- NEED
- TULSI GRAMODHYOG SEWA SAMITI
- KARTAVYA SHILA MAHILA EVAM BAL VIKASH SANSTHAN LUCKNOW
- SAMPURN SAHYOG SANSTHAN
- VIRESHWAR VINODNI RESEARCH FOUNDATION
- SARTHAK FOUNDATION
- AKHIL BHARTIYA NIRBAL KALYAN SAMITI
- FINISH SOCIETY
- JANHIT FOUNDATION
- SELF EMPLOYED WOMEN'S ASSOCIATION

LIST OF COMPANIES WHO PARTICIPATED

LUCKNOW

- UFLEX LIMITED
- CHANDAN HEALTHCARE LTD
- ACL MOBILE LIMITED
- VINCULUM
- MEDMA INFOMATIX (P) LTD.



LIST OF NGOs WHO PARTICIPATED

LUCKNOW

- ARJ FOUNDATION
- PRYAVARAN SANRAKSHAN AVAM SODH SANSTHAN
- MADHAYAM SAMAJIK SANSTHA (MSS)
- NATIONAL YOUTH FOUNDATION
- CITIZEN DEVELOPMENT INSTITUTE
- NAMASTE PUBLIC WELFARE SOCIETY
- SARATHI DEVELOPMENT FOUNDATION
- SPARC INDIA
- ASTRAL EDUCATIONAL & WELFARE SOCIETY
- INSTITUTE FOR INTEGRATED SOCIETY DEVELOPMENT
- NEED
- TULSI GRAMODHYOG SEWA SAMITI
- KARTAVYA SHILA MAHILA EVAM BAL VIKASH SANSTHAN LUCKNOW
- SAMPURN SAHYOG SANSTHAN
- VIRESHWAR VINODNI RESEARCH FOUNDATION
- SARTHAK FOUNDATION
- AKHIL BHARTIYA NIRBAL KALYAN SAMITI
- FINISH SOCIETY
- JANHIT FOUNDATION
- SELF EMPLOYED WOMEN'S ASSOCIATION

LIST OF COMPANIES WHO PARTICIPATED

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- UFLX LIMITED
- CHANDAN HEALTHCARE LTD
- ACL MOBILE LIMITED
- VINCULUM
- MEDMA INFOMATIX (P) LTD.



LIST OF COMPANIES WHO PARTICIPATED

LUCKNOW

- RADISSON BLU FARIDABAD
- PROGRESSIVE INFOTECH PVT. LTD
- NEWSCORP VCCIRCLE
- VBEYOND CORPORATION
- VIVANTA BY TAJ - GOMTI NAGAR, LUCKNOW
- SHUBHAM GOLDIEE MASALE (P) LTD.
- UNICODE SYSTEMS
- BD MAHAJAN
- ACPL JEWELS PVT. LTD.
- RENAISSANCE LUCKNOW HOTEL
- U.P. PACKAGING INDUSTRY
- ROMA BUILDERS & PROMOTERS PVT. LTD.
- CASA GREENS
- SKYLINE ARCHITECTURAL CONSULTANTS PVT. LTD.





REGIONAL ROUND GLIMPSES

REVITALISING
THE RURAL ECONOMY

20TH SEPTEMBER AT VIVANTA BY TAJ, YESHWANTPUR - BANGALORE





LIST OF INSTITUTES WHO PARTICIPATED

BENGALURU

- M S RAMAIAH INSTITUTE OF TECHNOLOGY
- JAIN UNIVERSITY
- SIR M. VISVESVARAYA INSTITUTE OF TECHNOLOGY
- UNITED MISSION PUC AND DEGREE COLLEGE
- NATIONAL LAW SCHOOL OF INDIA UNIVERSITY
- XAVIER INSTITUTE OF MANAGEMENT AND ENTREPRENEURSHIP
- NATIONAL INSTITUTE OF MENTAL HEALTH AND NEUROSCIENCES
- R.V. COLLEGE OF ENGINEERING
- INDIAN INSTITUTE OF MANAGEMENT BANGALORE
- M S RAMAIAH UNIVERSITY OF APPLIED SCIENCES
- PES UNIVERSITY
- JSS ACADEMY OF TECHNICAL EDUCATION

LIST OF NGOs WHO PARTICIPATED

BENGALURU

- JNANA DEEP CHARITABLE SCHOOL TRUST
- REACHING HAND
- SRI SHARADA DEVI WELFARE TRUST
- KARNATAKA NETWORK FOR PEOPLE LIVING WITH HIV/AIDS [KNP+]
- BUBBLE CENTER FOR AUTISM (A UNIT OF BISWA GOURI CHARITABLE TRUST)
- U&I
- SURABHI FOUNDATION TRUST
- JUSTICE AND CARE
- SNEHADEEP TRUST FOR THE DISABLED
- WATER LITERACY FOUNDATION
- ZAV FOUNDATION
- BOSCO BANGALORE
- HCG FOUNDATION

LIST OF NGOs WHO PARTICIPATED

BENGALURU

- YOUTH FOR SEVA
- AUTISM SOCIETY OF INDIA
- BROTHERS INTEGRATED RURAL DEVELOPMENT SOCIETY (BIRDS)
- MEGHSHALA TRUST
- CARING WITH COLOUR
- MAMATHA MAKKALA MANDIRA
- SENIOR CITIZENS BANGALORE
- AASHWASAN FOUNDATION
- SHISHU MANDIR
- READ FOUNDATION
- CENTRE FOR SOCIAL ACTION TRUST
- CDEW SOCIETY
- SKILLS FOR PROGRESS - SKIP
- MAHEZ EDUCATION SOCIETY, DHARWAD
- BREADS (BANGALORE RURAL EDUCATIONAL AND DEVELOPMENT SOCIETY)
- CLT INDIA
- MOBILITY INDIA
- CMA'S IAS ACADEMY
- ADARSHA COMMUNITY DEVELOPMENT SERVICE TRUST



REGIONAL ROUND GLIMPSES

REVITALISING
THE RURAL ECONOMY

26TH SEPTEMBER AT INDIRA GROUP OF INSTITUTES - PUNE



LIST OF INSTITUTES WHO PARTICIPATED

PUNE

- SYMBIOSIS CENTRE FOR INFORMATION TECHNOLOGY
- MIT SCHOOL OF EDUCATION AND RESEARCH
- COLLEGE OF ENGINEERING PUNE
- BHARATI VIDYAPEETH DEEMED UNIVERSITY COLLEGE OF ENGINEERING
- DESIGN AND TECHNOLOGY UNIVERSITY, PUNE
- SYMBIOSIS INSTITUTE OF MEDIA AND COMMUNICATION
- SYMBIOSIS CENTRE FOR CORPORATE EDUCATION
- MIT INSTITUTE OF DESIGN
- MKSSS's CUMMINS COLLEGE OF ENGINEERING FOR WOMEN
- INTERNATIONAL INSTITUTE OF INFORMATION AND TECHNOLOGY
- G.H.RAISONI COLLEGE OF ENGINEERING AND MANAGEMENT. WAGHOLI PUNE.
- PVG'S COLLEGE OF ENGINEERING AND TECHNOLOGY
- SYMBIOSIS INTERNATIONAL UNIVERSITY, PUNE
- MAHARASHTRA INSTITUTE OF TECHNOLOGY
- NATIONAL INSTITUTE OF BANK MANAGEMENT
- INDIRA COLLEGE OF ENGINEERING AND MANAGEMENT, PUNE
- DEFENCE INSTITUTE OF ADVANCED TECHNOLOGY(DU)
- GOKHALE INSTITUTE OF POLITICS AND ECONOMICS, PUNE
- DR. D.Y. PATIL BIOTECHNOLOGY & BIOINFORMATICS INSTITUTE
- BHARATI VIDYAPEETH DEEMED UNIVERSITY, PUNE
- INDIRA SCHOOL OF BUSINESS STUDIES, PUNE
- INDIRA GLOBAL BUSINESS SCHOOL, PUNE
- VIDYA PRATISHTHAN'S KAMALNAYAN BAJAJ INSTITUTE OF ENGINEERING & TECHNOLOGY, BARAMATI
- INSTITUTE OF MANAGEMENT DEVELOPMENT AND RESEARCH (IMDR), PUNE



LIST OF NGOs WHO PARTICIPATED

PUNE

- BORDERLESS WORLD FOUNDATION
- LOKMANGAL SARV SEVA SOCIETY,PUNE
- JAYAVANTRAO GHYAR PATIL SEVABHAVI SANSTHA
- SEARCH FOUNDATION
- EKANSH TRUST
- LIFE SCHOOL FOUNDATION / KEEP MOVING MOVEMENT
- YUVA PRAVARTAN
- PARVATI SWAYAMROJGAR
- HEART FOR ART PUBLIC CHARITABLE TRUST
- SHREE SANJEEVANI SHAIKSHANIK SANSTHA
- BMI TRUST
- APLA GHAR
- FOUNDATION FOR INITIATIVES IN DEVELOPMENT AND EDUCATION FOR ALL (IDEA)
- PRABHA HIRA PRATISHTHAN (PALAWI)
- WORK FOR EQUALITY
- QUALITY EDUCATION SUPPORT TRUST (QUEST)
- BHARATI SANSKAR KENDRA
- SIDDHESHWAR SHIKSHAN SANSTHA'S DNYANANKUR ENGLISH MEDIUM SCHOOL
- SOCRATES FOUNDATION FOR ENHANCED LEARNING, PUNE
- Y4D FOUNDATION
- SNEH FOUNDATION
- ANNAPURNA PARIWAR
- SHREE SAI SANSTHA
- AGRICULTURAL DEVELOPMENT TRUST, BARAMATI
- MAHER
- KRISHI PRAGATI FOUNDATION
- PRABHA-HIRA PRATISHTHAN
- SARASWATI ANATH SHIKSHAN ASHRAM
- DEEP GRIHA SOCIETY



LIST OF NGOs WHO PARTICIPATED

PUNE

- ROSHAN WELFARE FOUNDATION
- YASH EDUCATION SOCIETY
- EQUAL COMMUNITY FOUNDATION
- WATERSHED ORGANISATION TRUST
- CONNECTING TRUST
- VASANTRAO JADHAV WELFARE FOUNDATION
- SHIVNER PRATISHTHAN TRUST
- SAMAVEDANA
- ROSTRUM INDIA SOCIAL ORGANIZATION (RISO)
- PARISAR
- IIM TRUST
- VANARAI
- JANVIKAS PRATISHTHAN

LIST OF COMPANIES WHO PARTICIPATED

PUNE

- PRIDE HOTELS LTD.
- VIVANTA BY TAJ - BLUE DIAMOND
- THE GATEWAY HOTEL HINJAWADI PUNE
- NYATI GROUP
- AMAR BUILDERS
- DAJIKAKA GADGIL DEVELOPERS PVT. LTD.
- KOLTE-PATIL DEVELOPERS LTD.
- SAAMA TECHNOLOGIES INDIA PVT LTD
- PIRAMAL ENTERPRISES LIMITED
- MERCEDES-BENZ INDIA PRIVATE LIMITED (DAIMLER)
- FRESenius KABI INDIA PVT LTD
- FINOLEX CABLES LTD



LIST OF COMPANIES WHO PARTICIPATED

PUNE

- DESAI BROTHERS LIMITED" FOODS DIVISION, MOTHERS RECIPE
- TIETO INDIA PVT. LTD.
- QUICK HEAL TECHNOLOGIES
- APON INNOVATIVE SOLUTIONS
- PIAGGIO VEHICLES PVT. LTD.
- T-SYSTEMS ICT INDIA PVT.LTD
- INFRAsoft TECHNOLOGIES LTD.
- ADIENT INDIA PRIVATE LIMITED
- LEAR AUTOMOTIVE INDIA PVT LTD.
- ELECTRONICA FINANCE LIMITED
- GKN SINTER METALS PVT LTD





REGIONAL ROUND GLIMPSES

REVITALISING
THE RURAL ECONOMY

4TH OCTOBER AT PRIDE PLAZA HOTEL - AHMEDABAD



LIST OF INSTITUTES WHO PARTICIPATED

AHMEDABAD

- GANPAT UNIVERSITY
- GUJARAT FORENSIC SCIENCES UNIVERSITY
- NAVSARI AGRICULTURAL UNIVERSITY
- L D COLLEGE OF ENGINEERING, AHMEDABAD
- B. K. SCHOOL OF BUSINESS MANAGEMENT
- BITS EDUCATION CAMPUS
- PANDIT DEENDAYAL PETROLEUM UNIVERSITY, GUJARAT
- RAMANBHAI PATEL COLLEGE OF PHARMACY
- C. K. PITHAWALLA COLLEGE OF ENGG. AND TECHNOLOGY, SURAT
- NIRMA UNIVERSITY
- DEVANG PATEL INSTITUTE OF ADVANCE TECHNOLOGY AND RESEARCH, CHARUSAT
- ENTREPRENEURSHIP DEVELOPMENT INSTITUTE OF INDIA
- PARUL INSTITUTE OF LAW, PARUL UNIVERSITY, VADODARA
- UKATARSADIA UNIVERSITY
- M. S. PATEL INSTITUTE
- NATIONAL INSTITUTE OF DESIGN (NID)
- GOVERNMENT ENGINEERING COLLEGE, BHAVNAGAR
- PANDIT DEENDAYAL PETROLEUM UNIVERSITY, GANDHINAGAR
- B.J. MEDICAL COLLEGE & CIVIL HOSPITAL AHMEDABAD

LIST OF NGOs WHO PARTICIPATED

AHMEDABAD

- MEDLIFE FOUNDATION
- INTERNATIONAL CENTRE FOR ENTREPRENEURSHIP AND CAREER DEVELOPMENT
- SAMAST MAHAJAN
- PRAMILA KURUWA FOUNDATION
- THE PINK FOUNDATION NGO
- PARYAVARAN MITRA



LIST OF NGOs WHO PARTICIPATED

AHMEDABAD

- SAMERTH CHARITABLE TRUST
- DRISHTI FOUNDATION TRUST
- HERVA FOUNDATION
- NAVSARJAN TRUST

LIST OF COMPANIES WHO PARTICIPATED

AHMEDABAD

- CIGNEX DATAMATICS TECHNOLOGIES LTD
- SINTEX INDUSTRIES LTD.
- ADANI WILMAR LTD.
- MOTIF INDIA INFOTECH PVT. LTD.
- SOPHOS
- WAGH BAKRI TEA GROUP
- FINECURE PHARMACEUTICALS LIMITED
- DEEPAK NITRITE LIMITED
- EVOLUTIONARY SYSTEMS PVT. LTD.
- ALEMBIC PHARMACEUTICALS LIMITED
- VEEDA CLINICAL RESEARCH
- ALEMBIC CSR FOUNDATION





REGIONAL ROUND GLIMPSES

REVITALISING
THE RURAL ECONOMY

8TH NOVEMBER AT TAJ BENGAL - KOLKATA





LIST OF INSTITUTES WHO PARTICIPATED

KOLKATA

- UNIVERSITY OF KALYANI
- SERAMPORE COLLEGE
- WBNUJS
- VIDYASAGAR COLLEGE FOR WOMEN
- KAZI NAZRUL UNIVERSITY, ASANSOL
- EASTERN INSTITUTE FOR INTEGRATED LEARNING IN MANAGEMENT
- TEAM FUTURE- FUTURE INSTITUTE OF ENGINEERING & MANAGEMENT
- INDIAN INSTITUTE OF ENGINEERING SCIENCE AND TECHNOLOGY, SHIBPUR
- UNIVERSITY OF CALCUTTA

LIST OF NGOs WHO PARTICIPATED

KOLKATA

- LOKAMATA RANI RASHMONI MISSION
- HOPE KOLKATA FOUNDATION
- KOLKATA MOZOOMDER FOUNDATION
- KOSHISH
- KARMA KUTIR
- DRIDH SANKALP
- INFINITY INFOTECH PARKS LIMITED
- THE EDUCATORS ASSISTING CHILDREN'S HOPES (TEACH)
- KIDDERPORE CHILD'S WORLD ENGLISH MEDIUM SCHOOL
- CALCUTTA SOCIAL PROJECT
- UDAYANI SOCIAL ACTION FORUM
- SEVA KENDRA CALCUTTA
- CHILDLIFE PRESERVE SHISHUR SEVAY
- MISSION SMILE
- EK PRAYAAS EDUCATIONAL SOCIETY
- NARKELDANGA EDUCATIONAL ENVIRONMENTAL DEVELOPMENT SOCIETY



LIST OF NGOs WHO PARTICIPATED

KOLKATA

- TOMORROWS FOUNDATION
- CALCUTTA RESCUE
- COMMUNITY ACTION SOCIETY
- ORGANIZATION FOR FRIENDS ENERGIES & RESOURCES (OFFER)
- PARIBESH UNNAYAN PARISHAD
- ABHA MISSION FOR SOCIAL HEALTH AND EDUCATION
- ART ILLUMINATES MANKIND
- TILJALA SHED

LIST OF COMPANIES WHO PARTICIPATED

KOLKATA

- TATA STEEL LIMITED
- SKIPPER LIMITED
- BENGAL CHEMICAL & PHARMACEUTICAL WORKS LTD.
- BIRLA CORPORATION LTD.
- ESI ELECTRO
- GLO SHIPPING & LOGISTICS PVT LTD
- BIRLA CORPORATION LTD.
- CARGO MARKETING INTERNATIONAL
- ATLAS LOGISTICS PVT. LTD.





ANJANA PANDEY

Department of Biotechnology,

Motilal Nehru National Institute of Technology (MNNIT) Allahabad, U.P.

EMPLOYMENT GENERATION IN RURAL INDIA

In accordance with the ground realities of the rural areas of our country and in order to generate employment in rural areas as well as to strengthen the economic growth of our country-

1. Development of agro-based industries – Agriculture is the backbone of our economy and according to Census 2011, 24.6% of the total workforce of over 481 million are involved in practicing agriculture. The major problem surrounding this work force is that they still practice traditional agricultural techniques and their farm produce is taken up in through away prices in local markets. In order to make this large proportion of work force more strong economically, there is a need to develop more agriculture based industries in rural areas which could take up the items produced by the farmers at a generalized rate. The opening of such type of industries will also provide the people of the nearby rural areas with employment and will also help them in making them skilled.

2. Modernizing agriculture through biotechnology- India has only 2.3% of the world's land area but has to ensure food security for 17.5% of the world population. Thanks to the green revolution, we have managed to balance the needs so far but with the ever-growing population and limited area under agriculture, we must think of alternative, novel and modern techniques which could provide greater yields. Transgenics is one such method that can provide answer to these problems. Development of transgenic variety will not only increase the crop yield many folds but will also result in tremendous growth of industries in this sector employing a considerable mass of work force. Introduction of biotechnology in agriculture will lead to improved yield, pest resistance, improved quality, stress tolerance, etc. and all these parameters will lead to enhance the standard of living of farmers, employment generation in this sector and thereby contributing in strengthening the Indian economy.

3. Development of skilled labor workforce- The youths of rural areas must be provided with effective training of becoming skilled workforce in different types of manufacturing industries such as textile industries, pharmaceutical industries, etc. as this will lead to generation of more income and improvement in their livelihood.

4. Installations of sewage treatment units – The sewage treatment units will treat the waste water generated through households in rural areas and will make them fit for the irrigation purpose which will lead to less investment of farmers in cultivating different crops. Microalgae cultivation in wastewaters helps in the consumption of polluting nutrients from the waste waters coupled with biomass generation, which offers the co-benefit of producing biodiesel accompanied with removal of nitrogen, sulfur, phosphorus and organic carbon. To meet the growing demand of energy systems by the growing population and economy, the emerging biofuel technology lays great emphasis towards the economic sustainability. Biodiesel production from microalgae has an imminent scope towards reducing vehicular CO₂ exhaust, sequestering atmospheric CO₂, biological waste water treatment technologies, reducing global warming through industrial flue gases-CO₂ mitigation etc. These sewage treatment plants will also require skilled persons which can be taken up by the adjoining areas.

5. Production of biodiesel through algae in waste land- The unemployed youth community of the rural areas must be taught to perform the operations of producing biodiesel from algae in the waste land of the area. If effective means of producing biodiesel from algae in waste land can be optimized, it can prove a game-changer in providing employment, generating revenue and boosting up the economy.

ARUN V. SALKER

Dept. of Chemistry
Goa University, Goa.

Villages and non-urban areas are comparatively cleaner with air and water due to less technological advancements. Too much technological developments may deteriorate air causing very slow poisoning affects. As we know clean air, water and food are very essential for good health. If these get contaminated with minor toxicants, slow poisoning will definitely take place.

Economic growth of villages and non-urban areas can be achieved by boosting agro business. Agriculture, horticulture and other agro business are very safe for all living bodies and help cleaning air, enriching with oxygen for good health and overall noble profession rather than any technological industries.

Any technology to a limited extend is okay and fine, but when growth is extensive, it is really damaging the air, water, environment and ecology. As we see to-day, transportation (runs on fossil fuels) is essential to every-body every day, but its extensive growth is poisoning air with noxious gases and damaging the environment.

In my opinion, development in agriculture, horticulture and other agro-businesses are safe with respect to environment, health and economic growth. Food is essential and everybody needs food, overall it is a noble service. But even these have to be done with proper spirit and preferable without usage of synthetic and toxic pesticides, rodenticides, herbicides fungicides etc, as many of these are highly toxic and many times these are not nature accepted molecules, therefore, preferred natural methods over synthetic methods. We have seen the effect of DDT pesticide which is very potent pesticide, destroying all the pests efficiently, but it also damages other lives including human beings. DDT is highly suspected carcinogenic compound causing cancer to birds, humans etc. So the use of such synthetic compounds may cause more harm than benefits.

Agricultural farming, horticulture etc are Nobel professions and they should be reasonably rewarded better for their true services to public and helping the environment to keep clean with enriched oxygen.



CHANDRKANT GHYAR PATIL

Member & Coordinator

Jayavantrao Ghyar Patil Sevabhvi Sanstha, Satamba

- 1) The urbanization of the rural youth is very much the same. Its main reason is the urban amenities in the city.
- 2) Rural economy is based on farming. So they want to supplement the farm's supplement business. Procurement of small scale industry training on the farm. After training, support them for standing and getting their business up to date.
- 3) Skilled manpower is not available for rural development in rural areas. Accordingly, training to the rural youth as per their demand for them.
- 4) Solar power equipment needs to be promulgated for use. Therefore, it will protect the biodiversity .
- 5) Promote organic farming so that poisonous food is provided to the people. If the above remedy is planned then you feel like it will be sustainable development



DR. G P VADODARIA

Principal

L D College of Engineering Ahmedabad

How to Generate Employment in the Rural Areas is as follows:

1. Increase awareness about various opportunities available to get educated through government institution where fees are nominal.
2. Looking to the education skill and the students capability, he/she may be diverted to skill based education (ITI / polytechnic / vocational courses etc..) so that he is with the skill to get the job immediately on getting certificate / diploma or degree certificate.
3. Mentoring students to choose the right course based upon his interest.
4. Lot of government schemes are available which helps students to start his own business, so the procedure to get fund and the subsidy on it may be explained to them which may help to start his own enterprise.

I may conclude by saying that he/she should be mentored properly and assisted in getting educated through govt.institutes and getting job in govt sector as well as private sector and also to start his own business.





DR. VALSSON VARGHESE

Professor and Head, Department of Civil Engineering
KDK College of Engineering, Nagpur

Your efforts and enthusiasm in the promotion of Academic Values amongst the masses and acknowledging the contributions made by the the people, organizations, society is exemplary. I Wish your sincerity in upbringing the Good Contributions should prevail and persist.

For enhancement in Rural Employment, many steps can be initiated. It is not always from Govt, but SHG can give boost to the Rural development.

1. Recently work on conserving and harvesting of Rain water was undertaken.

10m x 20m x 2m pit is made at an interval of 100m in a forestry type farm land. Water stored in such pits through rain water, percolated, to have seen rise in ground water table @ 1m. Upto 3 crops were cultivated, thus rise in value of crop productions. All the farm produce fetched price throughout year.

Thus gave rise to substantial work potential at the rural area.

2. Exploring Solar Energy power to reduce dependence on conventional energy. Exploring appropriate avenue in tapping such non conventional energy would be boost in enhancing rural economy



**DR. ANAMIKA CHOUDHARY**

Associate Professor, Department of Economics
DSMNR University, Lucknow

The Government of India has committed to earnestly address the issue of employment generation in the rural sector so as to limit the increasing migration from the rural areas to the urban areas and simultaneously enrich the rural sector with more employment opportunities and thereby bring in rural prosperity. For this effective strategies and policy recommendations need to be implemented so as to bring into effect the initiatives taken by the government.

Rural sector is an abode of agricultural activities. Indian agriculture has ample scope for raising its productivity, increasing the crop yield and thus the farm incomes. This will give a boost to the demand for farm labour. Adequate emphasis on agriculture, agro-industry, rural services and related vocations is required. A prior effort is required to provide the missing links between the information of the types and nature of such jobs. Improvement in irrigation facilities through deep chiseling of soil and improving the plant nutrition through micronutrients would surely help in multiplying the crop yields. Once higher productivity is achieved, it will ensure an increase in farm income which will in turn raise the demand for farm and non farm products and services. This multiplier effect will stimulate more employment opportunities in the rural sector.

If the mission is to revitalize the rural economy, a focused vision is required. There is a need to strengthen the weak linkages between agricultural training and extension, crop production, marketing and of upcoming significance, the insurance. Village based farm schools may be established to impart advanced technology to the farmers. For increasing the plant nutrition, a network of soil test laboratories with high volume precision must be established. In this age of digitization, expert computer systems can be developed to interpret soil test results and apply it through Rural Information Centres which may act as mediums. Agriculture, if upgraded and made more scientific would certainly generate more demand for labour and would go a long way in generating rural employment. Measures may be taken to make the advanced technology, quality inputs, bank credit, marketing facility and crop insurance accessible to the small farmers as well. This can be made possible by encouraging contract farming arrangements. Agri-business firms and self help groups can do the needful in this case.

To bring an improvement in the crop cultivation practices, strengthening of the farm credit and insurance programmes must be initiated. A proper linkage between the crop insurance, crop loans and farm school training can go a long way in making the farmers in a better off position.

Rural employment can be generated when the unskilled labour force of the rural sector are provided intensive vocational skill giving a powerful stimulus to self employment generation. Besides farm schools, government certified, rural vocational institutes may come forward to provide such vocational training which is not covered by ITIs. Multimedia training programmes and computerized vocational training programmes offered by a national network of 'Job Shops' and linked to the Rural Informatics Centre can realize the efforts to generate employment in the rural sector.

Reliable information of the employment in specific occupational categories is not made available which poses a problem in determining the number of jobs being created in each field or the unfulfilled demand for the different kinds of skills. Employment surveys must be arranged so that proper and accurate information of the growing demand for workers for different occupational categories are brought into focus.

To revitalize the rural economy we need to think beyond agricultural sector. Only a planned strategy can fruitify in generating employment. Non-farm agricultural activities may generate a host of employment opportunities in the rural sector. Proper diversification of non-farm activities may become a comfortable source of rural income. Dairy markets offer good opportunities for non-farm employment. Its relatively high unit value makes the use of labour in handling and processing mechanism very much economically viable. The traditional labor intensive technologies are very



much used in the informal milk markets and they make for the demand for labour. Small scale dairy marketing and processing can successfully contribute in fulfilling the need for rural employment generation.

Several rural non-farm activities which includes economic activities like household and household manufacturing, handicrafts, processing, repairs, construction, mining and quarrying, transport, trade, communication, community and personal services also offer ample opportunities for supplementary employment to small and marginal households, and thereby reduce income inequalities. The optimum exploitation of the non-farm activities stimulates economic growth too and brings better economic prospects on a sustainable basis. Rural industries which are considered to be less capital intensive have much potential to absorb the increasing labour force. The grim situation that is observed is the less remuneration that these labour who are engaged in non-farm activities, receive, creating unequal income distribution. This calls for adequate policies.



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DR. ARCHANA RAVINDRA SALVE

Associate Professor, HOD (Department of MBA)
Indira College of Engineering & Management

HOW TO GENERATE EMPLOYMENT IN RURAL AREAS

Major population of our country still resides in rural areas.

We have got great potential in the form of rural youths and if we concentrate on this manpower we can generate good employment for rural areas.

Also cost of living in urban areas is increasing day by day which is comparatively very low in rural areas which is an added advantage for employees in rural areas. As most of the land in rural areas is agricultural, we can concentrate on agricultural industries as well as allied businesses in rural areas like,

1. Dairies of milk and milk products with cows / buffaloes / goats farming
2. We can promote organic farming for good quality agricultural produce
3. We can promote agro tourism in rural areas
4. We can increase number of poultry farms in rural areas
5. We can start skill development courses through educational institutes especially regarding skilled man power and agro industry and allied business
6. We can promote educational institutes like colleges of agriculture, IT's and other professional courses to start in more numbers in rural areas
7. We can promote herbal products manufacturing in rural areas
8. Increasing the land coverage by gardens of fruits like mangoes, chikooes, pomegranates, guavas can help to export fruits to get good profit through farming
9. Increasing honey bee farming and production of honey on mass scale
10. Also we can strengthen cooperative sector to increase sugar factories and distilleries which is the major industry in rural areas.



**DR. C. J. DANGARIA**

Vice-Chancellor

Navsari Agricultural University, Navsari, Gujarat

INTRODUCTION:

Rural youth empowerment is critical for Indian Agriculture. Most of the new innovations (both technical and institutional) require a skilled agricultural work force. For instance, promotion of high value agriculture, precision farming, organic cultivation, Hi-Tech horticulture, micro-propagation, Integrated Pest Disease & Nutrients Management, Post-Harvest Management, development of backward and forward linkages etc, require well trained young farmers with enthusiasm and passion for farming and ability to take risks. The rural youth could be the ideal target for skill training in these new areas of agricultural growth and to do this effectively there is a need to mobilize young farmers. Rural youth are the future of socio-economic security and issues of the country. Yet around the world, few young people see a future for themselves in agriculture or rural areas. Rural youth face many hurdles in trying to earn a livelihood rural youth continue to face challenges related to unemployment, underemployment and poverty. Despite the agricultural sector's ample potential to provide income-generating opportunities for rural youth, challenges related specifically to youth participation in this sector – and, more importantly, options for overcoming them – are not extensively documented. Furthermore, statistics on rural youth are often lacking, as data are rarely disaggregated by important factors such as age, sex and geographical location.

1. Rational for a rural youth empowerment through agriculture

- Rural youth empowerment is critical for the growth of Indian economy and Agriculture.
- Rural youth are future of Socio-economic, food and nutritional security of the country.
- Rural youths are migrating toward urban areas due to lack of opportunities within and outside of agriculture and challenges of employment and livelihood.
- Yet few youths have remained in villages build up based on what they know and are getting interested in farming and serving rural community.
- Such rural youths/younger farmers could be the ideal target for entrepreneur skill training in the area of technology lead holistic, systematic and integrated agricultural growth.
- Empowerment through new skill should not create disconnect of youth with rural community.
- Need to define priority areas, promote multi sectorial policies on youth and promote engagement in entrepreneurship among youth.

2. Challenges for rural youth empowerment

- Lack of education, resources, knowledge and skill in rural youth.
- Rural areas have negligible industrialization and lack of opportunities.
- Lack of agro based industrial capacity building to rural youth.
- Limited access to assets i.e. land, capital, water, electricity, credit, ICTs, services etc.
- Stagnating agricultural productivity, rural environmental degradation and climate change have made agriculture as a last option.
- Tenant system of farming, labour problem.



- Agriculture education be included in primary and secondary, but it needs more resources and curriculum.
- Farmers are marginal or small farmers.

3. Educational strategy for change

- Our youth can become our strength in integrated application of science and traditional wisdom in agriculture.
- Capacity, capability and competency building of rural youth through education and training processes which strengthen the positive attitude, decision making and sharing of their knowledge with rural community.
- Transforming educational system through establishing entrepreneur incubation centers in ICAR centers, SAU's, etc. specifically on secondary farming and inputs.
- ICAR, SAU's should carried out research on District Specific possibility of developing agro-based or agro-input based industries (secondary farming) ..
- Establishment of one agricultural extension center in each block of the state for training and new technology dissemination, involving agriculture, horticulture, animal husbandry, fisheries, home science and agri-business management.
- Inclusion of agricultural entrepreneurship in curriculum of agricultural and allied graduates.

4. Motivating rural youths toward the farming

- Approaches that focusses on high production and high value agriculture with sustainable improvement in profit of small/marginal holders, rural youths through season long process.
- Promoting entrepreneurship for agro-based and allies sector and helping youths to stay in villages through financially supportive environment.
- Establishment of youth farmers' co-operative associations as in dairy farming.
- Improving easy access to resources such as land, water, capital, technology and information.
- Developing a data base of agencies that can provide access to youths on information in agriculture.
- Providing targeted marketing opportunities for primary and value-added agricultural products produced by young entrepreneurs through special arrangements with schools, hotels, etc;

5. Moving forward to make a difference

- Formulation and promotion of research based multi-sectorial polices on youth in agriculture and integrated rural development to support young farmers/farm women/scientist for technology lead scientific innovations.
- Promotion and increased use of ICT's for exchange of information through knowledge sharing web based platforms.
- Improving the productivity and profitability of small farmers through appropriate land use transfer of technology, supporting policies and market linkages, through conversion of all concern departments.
- Special rural youth training programmes required to be conducted on leadership, entrepreneurship, new technology awareness, ICT's, NGO management, Co-operative management, fund raising, risk management, water conservation, women empowerment, communication skill etc.
- A policy formulated by involving all the stake holders including rural youth, should send the signals of support to young farmers in all aspect.

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I am giving few of the suggestions based on the background of rural youth as mentioned below:-

- 1) Economically weak.
- 2) More social involvement,
- 3) Less interest for education,
- 4) Less educational/skill development facilities,
- 5) More involvement in family functions/activities
- 6) Inclination towards traditional things/activities.
- 7) Less awareness for technological development its benefits in life,
- 8) More social impact,
- 9) insufficient guidance facilities,

The few of the suggestions to improve the employment of rural youth are :-

- 1) facilities/provisions are to be made for guiding/educating the rural youth about importance of skill based education
- (By starting guidance centers in rural areas)
- 2) Skill development training centers are to be started in rural areas.
- 3) During training period some financial support as stipend should be given to attract the youth.
- 4) Assured employment should be given after completing the training.
- 5) World class educational facilities should be made available in rural areas.
- 6) Motivational speech/ awareness program of successful youth from their area is to be arranged.
- 7) Industries or multinational companies are to be involved in this mission to increase the success rate,
- 8) Transportation facilities, water, electricity like basic needs are to be fulfilled ,
- 9) Skill development/ training programs/ Employment requirements related to their geographical skill should be generated/ started.





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ABSTRACT RELEVANCE OF GANDHAIAN STRATEGIES FOR REVITALIZING RURAL ECONOMY AND GENERATING EMPLOYMENT

In spite of much growing of urbanization, India still lives in its villages, as Mahatma Gandhi said that India lives in its villages. Grama or village is an immemorial unit and has had been the main stay of India. The importance of village can be summed up in Gandhian observance from his famous slogan 'back to villages'. Reversing this driven by a creeping crisis in agriculture, rural men have sought work in the millions in India's cities. Working as construction labourers, lorry loaders, parking attendants, security guards, rickshaw pullers, domestic servants and street vendors, they earn the pittance that are necessary to hold the village family together. But while it provides them with these small sources of income, the city does not lay out a welcome mat for low-paid rural workers. Most men who come in from villages to work in India's cities survive in pitiful conditions, living in crude shacks or ten to a room in rented tenements.

The city-centric nature of India's growth has led to this situation in which rural families have been broken apart, with the men becoming itinerant migrants. There is a no secure place to live nor a steady job for the vast majority. This has to be viewed by Mahatma and he wanted to save millions of rural people from under work; he sought to provide them self-employment opportunities at the village only. This exploits local talent and local raw materials for better and cheap production. He did not want that villages would suffer from darkness, filthiness and diseases.

The popularity of the village and village occupation was that they were just what they required to make the village community self-contained and self-sufficient. The entire essential services were available to the community. Gandhi ceaselessly insisted for true and ethical economic development on a pattern of village life wherein the quality was the crux. As important as rural places are to human societies, they can also be incredibly economically, socially and culturally vulnerable. This happens only when rural economy is self-reliant and capable to generate new employment. Creative economy and stimulating innovations; Creative class and individual employment; New economic opportunities, skilled trades and value-added thinking; Agritourism a value-added capitalizing tourism innovation; Technology becomes the foundation of economic vitality; Healthcare can affect the potential of rural economic development; Allocation of new investments in rural communities; Goods, services, and people movement an impact factor are some suggestive points that help a lot for emerging new employment by revitalizing rural economy.

Mahatma Gandhi famously said that India lives in its villages. One, that envisioned India which did not merely replace imperialist rule with self-rule but also energized the national economy and culture by revitalizing its villages, rural economy and generating employment. From an economic point of view, the Swadeshi philosophy envisaged self-reliance for villages and empowerment so that they could generate their own livelihood, have the skill-sets to manufacture their own products, farm their own lands, and live in harmony with the environment. Gandhi's social movements were as much a call for the freedom of India as for holistic development of the nation—a battle cries against illiteracy and poverty, and everything that shackled the growth of the rural economy and generating employment.

Revitalizing Rural Economy, Generating Employment and Gandhian Strategies

What does it mean to be in a 'rural place' and within a 'rural community'? The Oxford dictionary defines rural as "relating to, or characteristic of the countryside rather than the town". This connotes landscapes and geographies that have not yet been absolutely shaped by human development and significantly overlap with and connect to the natural environment. Accordingly, rural spaces and communities act as the interface between human societies and the natural world, which positions them in a significant societal role, serving as the nexus between human populations and natural places. They have vital functions in harvesting and gathering the natural resources that are distributed to



and used by communities of all sizes and urbanity. Hence, cities across the globe are interdependent with rural communities for fundamental needs such as food, energy and building materials for shelter. In addition, rural spaces serve as 'gateways' to natural environments, meaning they provide important opportunities for people to experience, recreate in, and connect with nature.

Rural and urban India is interdependent, particularly in metro adjacent rural regions. India's balance of trade remains dependent on rural-based goods and much of its urban economy is linked to rural assets. Traditionally, cities offered a concentration of specialized services, cultural and recreational venues, and educational and employment opportunities. In return, the countryside and adjacent rural towns and villages provided an important connection to the nation's heritage, and to outdoor experiences linked to a wealth of natural assets. Rural communities in India are facing a new reality where traditional economic bases such as agriculture, forestry, and manufacturing have eroded. The digital divide, whereby rural India lags in access to broadband, has created further barriers to participating in the emerging knowledge economy. Revitalizing rural economies of Gandhi's vision for holistic development of rural India offers practical tools for developers, business people, and community leaders.

In spite of much growing of urbanization, India still lives in its villages. While urban societies continue to grow and provide tremendous impetus for India's economic growth, the significance of a vibrant and healthy rural economy cannot be undermined. Especially in the context of declining agricultural productivity and distressed rural households, which continue to eke out a livelihood from agriculture? A huge percentage of rural households are dependent on the meager incomes that farm-related activities generate. Growth in rural wages, which averaged in the last few years, dropped sharply. These developments are not just impacting rural Indians, but the economic well-being of the nation as well.

As important as rural places are to human societies, they can also be incredibly economically, socially and culturally vulnerable. The economies and identities of rural communities often develop around single-resource industries, which means their well-being can be threatened by volatile resource markets.





Rural Economies, Self-Reliant Village and Gandhian Strategies

Grama or village is an immemorial unit and has had been the main stay of India. From Vedas up to modern times village has been regarded as a fundamental unit of administration. The popularity of the village and village occupation was that they were just what they required to make the village community self-contained and self-sufficient. The entire essential services were available to the community. Thus the importance of village can be summed up in Gandhian observance from his famous slogan 'back to villages'. This has to be viewed in the context that he wanted to save millions of rural people from under work; he sought to provide them self-employment opportunities at the village only. This exploits local talent and local raw materials for better and cheap production. He did not want that villages would suffer from darkness, filthiness and diseases.

Gandhi persistently advocated interdependence along with self-sufficiency. Self-sufficiency of village did not mean to him that every village was far away and separate from the neighboring villages. Gandhi knew the fact that an age of interdependence, no village could cut itself away from the mainstream of national life. Therefore, he emphasized, "to be self-sufficient is not to be self-contained. . . our aim is complete self-sufficiency, we shall have to get from outside the village what we cannot produce in the village, we shall have to produce more of what we can in order thereby to obtain in exchange what we are unable to produce. In the final analysis, then man is not born to live in isolation but is essentially animal independent and interdependent.

Gandhian concept of village was not anchored on the modern (urban industrial) notion of growth but on a post-modern perspective of quality of life, which today people realized only after having experienced the catastrophe wrought by excessive urbanization and massive industrialization. Therefore, he ceaselessly insisted for true and ethical economic development on a pattern of village life wherein the quality was the crux.

Suggestive points for Revitalizing Rural Economies and Generating Employment

Creative economy and stimulating innovations: The creative economy is an important economic driver for rural communities. In addition to stimulating innovations, the knowledge-based economy is influencing traditional employment in the resource and manufacturing sectors. Technology is being utilized in new ways and traditional products are being modified by value-added processes. New technologies also require new or enhanced skill bases for employees. All this creates new rural economy dynamics and fosters entrepreneurial businesses. Small businesses and the jobs they create are critical for vibrant rural economies.

- **Creative class and individual employment:** The creative class is made up of individuals employed in "science, engineering, arts, culture, entertainment, and the knowledge-based professions of management, finance, law, healthcare, and education."¹ Richard Florida and his contemporaries argue that the creative class flourishes in places that offer the "Three Ts" of economic development – Talent, Tolerance, and Technology – as well as a wide range of natural, cultural, and recreational amenities. This has translated into economic development strategies aimed at encouraging innovation, attracting highly-skilled workers, and promoting quality of place. Urban design features like street-scaping along with vibrant downtowns and an arts and culture scene are argued to revitalize rural economies.
- **New economic opportunities, skilled trades and value-added thinking:** New economic opportunities from skilled trades and value-added thinking will help to improve the condition of rural economic zone. While the creative economy offers rural communities opportunities for economic diversification and revitalization, there are yet many new economic opportunities to be found in traditional industries, including manufacturing, trades, agriculture, and forestry. In many of these sectors, however, skilled labour is becoming increasingly scarce. To harness the economic potential of these industries, then, rural communities must encourage skilled trades in the labour force. Likewise, it is crucial for traditional industries to adopt an entrepreneurial spirit to find new opportunities for profitability and growth in a changing, and increasingly global, marketplace.

- **Agritourism a value-added capitalizing tourism innovation:** Capitalizing on tourism will be an asset for rural economies and value-added innovation. Agritourism is an increasingly successful form of value-added agriculture. Composed primarily of small and medium-sized enterprises, the tourism industry is the largest employer of the province's youth. Investments in tourist attractions pay off not only in terms of direct employment and revenue, but also indirectly in terms of supporting the growth of associated industries, such as transportation, and the construction of vital infrastructure.
- **Technology becomes the foundation of economic vitality:** Technology is the Foundation of Economic vitality in rural areas. In present scenario, demands of high-speed broadband Internet access, particularly in developing high-value sectors like the creative economy. In seeking to overcome economic downturns, governments around the world have made providing broadband access a priority, in some instances recognizing it as a basic human right.¹ The Internet has become a primary means for personal and business communication, information exchange, and learning. However, rural communities can lack reliable Internet access. This poses a serious, detrimental hindrance to their sustainability and growth.
- **Healthcare can affect the potential of rural economic development:** The Economic Role of Healthcare can affect the potential of rural economic development. "Is there a hospital?" "Can my family get a doctor?" "How far will I need to travel for specialist services?" These are routine questions asked by people who are considering relocating. Rural communities in India face a shortage of medical doctors and physicians. This shortage threatens not only the health and well-being of rural residents, but also the communities' potential.
- **Allocation of new investments in rural communities:** Allocation of New Investments in Rural Communities will be attracting rural economies. Rural areas are often marked by low levels of financial investment, infrastructure, and business and government services. This constrained investment climate is a reflection of the relatively high costs of these services in rural communities, which in turn is often a function of low population densities, low levels of economic development, and the slow penetration of new commercial activities. As a result, rural areas often face decreased productivity and specialization, which in turn further hinders investment opportunities, even though rural areas offer advantages to investors for certain activities, e.g., those that benefit from lower labour and land costs.
- **Goods, services, and people movement an impact factor:** Goods, Services, and People movement can be considered an impact factor. Rural transportation systems can increase accessibility to essential services, make travel easier, and increase the quality of life for citizens. Transportation systems can lead to lower commuting costs for residents, thereby increasing intercity travel and fostering the development of local and regional businesses. In order to create effective transportation models for an increasingly aging population, rural community leaders must address key challenges and be aware of the significant economic impacts of public transit.



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Born in Rural Odisha and having schooling there upto matriculation, subsequently studied in colleges/universities in District, Sate and national capitals, and obtaining research training in some of the best institutes of the world (i.e., NIH, Johns Hopkins School of Medicine, Walter Reed Army Institute of Research) located in Washington DC, I have following observations regarding Rural India.

Rural India is full of Nature and produces materials that serve as raw goods for manufacturing industries in cities. Over the time people leave their rural homes in search of jobs in cities. Cities get over crowded with time adding to challenges known to everybody. To alleviate the the situations and improve the livelihood of people, Rural areas should be converted to the manufacturing hobs without disturbing the environment & ecosystem. Connected with good transportation and telephone communication, rural areas can thrive well by generating employment and making lives better. Institutes of Higher Education also should be established in rural areas to catapult/promote the growth of rural economy. Good hospitals and health care system (not necessarily free of cost) should be provided so that people will lead healthy lives. In summary, semi-urbanized system (more in tune with USA, not Kerala model) should be able to revitalize rural economy in India.



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Skills are central to improve employability and livelihood opportunities, reduce poverty, enhance productivity, and promote environmentally sustainable development. Coordinated efforts are needed to develop an integrated approach that improves access to relevant, good quality education and training to all rural women and men.

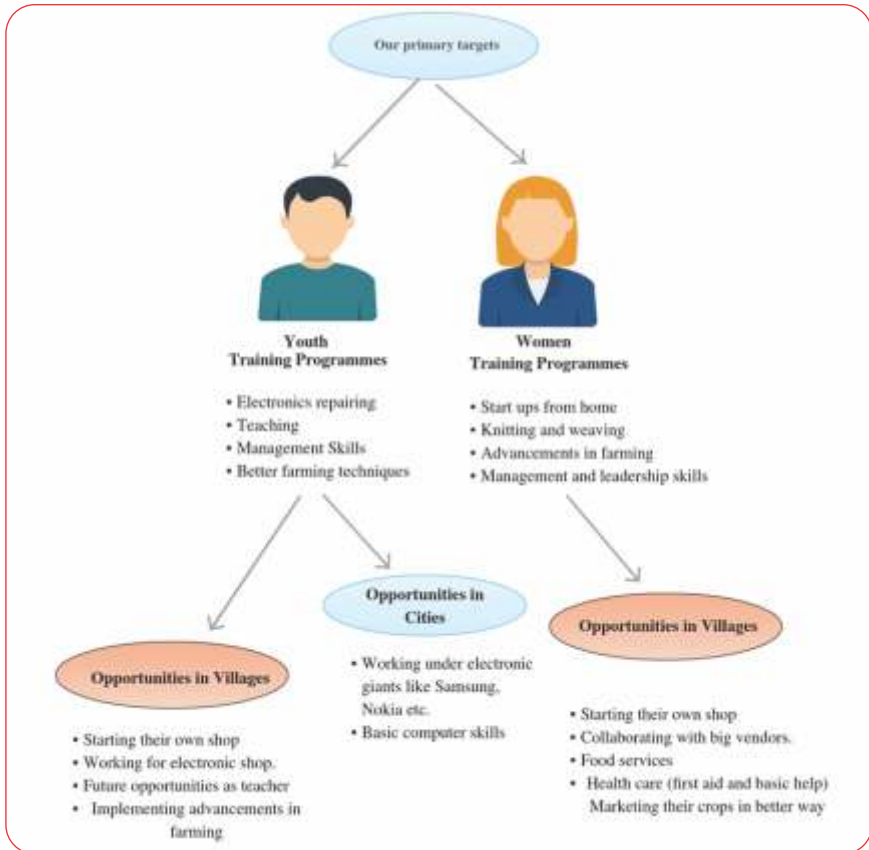
Why action is needed

- Rural people's access to education and training is often limited by financial barriers (e.g. training and transportation costs) and non-financial barriers (e.g. scarce education and training infrastructure, inflexible training schedules).
- Many rural people do not have basic education. This also hampers their access to technical and vocational training or other skills development.

Literacy and level of education are basic indicators of the level of development achieved by a society. Higher levels of education and literacy lead to a greater awareness and contributes in improvement of economic and social conditions. It acts as a catalyst for social upliftment enhancing the returns on investment made in almost every aspect of development effort, be it population control, health, hygiene, environmental degradation control, employment of weaker sections of the society.

We can visualize that the gap of education is larger in rural areas as 70% of Indians are living in rural areas and that is the area which needs to be addressed.





We must set our main target as youth and the women of rural areas, because these are the groups where there is space for improvement and high potential is lying in front of us but just because of lack of opportunities for these groups we see big numbers for unemployment and poverty.

For the youth we can promote the Pradhan Mantri Kaushal Vikas Yojana (PMKVY) which is the flagship scheme of the Ministry of Skill Development & Entrepreneurship (MSDE). We can also apply for the funds and start the training programme. We must give different type of training by considering the different aspects and parameters.



The Rajiv Gandhi Scheme for Empowerment of Adolescent Girls – Sabla is an initiative launched in 2012 that targets adolescent girls. The scheme offers a package of benefits to at-risk girls between the ages of 10 and 19. It is being offered initially as a pilot programme in 200 districts. The programme offers a variety of services to help young women become self-reliant, including nutritional supplementation and education, health education and services, and life skills and vocational training.

Rashtriya Mahila Kosh (The National Credit Fund for Women) was created by the Government of India in 1993. Its purpose is to provide lower income women with access to loans to begin small businesses.

And there are many more such initiatives by government which will help them grow as there are many opportunities for them and our role would be to

- a) Make them aware of different opportunities available to them
- b) Helping them to use technologies in their day-to-day lives effectively.
- c) Helping them in getting work.
- d) And most important of all, making them proficient enough so that they can take this knowledge to the other people who are underprivileged.



DR. SHEPHALI DAVE

Director

Bharati Sanskar Kendra

In rural area many fruits and vegetables are grown in their farm. It will be very good if we give them knowledge of use of latest technology for benefit of agriculture.

As their fresh fruits and vegetables have low shelf life and no one is ready to purchase the vegetable and fruits which is not fresh. It will be better if we do some preservation process on it and add value to fruit and vegetable in local level, by doing this, their income will increase and the loss due to drying and any other reason some time there is high production of say for example tomato, its price become very less. Many times I see they just throw it on the road side, instead they can process it further as tomato puree, chutney sauce or dried powder or drying small cut pieces.

Similarly we can dehydrate the green leafy vegetables pack it and sell, These type of training will be beneficial for the farmers, more people will get employment, loss of our nations fruits and vegetable produce will be lowered, more nutrient products will be available. Will definitely improve nutritional status of that region. Indirectly lower the malnourishment of our country.

Solution: For this we can find out locally available crop, what we can do out of it, We can take consultancy from Food and Nutrition board Mumbai, Ministry of women and child dept. We can ask them to conduct specified trainings.

We have conducted two general trainings in our village, that was very beneficial.



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The Indian economy is already generating approximately seven million employment and self-employment opportunities per annum, almost all of them in the informal sector, but in there is a serious lack of accurate information on the types and numbers of these jobs. The most effective strategy for employment generation will be to provide the missing links and policy measures needed to accelerate this natural process of employment generation.

There is enormous scope for raising the productivity of Indian agriculture, doubling crop yields and farm incomes, and generating significant growth in demand for farm labour. The report present evidence to demonstrate that improving plant nutrition through micronutrient analysis and improving irrigation through deep chiselling of soil can result in a tripling of crop yields.

Rising rural incomes consequent to higher productivity will unleash a multiplier effect, increasing demand for farm and non-farm products and services, thereby stimulating rapid growth of employment opportunities in other sectors.

Indian agriculture is constrained by weak linkages between agricultural training and extension, crop production, credit, processing, marketing, and insurance. The report presents an integrated strategy for bringing together all these elements in a synergistic manner by

Establishment of village-based Farm Schools to demonstrate and impart advanced technology to farmers on their own lands.

Establishment of a network of sophisticated soil test laboratories capable of high volume precision analysis of 13 essential plant nutrients coupled with development of expert computer systems to interpret soil test results and recommend individualized packages of cultivation practices for each crop, location and soil profile.

Establishment of Rural Information Centres to act as a medium for transmission of soil test data and recommended practices, access to current input and market prices, and other essential information for upgrading agriculture.

Policy and legal measures to encourage contract farming arrangements between agri-business firms and self-help groups in order to increase small farmers' access to advanced technology, quality inputs, bank credit, processing, marketing and crop insurance.

Measures to strengthen farm credit and insurance programmes, including creation of linkages between crop insurance, crop loans, and farm school training to encourage farmers who seek credit and crop insurance to adopt improved cultivation practices.

In order to ensure ready markets for the crops that are produced, the report focuses on the potential for linking crop production with huge untapped markets and specific agro-industries, including energy plantations to fuel biomass power plants, bio-diesel from jathropa, ethanol from sugarcane and sugar-beet, edible oil from Paradise Tree, horticulture crops and cotton.

The India labour force suffers from a severe shortage of employable skills at all levels and that intensive development of vocational skills will act as a powerful stimulus for employment and self-employment generation. In addition to Farm Schools to impart advanced skills in production agriculture, the the report recommends establishing a network of government-certified, rural vocational institutes providing training and certification in hundreds of vocational skills not covered by the ITIs. In order to offset the shortage of qualified trainers and the costs of replicating institutions throughout the country, the report advocates creation of a national network of 'Job Shops' linked to the Rural Information Centres and offering televised multimedia training programmes and computerized vocational training programmes.



The National Commission on Farmers should arrange for employment surveys to provide accurate information on the growing demand for different occupational categories, the natural rate of employment generation by category and skill level, and other issues required to promote full employment in the country.

Wasteland Development Programmes

India has approximately 50 million hectares of degraded wasteland that lie outside the areas demarcated as national forests. Development of these wastelands offers enormous potential both for economic development and sustainable employment generation.

A. Challenges of Wasteland Development

Low soil fertility

Little or no irrigation potential

Not Suitable for cash crops that require fertile soil & continuous water supply

High cost of investment in soil & irrigation development (cost per acre) beyond the reach of most rural families

Improved technology required to make lands productive is beyond the skill levels of poor families

Complex organization required for land development, cultivation, production & marketing

B. Viable Programmes

These wastelands can be developed in a variety of ways designed to meet the needs of a growing India economy:

Biomass energy plantations for fast-growing tree and bush crops to generate electricity on marginal waste land.

Oilseed plantations to produce edible and fuel oil on medium grade waste land.

C. Employment Potential

A combination of these programmes can be simultaneously launched in virtually all parts of the country. All of the programmes would create large numbers of jobs for landless rural families. It is estimated that two hectares of cultivated waste land can generate an annual income of approximately Rs 15,000-25,000 and year-round employment for one person. If the programmes discussed below are extended over an additional four million hectares each year, then year-round employment can be created for 12.5 million persons within five years.

ENERGY PLANTATIONS FOR BIOMASS POWER GENERATION

Concept

Cultivation of fast-growing trees such as casurina equistifolia and bush crops such as prosopis juliflora can serve as biomass fuel for establishing a national network of decentralized rural power plants. These power plants, ranging in size from 10-25 MW, can generate thousands of megawatts of power from renewable, forest-based fuel sources in a cost-effective manner. This would reduce India's dependence on imported fuel oils, stimulate private investment in the power sector, and generate massive income and employment opportunities for the rural poor.

In order to meet pent up demand, India needs to create an additional 100,000 MW of power generation capacity during the 10th Plan period. Establishment of 10 million hectares of energy plantation will be sufficient to generate 25,000 MW of power generation and provide year-round employment for 7.5 million people.

B. Energy Plantation

Casurina is a fast growing tree that can be cultivated on marginal waste land and harvested on a rotating basis from the

third to fourth year onwards. Casurina is already commercially cultivated over wide tracks in the southern states, primarily as a rain-fed crop for fuel and construction. It can also be used as pulp for papermaking. It has been found an excellent species for environmental control of erosion, stabilization of soils and reclamation of poor soils. Casurina has a calorific value of about 3500 k calories and contains less water than most wood species.

One hectare of casurina under rainfed conditions can produce on average 200 tons of fuel in four to five years, an average of 40 to 50 tons per annum.

It requires 10,000 tons of casurina to generate one megawatt for a year.

By harvesting the crop on a rotating basis, a standing plantation of 250 hectares is sufficient to generate one megawatt of power. A 2500 hectare casurina energy plantation can support a 10-12 MW power plant.

Assuming a net farm selling price of Rs 700 per ton, one hectare of casurina can generate year-round net income of Rs 28,000.

Allocating one hectare per person, each 10 MW power plant can provide employment for 2500 persons.

Prosopis is a thorny plant that already grows wild on extensive areas of wasteland and serves as a fence, but is not being harvested or utilized for commercial purposes. It grows rapidly, producing about 10 tons of biomass on dry-weight basis per hectare per annum. The wood is hardy with calorific value of about 4000, as compared with 3000 for coal. It grows well in sandy, loamy, sodic, saline, alkaline and marshy soils with very little input and at very low cost. The biomass is an excellent raw material for power generation. A 1000 hectares of rain-fed prosopis can provide sufficient fuel to generate one MW of electric power.



One hectare of prosopis under rainfed conditions can produce on average 10 tons of fuel per hectare per year, from the 3rd year onwards.

By harvesting the crop on a rotating basis, a standing plantation of 1000 hectares is sufficient to generate one megawatt of power. A 10,000 hectare prosopis energy plantation can support a 10 MW power plant.

Assuming a net farm selling price of Rs 700 per ton, one hectare of prosopis can generate year-round net income of Rs 7,000.

Each hectare requires 100 man-days per annum of labour input.

Allocating two hectares per person, a 10 MW power plant can provide employment for 5,000 persons, each earning Rs 14,000 per annum.



A portion of the wasteland needed for energy plantation can be leased out to private parties and cultivated by landless families using advanced practices with fast growing tree crops. Corporate control of a portion of the land will ensure availability of raw material which is essential to attract private investment in the power plants. Local landless labour will be employed by the corporates for cultivation and harvesting. An equal area can be leased directly to landless families to cultivate the same crops and register their crop with the power plant to obtain bank finance to meet the cost of cultivation.

OILSEED PLANTATIONS

A. Concept

Cultivation of oil bearing crops such as Paradise tree and Curcas plants on medium grade wastelands can serve as an economically attractive alternative to the import of fuel oil and edible oils. Establishment of local oil extraction units can stimulate rural industrialization. Establishment of 10 million hectares of oilseeds plantation will be sufficient to provide 5 million year-round employment opportunities.

B. Crops

Paradise tree (*simaruba glauca*) -- This Brazilian oilseed bearing plant is a drought-resistant, high-yielding, perennial ever-green tree ideally suited for wasteland areas of India. It grows under rainfed conditions and requires minimal inputs. It starts bearing seeds from the 3rd or 4th year. The seeds contain 50% oil, which when refined is very similar in characteristics to groundnut oil. India currently produces 18 million tons of edible oil per annum, a shortfall of 3 million tons less than current domestic consumption. The National Oilseeds & Vegetable Development Board has already identified this crop and recommended its widespread cultivation in India. Cultivation of 5 million hectares of Paradise tree over five years can meet the entire shortfall in the country's edible oil production.

1. Planting pattern - 250 plants per hectare @ Rs 10 per plant
2. Cost of cultivation per hectare - Rs 3000 in 1st year for plants & fertilizer (labour till maturity not included)
3. Gestation - 3-4 years
4. Yield per hectare - 1500 kg seeds & 750 kg oil
5. Sale price of oil - Rs 30/kg (assume Rs 20 to farmer, Rs 10 to expeller)
6. Income per hectare - Rs 15,000 per annum from 4th year onwards
7. Edible oil produced per hectare - 750 kg
8. Proposed area for cultivation - 5 million hectares in five years
9. Employment - 100 man-days per hectare per year
10. Total employment - 2.5 million permanent jobs
11. Total income generated - Rs 7500 crores

Curcas (*jatropa curcas*) - This plant was introduced from Africa, where it grows in the wild. A wild species already grows in India and is often used as a fence crop. The plant produces large quantities of seeds which contain up to 35% oil. The oil is a bio-fuel and substitute for No.2 diesel and kerosene. It can be blended in diesel motor fuels up to 15%. The cost of production is competitive with other fuel oils. In addition, curcas oil can be utilized in the manufacture of soap, paints and varnishes. The oil cake is highly nutritive as an organic manure which is superior to poultry manure.

The crop starts yielding from the 3rd year and continues bearing for 25-30 years.



Planting pattern - 1200 plants per hectare @ Rs 2 per plant

Cost of cultivation per hectare - Rs 3000 in 1st year for plants & fertilizer (labour till maturity not included)

Gestation - yield from 3rd year onwards

Farm yield per hectare -

2250 kg of oil seed containing 750 kg of oil

1500 kg of oil cake

1000 kg of pulp manure (nitrogen rich manure can be used to extract biogas for power generation and then used as a fertilizer).

Sale price of farm produce - Rs 5/kg of seed; Rs 3-4 for oil cake, and Rs 1.50-2.00 /kg of manure

Income of farmer per hectare - Rs 18,000 per annum from 3th year onwards

Value added income of oil industry - Rs 6,000 per hectare per year

Oil Produced - 750 kg per hectare valued at Rs 20 per kg = Rs 15,000

Employment - 100 man-days per hectare per year

Proposed area for cultivation - 5 million hectares in five years

Total employment - 2.5 million permanent jobs

Total income generated - Rs 12,000 crores

BIO-FUEL FROM SUGARCANE

A. Concept

India is currently producing surplus sugar and is holding stocks equivalent to 8 months domestic requirement. Export of the sugar is not viable because low productivity and high cost of production make Indian sugar uncompetitive on the international market. This proposal is to utilize sugarcane and molasses as raw material for the production of ethanol that can be mixed with petroleum products as a fuel for motor vehicles.

The programme will derive the sugarcane for ethanol production from three sources

Diversion of excess cane from sugar to ethanol production - this will reduce the current unmarketable surplus and stimulate additional production.

Increasing productivity of existing irrigated sugarcane fields by a minimum of 25% (actual potential is to increase average yields up to 100%) -- this will reduce the cost of cultivation and make Indian sugarcane internationally competitive.

Expansion of the total area under sugarcane by 20% utilizing advanced cultivation practices - this will generate new job opportunities and generate sufficient ethanol as well as exportable (low cost) sugar.

B. Ethanol Fuel

Ethanol can be blended with motor fuels up to 5-10% without any modification of vehicles with fuel injection systems and can be used in higher blends up to 95% in modified vehicles. Ethanol blends generate significantly less pollution than alternative petroleum-based fuels.



Ethanol based motor fuel (gasohol) has been proven both technologically and economically viable and is widely used in over 20 countries, such as Brazil, Canada, Sweden and USA. The USA consumes nearly 4 billion liters of ethanol as mixed fuel annually. Currently about 41% of Brazil's demand for transportation fuel is met by ethanol, equivalent to more than 200,000 barrels of oil per day. Brazil has more than 4 million vehicles running on a 95% ethanol blend. The country is consuming more than 16 billion liters of ethanol annually, enabling it to reduce its oil imports by 70% between 1979 and 1992 while cutting reliance on imported oil from 43% to 22%.

Government of India has recently granted approval for adding up to 5% ethanol to petrol. Experience in other countries indicates that a 10% blend can be utilized in unmodified engines. Ethanol can also be blended with diesel fuels in unmodified engines up to 10% as well.

India presently consumes approximately 40 million tons of diesel fuel and 6 million tons of petrol per annum. Assuming a 10% blend of ethanol with petrol and diesel, the total requirement of ethanol would be 4.6 million tons per annum, equivalent to 4.6 billion liters. With engine modification, much higher ethanol blends can be utilized, created a potential demand for more than 10 billion liters of ethanol per annum.

The cost of production of ethanol fuel from sugarcane will be approximately Rs 18 liter, of which 2/3rd will go as income to farmers.

Total current production of ethanol in India (primarily from molasses) is 1.3 billion liters, of which 50% is used for industrial purposes and 50% for potable purposes.

C. Sugarcane

India currently produces approximately 300 million tons of sugarcane annually, of which 60% is crushed for sugar production and 40% for jaggery and other products. The 180 million tons of cane is converted into 18 million tons of sugar and 8 million tons of molasses annually. Current domestic sugar consumption is only 15 million tons. Since the cost of production in India is above the international level, surplus sugar accumulates. India's current stock of surplus sugar is 10 million tons, equivalent to 8 months consumption.

Assuming that 25 million tons of sugarcane is diverted from sugar production for production of ethanol fuel, an additional 1.6 billion liters of ethanol can be produced. Additional ethanol can be produced by increasing the yield of sugarcane and total area under sugarcane.

By international standards, productivity of sugarcane is extremely low in India. Introducing improved agricultural practices can raise average yields up to 100%. A national farm school education programme demonstrating internationally proven practices can easily increase average productivity by 25%.



GANESH SHETTI

Sri Sharada Devi Welfare Trust
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Basically, India lives in its villages. The rural people are based on agriculture for their survival. But the fertile lands are held up in the hands of the rich those who are 18% in the Indian population. The rest of the citizens in Rural areas are landless poor and get their daily bread through labour for least wages. The wages they earn, can't allow them to obtain nutrition food, sufficient cloth and medication for their ailments.

Hence, poverty has been deep rooted in India due to Socio-Economic imbalances in the society.

Infact, India has achieved a remarkable progress in the fields of Science, Technology and Education but this growth and development has not benefited the poor, so far. Really, it is time of test to India, because the whole world is looking at our country. Actually, the truth that can't be digested is nearly 30% of families in India are below poverty line. The burning issues of the country are as follows:

- a) **Utter poverty**
- b) **Slums**
- c) **Orphans, beggars and shelter-less people.**
- d) **Unemployment that is increasing day by day.**
- e) **Illiteracy in rural areas.**

Decades have been passed away many governments have been ruled but no changes have been occurred in alleviating the poverty and in increasing the standard of living of the people in distress. Generally, the Intellectuals say that the system should be changed and reformed. Above all, we should believe in the universal saying "Helping Hands Are Better Than Praying Lips". Therefore, the starving should be fed, illiteracy should be eradicated, reduce unemployment by providing opportunities to work. These micro and noble activities can change the society and lead it towards the empowerment. According to John Keats "I have many miles to go and many promises to keep-up". So we should be determined to start with few planned programs in order to improve the quality of life of the poor and needy. Based on the key issues, mentioned above, I suggest the following 2 programs to be implemented.

1. Mini-Department Stores: As the poor can't afford to buy daily commodities due to high prices, we should plan to start Mini-Department Stores at every Gram-Panchayat with the kind support of 10 to 30% subsidy to be given on every item to the poor people in order to minimize their burden in purchasing the grocery items. This will improve the employment opportunities to the Rural people.

2. English Medium Schools: The people who belong to economically backward classes can't afford English Medium Education to their children because of fee burden in the private schools. Therefore, we should plan to run English Medium Schools for the children of the poor with nominal fee and free education should be given to the orphan children. Thus the people from rural areas will be well educated and employable at par with the urban children.



GANESH KALASKAR

Founder President

Search Foundation Pune

My suggestion for Employment generation in rural area as under.

1. As all of you knows most job created in rural area are from co - operative sectors like co operative society, banks, credit co operative society co operative bhandars, farmers co operative for marketing seeds vegetables and farmers produce. Now Govt is not encouraging co operative movement . I felt encouraging people to develop co operative movement and include more sectors come under this movement like hospitals, transport, education, This sectors will produce more jobs also well paid.
2. Skill development activity in rural area which will go with employment and self employment creation. Creating pool of beneficiaries with seed capital investment for their business. It will draft along with adhar no with individual progress tracking.
3. Promoting agriculture related business especially agro tourism designing and implementation of policy
4. Promoting social sector to identify social needs of rural community because only locals can prioritise their needs. One contact person in each village.
5. Job creation in rural area will stop migration to urban areas and job crunch for agriculture sector will end now days getting agriculture labour is problem that will solve.
6. Mechanism of agriculture sector will create more jobs and also it will help produce more agriculture produce / products.
7. Promoting girls education for equality and half portion of population will come to work force. Any job can do by women/ female will create good atmosphere in rural area.
8. Promoting of private education for more job creation in different talents in different field.
9. Promoting of processing industry of agriculture product also educate skill development in design, packing, presentation and reasonable pricing, prevention of health.
10. Marketing of India's history and places of ancient will create job for locals.





NARENDRA GOIDANI

Founder

Life School Foundation / Keep Moving Movement

1. Green House
2. Organic Farming
3. Solar Panels fixing and repairing
4. Computer Literacy Centres
5. Cold Storages
6. Value Addition to farming products
7. Agri Tourism



**NISHA BHARTI**

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**REVITALIZING RURAL ECONOMY THROUGH SELF-EMPLOYMENT:
A LESS EXPLORED AGENDA FOR DEVELOPMENT**

With about 70 percent of Indian population residing in rural areas, the contribution of rural economy remains a vital component of overall development of Indian economy. Poverty and unemployment remains the top priority development agenda for policy makers. Several efforts were taken by various government and non-government organizations to deal with these issues. With 48.9 percent of people engaged in Agriculture or in Agriculture related works for their livelihood, agriculture continues to be the backbone of rural economy. Indian Agriculture is facing several challenges. Limited resources, erratic rainfall, climatic hazards, and fragmented landholdings are some of the major factors associated with low agricultural productivity, leading to low profit and underemployment for vast section farmers especially those with small and marginal holdings. On top of it, lack of access to market, lack of infrastructure, lack of access to finance etc. contributes to low profitability from agriculture. Most of the Indian agriculture is rain fed and unable to provide sustainable employment and income generation round the year for both the landowners and landless households. Unemployment in the form of hidden employment is equally bigger challenge to tackle. This is leading to increasing rate of migration to urban areas.

The data on rural urban distribution suggest that urban rural gap is widening. It was reported that urban and rural population was 89.2 percent and 10.8 percent in 1901. In the year 1951, the share of rural population decreased to 82.7 percent and further in 2011 it fell down to 68.84 percent. Level of urbanization increased from 27.8 percent in 2001 to 31.16 percent in 2011. This clearly reflects the increasing trend of urbanisation. Increasing trend of urbanisation has its own challenges. Farmers are shifting from agriculture. In 1951, 26.92 percent of total population was in farming, whereas, in 2011 only 21.71 percent of total population is doing farming. As lack of employment opportunity is one of the key factor responsible for increasing trend of urbanisation and decreasing percentage of population doing farming. With increasing population, the decreasing share of people in farming will pose threat of food security in India.

It is also reported that share of agriculture in total employment has decreased from 69.9 percent in 1951 to 54.6 percent in 2011. One of the recent report based on 68th round of NSSO on employment situation of India revealed that unemployment rate in India decreased to 4.90 percent in 2013 from 5.20 percent in 2012. The rate of unemployment was higher in rural areas as compared to rural areas. In rural sector, unemployment rate was 5.1 per cent whereas in urban sector, the unemployment rate was 4.9 per cent. However, the recent initiatives like Mahatma Gandhi National Rural employment guarantee scheme (MGNREGA), Swarn Jayanti Gram Swarozgar Yojana (SGSY) and Prime Minister Employment Guarantee Programme has impacted the employment situation positively. The results show that about 24 percent households benefitted from employment generating schemes like MGNREGA, PMEGP, SGSY and SJSRY etc. It was important to note that the unemployment rate was significantly higher among females (8.7 percent) as compared to males (4 percent).

The survey also reported that majority of the persons were employed in the primary sector (46.1 per cent) like under Agriculture, Forestry and Fishing sector, followed by 32 percent in tertiary sector and 21.8 percent in the secondary sector. Too much dependency of people in rural areas on primary sector makes it more vulnerable. One of the strategy to manage risk and uncertainty in rural areas is to diversify the range of activities. Promotion of activities in secondary and tertiary sector can reduce the risk of loss of income due to climatic hazards. Quaternary sectors like knowledge based services like Information technology also has lot of potential for exploration. Another important feature of employment scenario in rural areas was that a majority of those who are employed in rural areas are self-employed i.e.



54.5 per cent rural males and 59.3 per cent rural females. It is interesting to note that percentage of self-employment is higher in females than males in rural areas. Various microfinance programme targeting women to promote women empowerment through economic activities. If we analyze the various options for providing livelihood opportunities in rural areas, self-employment evolves as a sustainable source of livelihood particularly for women. Self-employment in non-farm sector is a good strategy to promote diversification of activities and reduce risk. Census of 2011 revealed that of the total holdings, 85 per cent are in marginal and small farm categories of less than 2 ha (Agriculture Census, GOI, 2014). Providing additional source of income through non-farm sector will be of great help to the Landless and the small and marginal farmers.



The big question which arises at this point is how to proceed with promotion of self-employment and what should be the recommended strategies for the same. One thing is certain that rural population is very diverse and an umbrella strategy will never work for all class of people. One of the best option for promoting self-employment is to classify the population based on annual income and adopt various strategies for various set of people. Undoubtedly, financial support remains a key ingredients in promotion of self-employment. Those who belong to poorest of the poor category need handholding and need to be provided with business development services like market linkage, skill building, technology etc. along with finance. Another key requirement for promotion of self-employment in rural areas is to promote diverse activities. Another key for success of these programmes is access to market. One of the major mistake Non-government organization working for promotion of livelihood in rural areas do is to promote similar activities like pickle making, papad making, Spice making etc. Later, they find difficult to sell their product as the market is saturated of these products. If such products are to be promoted as a cluster approach, first they should ensure the access to market for these products.

Self-employment of seasonal product should be avoided as one of the objective of promoting self-employment is to provide year long and sustainable source of income. In case, if the activity is seasonal, it should be clubbed with other activities to ensure yearlong income source. Activity with longer gestation period should also be avoided. In case, if it is necessary to go for it, it should be complemented with activities of shorter gestation period too. E.g. BAIF runs a major programme of tree plantation named as Wadi. It took about 5-6 years for the plants to start giving income to the farmers. BAIF promoted floriculture in the space between the two rows of the tree plantation and was successful in providing income to the farmers from the same year of plantation.

Creating employment opportunities in rural areas will be the key to the success of objective of revitalising rural economy. The need for increasing income of farmer's was felt and several discussions were prompted on "Doubling Farmer's Income". There is huge potential for increasing productivity of agriculture and increase farmer's income. Undoubtedly, increasing productivity of agriculture is one strategy for strengthening rural economy. However, only focusing on agriculture productivity is not sufficient to provide sustainable income to the farmer's. Rural employment can be generated through three different strategies i.e. increasing profitability from agriculture, wage employment and self-employment. A sustainable employment generation scheme should be need based intervention and should be a combination of all three strategy rather than focusing on any one of the activity. As self-employment has the potential for creating more jobs for others in rural areas, it needs more focused attention. A well planned strategy for promotion for self-employment will surely help in revitalizing the rural economy, and help us achieve the objective of poverty reduction in real sense.

OMAR WANI

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REVITALISING THE RURAL ECONOMY

In order to make recommendations to revitalise the rural economy in India, it is essential to look at the unique social economic characteristics, or challenges as they may be, to address to question effectively and make sense.

The table below lists the key focus areas for the revival of the economy and what each stakeholder needs to take on as a priority area for themselves in order to contribute to the revival of the local economy. Please note - this is a framework proposed by the author & it does not assume a one-size fits all to the diverse nature & issues of the India's rural areas.

Area of focus	Key stake activities	Stakeholder	Intended outcomes
Step 1 Demographic mapping	- Age, gender, traditional activity that runs the village - Skill, knowledge, traditional activity baseline	- Government driven with research agency	Actual problem assessment
Step 2 Economic activity mapping	- Map existing and new employment opportunities to the baseline	- Research agency driven with private partners, encouraged by Govt Policy	Information (accurate) based policy decision
Step 3 Skill development	- Up skill existing potential workforce to the skills identified in the baseline; with inclusive technology integration approach	- Government driven	Mapping relevant skill, without forcing rural area - village or hamlet to try something entirely different - which will be overwhelming
Step 4 Employment generation	- Invite participants - This is where subsidies can work, with caution!	- Private driven only	- Private driven, under check by government; the idea is NOT to let government become the only job provider - Job creators will need an initial incentive
Step 5 Access to basic Municipal Facilities	- Primary and secondary healthcare - Access until tertiary education within 6-8 kms of village - Effective Public Health Engineering; Publics Works - Development of the Civic facilities - cinemas, gyms, recreational facilities	- Government driven only for PHE and PW - Education can be driven with local private partners as is the case today with increasing participation; although Quality remains a question	Strong foundation to revive interest for youngster wanting to stay back within the rural areas and helping out; rather than going to the cities

With the 5-step grid, the policy makers have a key grip to debate and follow on the activities for the revival of economic activities in the rural areas of India.

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**REVITALISING THE RURAL INDIAN ECONOMY FOR
ENHANCED RURAL EMPLOYABILITY: ISSUES AND CONCERNS**

It is true that technological innovation is essential for human progress. People all over the world have high hopes that the new technologies will lead to better quality of life in terms of greater social freedom, increased knowledge and livelihoods that are more productive. Today's technological transformations are thus intertwined with globalization and creating a new paradigm: the network age. These transformations expand opportunities and increase the social and economic rewards of creating and using technology. They are also altering how-and by whom- technology is created and owned, and how it is made accessible and used. Thus, technological innovations are affecting human development by enhancing human capabilities for better living standards and political participation in the social, economic and political life of community.

However there is, at the same time, a great fear of the unknown. Many people fear that these technologies may be of little use to the developing world- or that they might actually widen the already savage inequality between North and South, rich and poor. Without innovative public policy, these technologies could become a source of exclusion, not a tool of progress. Within this framework, the ultimate significance of the network age is that it can empower people by enabling them to use and contribute to the world's collective knowledge. Moreover, the great challenge of the new century is to ensure that the entire human race is so empowered – not just a lucky few.

Rural India, which happens to be a traditional set-up, the above discussed decentralized, devolved and bottom-up initiatives and specifically the complex 'dialectical transformation' fits in the development process. This theory is based on the premise that tradition need not be development impeding or in opposition to development at all. Furthermore, the approach emphasized that traditional societies can in fact be very dynamic, heterogeneous and capable of surviving under a modernization process.

At this juncture there is a need towards reconceptualising the 'rural' with rural spaces understood as the interface between human societies and the natural world; serving as the nexus between human populations and natural places. It act as a 'gateways' to natural environments, meaning they provide important opportunities for people to experience, recreate in, and connect with nature. It is also to be emphasized that the economies and identities of rural communities often develop around single-resource industries, which means their well-being, can be threatened by volatile resource markets.



We need to revisit A.P.J. Abdul Kalam's vision for transforming rural India where he envisaged empowering rural people with the 'Provision of Urban Amenities in Rural Areas' (PURA) so as to create physical, electronic and knowledge connectivity's in villages; physical connectivity as good roads, electronic connectivity as communication and digital technologies, and knowledge connectivity through skill development.

However, for the overall transformation and revitalization of rural communities, following strategies may be taken into cognizance for making it viable for employment:

- Though the agriculture is the primary occupation of the rural areas but the need of the hour is that agriculture and non-farm rural development should be integrated. We must revitalize family farming and ranching and capture



more food system profit close to home to enhance the contribution of agriculture to the community. But agriculture alone cannot revitalize our communities. We must also pursue non-farm strategies – especially small business development in the rural areas, which will attract the rural employment.

- A new kind of regional cooperative, as a civil society, could be a powerful force for revitalizing agriculture. Such a cooperative could capture high-value markets for family farmers, bargain collectively on their behalf, provide technical assistance in meeting quality and production standards, and provide capital for new farmers and ranchers to serve these markets. The group of consultant and active workers may be employed for these cooperatives.
- In consonance to the above, the grassroots leadership and community development should be done. As the community revitalization starts at the grassroots, community members must come together, develop their leadership skills, and build consensus and commitment on moving forward in securing their future. The emphasis should be on initiatives that engage the whole community from the grassroots up and the employability of the youths on these lines.
- Many micro and small enterprises need credit for their business operations but do not apply for credit from formal financial institutions, especially commercial banks, either because they lack one of the basic requirements for a loan or because they think they would not qualify. This will generate the entrepreneurship and new forms of employment in rural areas.
- Improving marketing efficiency reduces costs and promotes growth. There are several ways in which the government can help to improve marketing efficiency. Firstly, and most directly, the Government can facilitate greater market interaction through the rehabilitation and renovation of public marketplaces. This should be done in consultation with the local private sector and the general public.
- States can also shape their tax policy to foster the small entrepreneurial approaches that work in rural communities. Few existing businesses tax incentives are designed for the small start-up operations. Along with them, State could provide an investment tax credit for starting or expanding owner-operated businesses with fewer employees.
- States can act to overcome the digital divide – to ensure that rural people have access to high-speed Internet service and the employability of people in this direction can be taken up. New technological developments are reducing the digital divide, though not eliminating barriers to quality Internet service in rural areas.
- The demand for higher educational levels and skill training is not yet apparent in rural labor markets. Rural schools must do a much better job of preparing workers for higher productivity jobs. It requires hiring of technical-oriented people.
- Civil society involvement in local economic policy making is important for two reasons Firstly, it makes it more likely that the policies pursued actually reflect the wishes of the population. Secondly, it discourages corruption and exposes inefficiency thereby putting pressure on local administrations to improve performance.
- Educated people must enter our primary sector to take it to an all-new level. The huge human resource in agriculture must be seen as an asset and not as a liability. India also has better soil fertility than most Asian countries and millions of hectares of arable land.
- Policies that protect the rural landscape help preserve open space, protect air and water quality, provide places for recreation, and create tourist attractions that bring investments into the local economy.
- Communities that invest in themselves – in quality schools, swimming pools, recreation, etc. – can better keep and attract the young families that energize communities and create new businesses and employability.



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The rural economy accounting for nearly two third of population is vital for the development of the nation as it not only supplies food for consumption but also provides a domestic market for industrial output. In recent year, India has recorded rapid economic growth but employment has not been matching pace. The broad employment pattern in the country reveals that nearly 47 per cent of population is absorbed in agriculture and allied activities, about 12 per cent in manufacturing, 13 per cent in construction, and 18 per cent in trade, hotels and restaurants.

Unfortunately, there is extensive unemployment and disguised employment in rural areas which gets reflected in behavior like stone pelting in Jammu and Kashmir or drug abuse in Punjab or anti-national movements in Maoist infected regions. This is because worker participation rate (WPR) amongst the youth (18-29 years) is lower at 39.2 as against 57.3 for older age group of 30 years and above. In rural areas, WPR for youth is 42.3 as compared with 60.1 for the older group. Unemployment rate amongst educated youth is also increasing. Similarly, unemployment amongst females is significantly larger than the male population. India needs to engage its youth and ensure that the favorable demographic trend provides dividend and not turn into a disaster.

The government has initiated number of measures to increase employment which include special packages for covering employers' contribution to pension system for new employees, and directly contributing to the employee provident fund. As labor issues are a shared responsibility between Centre and States, some state government have also initiated similar measures.

To increase employment in the rural sector, the government has to follow a multi-pronged strategy which needs to take into account regional and local considerations, depending on the crops in the region, cropping pattern and agriculture cycle. Illustratively, in states like Punjab and Haryana which are agricultural dominated and supported by minimum support price of cash crops, the strategy would have to be different from states like Karnataka which house the silicon valley of India or that of Orissa and Bihar which have high poverty rates and low literacy levels.

To enhance national output, the government has to ensure that the eco-system is robust and that labor, capital and technology are adequately available for industry and services. It is the responsibility of the government to ensure labor to industry that is skilled and healthy. Therefore, in general, the government has initiated national skill development and entrepreneurship program since 2015 with target of training 50 crore people by 2022. This will help making educated people employable as it is estimated that only 4.7 per cent of the total work force has undergone formal skill training in India, much less than in China or Korea. The government could consider vocational training, linked to local economy at an earlier stage in the schools itself for this program to help develop adequate employable skills in the population. On health, to ensure healthy workers, there is need to strengthen rural health provisions and financial allocations. In this context, both in education and health, local conditions, traditions and requirements in the respective rural areas need to be assessed.

This skilling is more important for the rural population where a distinction needs to be made and appropriate training designed for population that will stay back in village and those that will migrate to urban areas or even emigrate to other countries. Most importantly, better quality of education helps to reduce income inequalities and social tensions. There are numerous studies that show that quality of education, especially in rural areas, is not good as 50 per cent of class 5 students in rural areas were not able to read basic sentences or 70 per cent were unable to perform simple division (Economic Survey, OECD, 2017). This challenge of low quality of education in rural areas will need to be addressed.

The rural areas are expected to be well equipped with financial resources as Prime Minister has set an objective to double farmers' income by 2022. The proposed strategy involves focus on irrigation combining water conservation, quality seed and efficiency in using nutrition reducing post harvest losses, promoting food processing, creating



national agriculture market and encouraging ancillary activities. The government will also be considering to establish dairy processing and infrastructure developing fund. The need is for proper planning and adequate level of skilling that will be required to achieve this mammoth task.

The rural areas are in focus in recent years but the government has to have a well sequenced plan for rejuvenating the rural economy in a balanced manner. The case of Punjab is illustrative of the fact that rapid growth without appropriate planning in ancillary activities and alternate avenues can lead to disastrous results. The change in the cropping pattern and abandoning of various crops because of green revolution in Punjab has led to serious environmental concerns. The excessive use of fertilizers and pesticides have made Punjab the cancer capital of the country and widespread kidney failure.

The banking industry strengthened in rural areas with recently opened Jan Dhan accounts, augmented with Micro Units Development Refinance Agency (MUDRA) will provide credit to small entrepreneurs. These schemes are expected to unleash the creative potential in the rural areas and provide easy finance to convert ideas into manufactured products for the markets. India truly seems to be at the cusp of rural revolution and high growth but there is a need to coordinate and monitor developments in rural sector to ensure smooth transition.

The institutional support for financing of jobs creation in agriculture and related areas like food processing should be provided by National Bank for Agriculture and Rural Development. The employment opportunities would be provided by medium, small and micro enterprises for which research should be supported by state specific agricultural universities and Small Industries Development Bank of India (SIDBI).

We would need a regional plan to enhance rural employment, depending on crops, and cropping pattern. To create jobs, focused attention on encouraging and strengthening start-up initiatives, illustratively, like tax concessions or even tax holidays, allocating physical space for incubators dedicated to rural industry, and insurance cover for employees of start-ups could be considered.

On specifics, there can be number of suggestions to improve job opportunities in rural areas. First, and foremost, could be rural tourism. This would have to consider location of the rural areas, climate zone, connectivity with the city, and airport or seaport. Illustratively, the climate zone of Punjab is similar to some of cities in western countries, with Himalayan Mountains on one side and Delhi, with good air connectivity, on other. Similarly, there is opportunity and scope for international collaboration on medical tourism given that medical services are expensive in advanced countries and that advance countries are suffering from fiscal constraints on account of medical and health benefits, especially after retirement. Foreign collaboration with insurance companies, especially that of the US, UK, and Europe; respected hospitals in those countries; and leading global pharmaceutical companies would ensure high quality service to medical tourists. The serene rural areas in different states could consider this as an option. Illustratively, Vizag, is already preparing a huge medical city. This would provide impetus to the service industry in our country. In view of the fact that many people from Kerala have emigrated abroad, including advanced countries, such collaborative and modern medical facilities would also benefit the aged parents of emigrants.



India can also serve as a model for religious tolerance and interfaith harmony. Many states like Gujarat, Kerala, Punjab, and West Bengal, have traditionally been the gateway through which invading armies/missionaries would come into India and rule for centuries. Despite such a history, India continues to be tolerant to different faiths while adopting and adapting some art form and customs but maintaining peace and harmony over the years and retaining its core fabric of values, language, food habits and culture. India, a land of sages, yogis and gurus, with a large number of historical and pilgrim venues can pursue religious tourism emphasizing intra-faith unity.



In the absence of large and heavy industry in many states of India, role of village, cottage, and medium, small and micro enterprises (MSMEs) needs to be further encouraged. At the national level, MSMEs account for nearly half of manufacturing output and two-fifth of exports and generate extensive employment opportunities. Illustratively, international airports in Amritsar and Chandigarh can play a pivotal role in exports of agriculture, horticulture and floriculture produce from North India, provided there are state-of-the-art processing units, and suitable infrastructure like cold storages and adequate warehouses. To encourage MSMEs and supporting infrastructure for enhanced exports, government could consider tax incentives, facilitate financing, provide interest subsidy and address issues related to technology absorption and labor laws. It is time to consider instituting Small Industry University in every state on lines of Agriculture University, to provide research support and assist village and rural entrepreneurs in developing and marketing their local produce.

It is surprising that India does not have collaboration with elite educational institutions of the world. In case of many states, given the climatic zones, different states could consider institutional arrangement and collaboration with private foreign universities which are beginning to open their offices in India. To illustrate, some universities from Australia and the US already have an office in Delhi and would now be exploring for campus areas in India. Stanford University has been exploring possibility of establishing a campus in India for nearly a decade. Once presence of elite educational institutions improves, many states in India can seek to develop partnership with different countries and skill Indian youth to take up jobs in those respective countries. While Bangalore, Hyderabad and Chennai serve as an excellent IT corridor in South India, there is an available opportunity in other parts of India.

If India has to progress fast, then the services sector has to be playing a larger role. To enhance growth impulse, contribution of multinationals (MNCs) should not be ignored. MNCs help industrialists and policy makers to learn about competition which can be then used to enhance competitive strategies in India as well as help the entrepreneurs of India to make inroads abroad. MNCs can also help, through enhanced competition, in lowering the price and improving quality of goods and services within our own country, sourced from rural parts of India. And therefore considering the possibilities for collaborating with MNCs should be encouraged.

To make India tourist friendly the administration would need to think out of the box. The excellent network of rivers and canals can be used extensively to develop tourist spots across India with water sport facilities. To encourage tourism, infrastructure would need to improve – better air and road connectivity with international airports, uninterrupted supply of electricity, better roads and pavements.

The strengthening of physical infrastructure in the rural areas should be an important strategic approach of development because of various reasons. First, global economy is still recovering and inward looking approach is warranted benefitting India's hinterland. Second, this would help in reducing migrant pressure on urbanization. Third, there have been numerous studies to show that rural population has sufficient purchasing power and tapping rural economy has its rewards in generating demand for goods and services. Fourth, once the road network in the rural areas improves, accessibility to villages will improve and movement of goods and services, between urban and rural areas, would help in monetizing the rural economy, bringing resources and rural produce into the formal financial sector. Fifth, good infrastructure would provide more opportunities to jobs in the villages. Finally, well developed rural areas would be better engines of growth, equitable and spatially dispersed, than few urban centers. If this strategy succeeds, and it should, given that rural folks are equally innovative in approach, then it is like having millions, not only hundred, of flowers bloom across the country. This will rejuvenate the sleeping rural India and open vast opportunities for industry.

An obvious question that would be asked by analysts and academicians is whether this rural focus is the right strategy to follow? So far, attempt had been to fly on one engine, urban-centric, and now, the other engine is being prepared, rural-centric. If India has to attain a 10 percent and above growth, the distinction between India and Bharat has to go, and one-India-one-Bharat, with vast markets can face global challenges more confidently.

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It is imperative to generate employment in agriculture and industry in this country to feed the hungry poor of the rural areas. Agriculture is the lifeline of rural India and the need to make it more viable and profitable is undeniable.

Following are few suggestions which, if implemented meticulously, can bring miraculous results in rural youth Employment.

1. Power generation from Bio Gas and Bio Mass in rural areas.: It will also make the one step ahead to make a Village-independent in power generation. To collect resources or (Bio waste) required for this Project, which creates the employment for even uneducated youth. And at various levels of this project other qualified youth can be employed.
2. For grain storage; metal tanks can be installed at each village for various grains and its entire system can be developed to keep record of each grain owner i.e. farmer: For this various educated and uneducated youth can be employed.
3. To make every village rain water harvested and to maintain the water storage wells and lakes and to implement water supply system on that water for entire village: This creates the youth employment and village will become water-independent.
4. Road side patches of land can be allotted to youth to grow fruit trees which will give them earning source.
5. Food processing units can be started in villages which give number of employment opportunity in terms of transport, processes and other systems.
6. Waste management systems can be implemented which will involve youth and generate employment in rural areas.
7. Operation and maintenance work of various agriculture equipments and machines.
8. Repairing the roads in and around the village.
9. To start manure manufacturing and natural pesticides in villages.
10. To give the contract of cleaning nearby railway station and government offices to rural youth.
11. Village beautification can be allotted to rural youth.
12. Medicinal use trees to be grown in specific areas, maintain and sell to processing units of these medicines.
13. All Gram panchayat related work can be allotted to rural youth.
14. Agriculture Waste (after harvesting into grains) ,can be processed making green fuel like Briquetting. Youth can be engaged in preparing this Biomass fuel.
15. Above all Gurukul education systems can be slowly introduced which will involve coming generations in education system:

British people had hampered our Ancient Education system-GURUKUL System and now we have KULGURU,i.e. Chancellor of University: this transformation has spoiled our Country's strong foundation and our culture.

In today's high tech world, the youth is losing all their time due

to lack of resources and knowledge which is not something that cannot be helped. The sooner we start working towards it, the better it is because the rural India is a powerhouse of manpower.



The talent, the power and the skill that they have is still unused and if India wants to develop completely then this is the part that needs most of our attention.

उद्योगिनं पुरुषसिंहमुपैति लक्ष्मीः दैवेन देयमिति कापुरुषा वदन्ति ।
दैवं निहत्य कुरु पौरुषमात्मशक्त्या यत्ने कृते यदि न सिध्यति कोत्र दोषः ॥

Meaning: Only the one who makes efforts, wins. Cowards depend upon fate. One must throw away the concept of destiny and become industrious, with the confidence and strength of a lion. It's not one's fault if he fails in spite of efforts.



PROF.(DR.) AMIT K PARIKH

Principal, *Mehsana Urban Institute of Sciences*

Associate Dean - Faculty of Sciences, *Ganpat University*

There are lots of scopes of improvement in employment opportunities in rural areas particularly in agriculture. Some suggestions are mentioned below:

- Setting up village-based Farm Schools to demonstrate and impart advanced technology to farmers on their own lands.
- Establishment of Rural Information Centers to act as a medium for transmission of soil test data and recommended practices, access to current input and market prices, and other essential information for upgrading agriculture products.
- Awareness about Policy and legal measures to encourage contract farming arrangements between agri-business firms and self-help groups in order to increase small farmers' access to advanced technology, quality inputs, bank credit, processing, marketing and crop insurance.
- Measures to strengthen farm credit and insurance programme, including creation of linkages between crop insurance, crop loans, and farm school training to encourage farmers who seek credit and crop insurance to adopt improved cultivation practices.
- Linkages between agriculture Industry and educational institute and to offer short term courses or training to farmers and concern students which helps in overall development of rural areas.



RAJESH KAPOOR

Chief Executive Officer
Cohesion Foundation Trust

There are different means by which we should address the issue of generating employment in Rural Areas.

1. Strengthening implementation of MGNREGA: As MGNREGA is an Act and not just a scheme. It is right of every rural family to get employment for 100 days in the rural area. But MGNREGA has just become a labour work and it reinforces unskilled work. Rather the focus should be more on Asset Building under MGNREGA. This will also generate employment at the same time the asset is long term sustainable for the family as well as village.

2. Strengthening Agriculture and Allied Activities: Efforts should be made that more and more people participate in value chain. For e.g. small farmers should be involved in backward linkages like making of vermin compost, medicines, gradations, segregations. Also some of them should be involved in transportation to market. This is how low income farmers can be given employment by breaking the value chains and involving them in it. Also concentration should be given on value addition of the produces. We should plan the business in a way that the major part of consumer price goes to the rural people, strengthening rural economy.

3. Livestock: Livestock is the back bone of rural economy. It should be encouraged as it provides daily income as it is not seasonal like agriculture. In livestock especially in tribal area, poultry farming and goatry should be also promoted.

4. Horticulture: Horticulture should be promoted as when the fruit trees grow up they do not get affected by natural calamities like small plants and crops does. They provide safety net to the rural family's income.

5. Engaging Youths: Due to land fragmentations it becomes very difficult for the entire family for involving in Agriculture. Youths should be involved in skill training and career guidance should be given to them. It should be on regular basis and it should also be in the school and colleges curriculum.

6. Non-Farms: Tapping the non farms is equally important, like skill development many other options should be found out in village such as handicraft – embroidery, Khakhra making, tailoring, bamboo work etc.

7. Minor Forest Produces (MFPs): Unlike Agriculture, Horticulture and Livestock, forests produces are equally important and their value chains should be also studied and small farmers can be involved in the backward and forward linkages of MFPs.





RAJU DEEPTI

Managing Trustee
Jeevantirth

ONE GANDHI IS ENOUGH TO CHANGE 100 WORLDS!

(1) We humbly believe that we should honor the "Right to satisfy Basic Needs and Right to Work" as a basic human rights for all.

We say this as "**Aavashyakta hi Adhikaar**" and "**Harek Haath ko Kaam**".

(2) Maximum employment potential is in "**Mass Employment by Assets Building having Synergistic Effect**" in rural areas.

This include:

- A) Soil and Water Conservation
- B) Wasteland Development
- C) Protective Irrigation
- D) Massive Tree Plantation and Afforestation
- E) Appropriate Post-Harvest Rural Technologies

(3) "**Education for the Creator's of Wealth**" - "**Sampatti Ke Nirmaataa Ki Shiksha**".

We need to give right Knowledge, right Skill and right Attitude to the Farmers, Labourers and Artisans.

(4) "**Regional Planing for Sustainable Development**"

We need to plan our policies and programs as per Geo-climatic and Geo-cultural regions.

(5) "**Rights of Means of Production in the hands of Local People.**"

We need to acknowledge rights on Soil, Water, Forest, Natural - Common Property Resources, Raw Material, Manufacturing Processes, Wealth, Tools and Machinery, Management by local people.

(6) **Adopting Gandhiji's "Rachnatmak Karyakram"** - Constructive Programs, "**Ekadash Vrat**" - Eleven Vows and "**Satyagrah**" - assertion for truth as way of life.

(7) "**Think Globally, Act Locally**" - We need to re-define our concept of development based on Global Sustainable Development Goals.

(8) "**Engaging Rural Youths in Rural Development**". Youths should be motivated to visualize Aspired Society and make Village Development Plan.

(9) **Giving 125% Tax Exemption** to Corporate, business houses and individuals working for Revitalizing the Rural Economy.



SHARAT M. AIRANI

President

Yuva Pravartan

1. PROGRAM PHILOSOPHY

There are a number of youth, who are looking out for guidance. Youth need to be sensitized about the issues of employment and various schemes. They are to be familiarised with the tools of persuasion and empowerment.

Youth, to involve themselves in the self development activities, need to be inculcated with basic values such as honesty & integrity, multiple skills like leadership and Management, the art of working with the team and community, Negotiation and other soft skills. These skills enable them to be empowered, where they discover that they can play significant roles in building one-self and leading a change. The entire training program is based on the contextual philosophy of self-reliance at the local level, Character Building and Leadership. The presence of even a handful of such youth in the society can make a huge difference in the process.

The Content of the training course has been designed to suit the needs of the empowerment. Hence, youth, after completion of their involvement will be able to get associated with functioning at the grass root level. This will result in effective delivery of services thereby bringing about a positive change in the youth. The youth thus trained are encouraged to take on empowerment independently in their respective locations. The organization will continue to provide them mentoring and support.

2. PROGRAM GOAL

“.....Helping Youth realise their True Potential”

3. ULTIMATE PROGRAM OBJECTIVES

- To create Social Entrepreneurs at the rural level.
- Realise / identify true potential
- Increase the confidence to face interviewers, customers and investors.
- Tackle the social stigma of being unemployed
- Enable out-of-box thinking
- To provide skills on adaptive leadership amongst youth
- To provide knowledge about development sector.
- To Provide vocational skills oriented training to the youth
- Build a constructive force for society as a whole.

4. METHODOLOGY

- Start with brain-storming session/s to identify training needs and pain areas
- Segregate the groups based on training needs identified through:
 - Career Requirement
 - Basic Exposure and Ability to grasp
 - Inclination to learn



- Focus on key 2-3 topics per group over 4 months.
- Conduct training session in an interactive mode and not in lecture mode.
- Enable Group Discussions, Skill Games and Creative pursuits.
- Capture their demographical details for custom modules and treatment
- Continue face-to-face interaction
- Engage same set of people for next 2 years through phone, emails and online training.
- Collect active feedback on timely basis for better outcome

5. Expected outcomes (by the end of the program period)

- Rope-in projects on Best effort basis, to be set-up locally, to employ trained youth.
- Identify opportunities to empower them financially. Locally.
- Create an ecosystem of mentors, youth and employers.
- Build a sustainable Youth Empowerment mechanism on long term basis.
- Set-up a Incubation centers
- Empowered youth with necessary knowledge and skills to participate in community issues and strive for the sustainable development of the villages with adaptive Leadership.
- Trained youth taking initiatives to address problems like school dropouts, child labour, sanitation, corruption, housing issues, water resources, waste water treatment Etc.
- Organized youth to monitor the implementation of various government programs and schemes. Like Digital India, Make in India Etc.

This project has been designed to make significant impact with very minimal (and existing) resources and also optimal utilization of youth power. The extensive involvement of youth in this program gives it a definite edge. On one hand, it seeks to create awareness amongst the students, and encourages them to ask questions and participate, and on the other, it leads to overall empowerment of the youth through design, implementation and monitoring of need based programs with participation. Finally, ownership of the program will be gradually transferred to the youth themselves thereby ensuring sustainability and continuity.





SR. JOSNA MARY

Secretary / Principal
Jeevoday Education Society

How to Generate Employment in the rural areas

Rural community is different from that of urban community in many ways. Mainly when we consider the development, rural community is too much backward comparing with urban community. So it is adversely affect their concept of employment among the people.

Some of the reasons for the undevelopment of rural areas are:

- They find difficult to meet their needs within the available resources due to ignorance about these resources
- Due to insufficient effort
- Due to the destrutions caused by the natural calamities or
- Due to some socio-economic pressure and above all the illiteracy among the rural people which hides the ways to employment especially the girl child education.
- Lack of watershed project
- Government fund is not reaching to proper persons in proper time
- Due to Child marriage
- Due to evil practices like Superstition

As a prior step to employment the rural areas should develop certain facilities like communication, transportation, health care, education and economy. Their lack of facilities contribute a major proportion of the unemployment in these areas.

India is known to be one among developing countries. But most of the remote rural areas in the villages are still as they were. **Mahatma Gandhi was probably the first among our leaders to promote rural development in India.** His concept of rural development meant self reliance with least dependence on outsiders. In one way rural areas are immense with lots of natural resources like river, hills, varieties of flora and fauna, landscapes and so on. So the rural people should be made aware to utilize these natural resources which provide the employment among themselves. For this the people also should develop cooperation. The community should become aware of their own problem or their present condition and should stick together to propose the remedial measure to solve the problem. These less advantaged community people less express and accept the need of education. So people should made aware about the value of education which is an important step forward the way of employment. Education helps them to utilize their brain which removes all their hidden obstacles and allow them to think in more beneficial ways.

Almost everyone in the world needs electricity and it finds it importance besides clean water and safe sanitation as a human right. Also, every child has a right to education, yet the conditions in which a child can study are generally neglected, especially in rural India. Even today, families in India use kerosene as the main source for lighting. When studying at night, the kerosene fumes that blow out of a lantern are harmful to health and may cause severe damage to lungs and eyes. What every child deserves is the right to clean light – that causes no harm, is renewable and affordable and due to subsidies on kerosene, villagers prefer buying it.

Most of the remote villages are disconnected from the mainland in terms roadways and power lines, considering the fact that there is a huge installation investment and also the returns are minimal. Another way to solve this issue is by installing mini grids and battery powered individual lighting systems.



Some of the suggestions to generate employment in the rural area:-

In spite of all good relation/co-operation, awareness of resources, people are not habitual of taking actions for social change. The unwanted social situation should be removed which make a move towards the development of community which leads to the employment. Formation of certain organization among them is also beneficial which helps to understand their own problem among themselves and they will be able to find the solution to solve the problem with the help of outsiders. Educate farmers and agriculturists, promote rural housing project, use the solar energy. Rain fed agriculture development thought the conservation at the rain water is the best practice in the water shed development.

There is also emerging new evidence on the role of infrastructure in helping to support development of effective employment. Help the rural people with sufficient funds; Electrification also seems to have important effects on rural employment, Instead of bringing people from outside help the rural people themselves in building canals, wells, etc.

Empowering agriculture will help to reduce the shifting of people from village to cities. Now a day's one of the main issue in the agricultural field is the lack of manpower.

We need to decentralize our facilities for urban and rural areas. Cluster of 20 to 30 villages (depending on their population and needs). Digitally equipped offices can be built (use already existed buildings, facilities like electronic birth certificate, marriage registration, ration card, Aadhar, voter card, land records, electricity bill, reservations and such facilities should be provided at these centers. This will help generate employment in those areas.



**SRI. B. M. DODDAIAH**

Secretary

Mamatha Makkala Mandira

**REVITALIZING RURAL ECONOMY – WITH A FOCUS ON
EMPLOYMENT CREATION IN RURAL AREAS**

This note has been prepared based on our extensive field work done over a period of time in rural areas, particularly in Karnataka. We have also referred and reviewed other reports and empirical studies related to the subject.

At the outset, our understanding is that we have to look into the issues and problems of present day rural areas with a new vision and mission keeping in perspective the historical and traditional understanding of the rural areas. In other words, it may not be possible now to continue, adopt or replicate the old rural development models due to tremendous changes taking place in social, economic, political, ecological, governance and institutional aspects of the rural society and economy.

We have to develop a workable and sustainable rural development model by adapting the available technology.

A Holistic Approach is required where we have to address the issues or problems related to each system of the rural areas. Thus,

Total Ecosystem Approach is required,

In this we have to look into the following:

1. Natural Resources Mapping
2. Specifically Mapping Water Bodies
3. Mapping of village forests and grazing lands
4. Barren and uncultivated lands, and
5. Cultivated Lands

Then map the Livelihood Systems:

1. Crop Cultivation
2. Animal Husbandry
3. Local Artisanship
4. Cottage Industries

Then we have to relate the above larger systems (ecosystems and livelihood systems) to each other before finalizing the rural development model.

For this to achieve, the Approach could be:

1. Bringing more capital investments into rural areas
2. Awareness Creation (ICT) and counseling (particularly to the youths)
3. Creating sufficient and sustainable infrastructure (roads, potable drinking water, assured electricity, schools, hospitals, recreation facilities, sports etc).



4. Usage of new and appropriate technology

5. Skill development and up-gradation

6. Livelihood security

Employment Creation in Rural Areas

If the above model is used, a large number of employment opportunities can be created in rural areas.

More specifically, the focus on employment creation could be on:

1. Livelihood Security

Crop Cultivation:

Though we have to use the available and modern technology, labour intensive and environment friendly crop cultivation has to be encouraged. Importance can be given to horticulture, floriculture, sericulture etc which creates employment.

Livestock Keeping:

Village forests and grazing lands have to be restored with productivity for sustainable livestock keeping.

Stall Feeding of Cows and Goats to be encouraged and supported

Poultry Farming:

Goats, Sheep and Piggery:

Local Artisans to be supported:

Cottage Industries to be supported and encouraged:

2. Labour Market

Though all the labour force of rural areas may not be possible to absorb in the rural economies, efforts should be made to retain the required labour force for the sustainability of rural economies.

Wage rates have to be maintained across rural and semi urban areas.

Skill Development and Up-gradation of youth:

Appropriate skills related to different cadres and sectors have to be given so that the youth can get employment in rural areas.

Youth should be involved fully in the developmental activities

3. Social Business

Development projects and activities of both the public and private sectors should focus on social benefits of their projects and activities.

The above outline framework can be developed with details for the rural development model to be implemented. It can be developed and implemented as a pilot project before finalizing a comprehensive workable rural development model.

**AJAI KUMAR MISHRA**

Secretary

*Tarai Environment Awareness Samiti***AN ACTION RESEARCH FOR POVERTY ALLEVIATION AND RURAL DEVELOPMENT****(AAR - PAR)****A Village Level Action Research****1. Background:-**

1.1 Development is an unending process. Rural Development is no exception to this in India. Retrospect of approaches and thrust made on rural development shows variations in its impact. It, however, focused attention of planners only after independence when the First Five Year Plan (1951-56) was drawn for planned development of the country. In true sense it got momentum only after 1985 when the then Prime Minister Late Rajiv Gandhi, while addressing a public meeting categorically stated that only 15% of the funds reaches intended beneficiaries. Today, we find no dearth of programmes and policies for development of rural areas in the country. If we compare prosperity index of Rural India with that of Urban India we find a wide gap. Urban areas have developed faster in content and quality than in rural areas. We also find that the kind of technical plan exercises carried out to bring about development in urban areas are completely missing in rural areas. Adhocism prevails everywhere be it from East to West or North to South. Here reference of Dr. A. P. J. Abdul Kalam, Ex-President of India on Prosperity index needs to be viewed seriously. While addressing students of Shri Ram College of Commerce, University of Delhi on its annual day on 19th March, 2007, he categorically emphasized need for seeking answer to vital questions, whether quality of life has improved, corruption level has come down, housing facilities with proper sanitation has improved, potable water is available, nutrition level has increased, quality of education has improved, health care and employment potential has improved? Seeking answers to these questions he sought involvement of academicians and professional in designing a

2. Rationale of the AAR-PAR:

2.1 A large number of professional and technical institutions are actively engaged in drawing out scientific plans for development of towns and cities in the country. Their skill and knowledge is mainly utilized for development in urban areas. As a result, quality of development is comparatively much better and systematic in urban areas. However, we hardly find any professional body dedicated to and engaged in drawing out micro plan for all round development of villages. If at all it exists, such plans have never been experimented. Therefore, this issue is of great importance and has potential to create long-term impact on improving quality of life of rural people.

2.2 An empirical analysis of allocation and utilization of centrally and state sponsored programmes by a team of local people and institutions at district and block level is essential for developing their understanding to formulate an appropriate plan for bringing direct or indirect socio-economic impact on the lives of people living in rural areas and enriching capacity of the team for initiating participatory planning at village level and implementing village development plan of local people in close collaboration with the concerned department/ agency of rural development.

2.3 In this context, We have to conduct till action research and explore possibilities of evolving scientific model for speedy and all round development of fund areas. Since this kind of action research study has not been made by any institution or individual, this study will prove to be innovative and useful contribution in the field of rural development. The empirical analysis, proposed to be made under this action research will not only develop capacity of NGOs but also be more useful for the research scholars, academicians, planners, administrators and functionaries directly or indirectly involved in the process of rural development.



2.4 By bringing experts of rural development to support a team of local people for implementing all development and welfare projects/schemes with an objective of integrated development of a village, it is possible to develop the village as training center and the beneficiaries as guide to others for availing the same benefits what they have availed under different schemes and projects of Government. This shall ensure active participation of local people in planning and implementation of development/welfare schemes/projects to establish self replicable live model for accelerating pace of rural development in a very participatory manner and collaborative spirit.

3. Objectives of the AAR-PAR:

Having an aim of developing capacity of NGOs to establish live Model of rural development in a village of every district to be utilized as training/demonstration center. Moreover, develop a team of philanthropical people, experts and organisations inclined to contribute their services for betterment of resource poor people. The following objectives have been set under the AAR-PAR.

3.1 Make an empirical analysis of allocation and utilization of central and state sponsored programmes intended to create direct or indirect socioeconomic impact on the lives of people living in rural areas.

3.2 Document benefits of different schemes/projects and the procedure to be beneficial along with the details of persons to be contacted to avail the benefits through block and district development agencies under various schemes.

3.3 Format a team of local people and develop their capacity in organising various developmental interventions, monitoring and documentation of construction and facilitating factors along with achievement.

4.2 Organize local people and motivate them for playing an active role in UNMC for achieving the goal of poverty alleviation and rural development by 2015.

4.3 Identify a village from the block selected by the district coordinating NGO in consultation with the district administration for conducting the action research in collaborative manner.

4.4 Capacity building of Project Team and Volunteers to be efficient enough for performing the responsibilities assigned to them under the AAR-PAR for achieving the goal of UNMC.

4.5 Detail study of all the development / Welfare programme / projects / plans including procedure to be beneficial under different categories

4.6 Develop district development/welfare directory of plans projects/schemes for bringing all the departments together for accelerating integrated development approach.

4.7 Develop educational activities and material in local language and utilize them during village level interventions.

4.8 Document the state of selected villages before planning development intervention for comparative study of change at the time of evaluation of two years intensive intervention of NGOs and administrators in the selected villages.

4.9 Draw village development plan with the help of govt. officers, administrators and subject experts on the basis of resources and schemes availably with the district authority and local people for development / welfare of resource poor people of the selected villages.

4.10 Organize a day seminar to present the village development plan before all the development departments and agencies working in the district.

4.11 Capacity building of local people for planning individual and community development projects to avail benefits of various development/welfare schemes/projects of the State/Central Government and support them in implementation in close collaboration with all the development/welfare departments/agencies working at block and district level for achieving desired results of ASR-PAR.



PD at district level and the BDO of the block selected for the research in meetings individually or in groups while describing the NIDG, UNMC and the need to establish live model in one village of a block. They shall be motivated to honor the call "Standup Take Action" of United Nations Millennium Council (UNMC-South Asia) to alleviate poverty by 2015 by assuring their active involvement in planning and monthly review meetings to monitor the progress.

5.1.2 The individuals, subject experts and institutions inclined for serving rural resource poor would be made aware of the UNMC and the plan of establishing live model of village development based on growth model evolved by SERDO, New Delhi. The people who are interested to join hands with this Project shall be supported to facilitate coordinating NGO in organizing activities and monitoring progress to ensure achievement of target of the AAR-APR.

5.2 Selection of project area of the AAR-PAR:

5.2.1 The District Team/NGO shall hold meetings with line departments of their district to discuss various aspects of the action research and select a block of the district for establishing village level live model to demonstrate utility of various development/welfare schemes in brining about a useful change at village level by providing them benefits under the schemes being implemented in their district. One of the blocks of the district, where two basic facilities exists i.e. road and electricity shall be selected with the help of district administration.

5.2.2 The Research Agency shall motivate the district administration to ensure support of BDO for selection of a village under the AAR-PAR. The NGO with the help of BDO shall identify one of the most successful SHG of the block who is interested in developing their village as Model Village. The village of the SHG shall be the center of activity, willingness of the BDO to develop them as live model by implementing Various development/welfare schemes/projects of different departments.

5.2.3 The District Coordinator with the help of district and block shall start preliminary preparations for conducting action research in collaboration with local community and government development departments.

5.3 Capacity Building of Project Team and Volunteers of AAP-PAR:

5.3.1 From the district and block selected under AAR-PAR, a group of philanthropical propel and expert of rural development willing to contribute their time and expertise for betterment of resource poor people by joining UNMC shall be developed and equipped with information to play their role in implementation and monitoring the progress of AAR-PAR

5.3.2 The SERDO with the help of local team shall hold orientation workshops to develop understanding of the project team and volunteers on the goal of UNMC, moreover, objective and methodology of implementation of AAR-PAR for detailed study of development/welfare schemes/project being implemented by Government departments / agencies for betterment of resource poor people and participatory action in collaborative manner for establishing live model in five selected villages of their district.

5.3.3 With an objective of development capacity of project team and volunteers of AAT-PAR, training would be organized by local team with the help of subject experts.

5.4 Study of Government schemes/ Projects / Plans:

5.4.1 The study will begin with review of literature and collection of secondary data/information on various centrally and state sponsored schemes / programmes having direct or indirect bearing on development of rural areas. For this purpose, periodicals, brochures, annual report and various other publications of the Government and other sources will be consulted. A detailed study will also he made to conceptualize operational aspects of all schemes intended for development of rural areas. It will provide comprehensive information about their objective, strategies, operational mechanism etc. to see their feasibility of convergence in the proposed model village.

5.4.2 To conduct the study, a meeting with the officers of all departments and agencies working in district for



betterment of resource poor people would be organised under the Chairmanship of District Collector to let them understand that a study is being conducted to document their working pattern and procedure for providing benefits of their schemes to the resource poor.

5.4.3 A questionnaire shall be developed by SERDO, comprising of subject experts and researchers to collect secondary information from all the development/welfare department/agencies working for betterment of resource poor people. Training would be organised to develop capacity of project team members to collect information from development/welfare department/agencies working in the district and block level.

5.4.4 The local team/Project Associate shall collect secondary information with the help of trained project team members and analyze them to document the state of the schemes/project and develop educational material for the resource poor people to avail the benefits being provided by the Government for the betterment and development of their area.

5.5 Develop a Directory of Development and Welfare Projects/Schemes:

5.5.1 A directory of development and welfare projects/schemes shall be developed by SERDO with the help of experts and officers of concerning department/agency. The directory will include details of benefits available for different categories of resource poor people and procedure to avail the benefits along with person to be contacted and their contact address and number. It will facilitate not only in planning integrated development of project for the selected village but also work as directory for the resource poor in the selected Block/District.

5.6 Entering in Village to Establish Village Development Model:

5.6.1 To educate local people on benefits and procedure of different schemes, a meeting of Gram Sabha shall be organised.

5.7 Study of Villages Selected to Establish Village Development Model:

Model:

5.7.1 To document state of the selected villages before starting intervention a detailed study, On the resources available and people participation in the interventions being made by local institutions and government agencies, would be conducted with the help of researchers and development professionals.

5.7.2 Again, after completing two years intensive intervention in collaborative manner and active participation of local people, a detailed study would be conducted to compare with the documented state of the village for finding the change and utility of all the development/welfare project in bringing about change.

5.8 Planning of Village Development Model:

5.8.1 After having first round study of these schemes, key indicators of rural development will be identified to draw "Village Development Model". When development model is tentatively prepared, it will be discussed among the stakeholders, concerned with rural development planning and implementation. Technical and academic experts on rural development as well as people's representatives (including Panchayat heads will also be consulted before finalizing the model for experimentation.

5.9 Finalization of Village Development Model:

5.9.1 Under the Chairmanship of District Collector a day workshop shall be organised to discuss, proposed model with the officers of development/ welfare departments/agencies of the district with an objective to let till the stakeholders find their role in establishing self replicable model of their project/schemes in a village to accelerate their achievement rate in bringing a useful change through their department/agency.



5.9.2 The project team shall prepare steps of action for promotion of different schemes/projects, which shall also be finalised in the workshop while allocating role and responsibility of project team, local people and Government officials.

5.9.3 Activities for which there is no provision under any Government scheme, the corporate sector, which sponsor this district shall be apprised to arrange fund to ensure that project do not suffer due to lack of fund.

5.10 Action Research on Village Development Model:

5.10.1 The project team shall hold meetings with local people individually and also in small groups to let them identify themselves with the aim and objective of AAR-PAR and find their role in translating the dream into reality. Attempt shall be made to organise contributory community dinner on full moon night to demonstrate their appropriate combination of internal and external resources and the benefits of sharing resources to enjoy more. They shall be motivated to develop themselves spiritually by serving each other as worship of GOD as he live within every One.

5.10.2 A group of local people as an institution, consisting of members of SHG Mahila Mandal, Yuva Manch, Gram Panchayat etc. and other people of the village shall be formed and made responsible for ensuring active participation of community in planning and implementation of

6. Hypotheses:-

The Action Research will be carried out with the following hypotheses:-

6.1 No additional fund is required to accelerate pace of rural development.

6.2 Schemes and programmes implemented through various sectoral departments and agencies are not coordinated to bring about integrated rural development in India.

6.3 There are administrative hurdles in integrating various programmes and schemes at micro level (village level) to bring about qualitative change in rural areas but the strategy proposed under the action research, if undertaken shall develop village into a model village.

6.4 Out of four factors of production - land, labour, capital and entrepreneur, all except entrepreneurship is abundantly available. Entrepreneur for this study is Government, Implementing Agencies and the Research & Development Professionals who lack potential to undertake painstaking action research.

6.5 If competent research & development professional are involved in the process of drawing out and experimenting micro plans in their village, pace of rural development can be accelerated to bring about all-round improvement in rural india.

6.6 The village of successful SHGs may easily be developed for replication of success in model village under various development / welfare schemes.

6.7 Migration of rural population is inversely proportional to pace of development.

7 Limitations of AAR-PAR:-

The study will suffer from certain limitations indicated below:-

7.1 In so far as perceptive part of stakeholders is concerned the study will depend mainly on their level of knowledge and understanding concepts involved in the model.

7.2 It being an action research requires lot of persuasion and follow up with the government agencies, duration of this study may exceed, if funding is delayed.

7.3 Besides, the researcher shall have to undergo a very strenuous exercise and financial constraints but is obvious and natural in original and innovative research work.



8. Tentative Growth Model to be Evolved and Studied:-

8.1 The proposed growth model for accelerating pace of rural development in India will be based on the hypothesis that rural development is also a production function and factors of production are Land, Labour, Capital and Entrepreneur. Out of four factors of production, Land, Labour and Capital is available and fixed during the reference period of the study. The only factor of production that is inadequate or scarce is entrepreneurship. Here, entrepreneurship is measured in terms of managerial and professional knowledge, technical and scientific skill on rural development, etc. Thus the proposed model will analyze various factors of rural development production function. It will also discuss practical difficulties faced in implementing the model at Village level. Thus, attempt will be made to evolve a model that can be used as a tool for micro level integrated rural development. To facilitate better appreciation of the proposed model an attempt has been made to illustrate the proposed

8	Drafting of study report	4 Months
9	Post-launch discussion in seminar	1 Months
10	Revision/ modification of the draft report	1 Months
TOTAL		42 Months

10. Project Cost:

10.1 Despite a high rise in prices of all goods and services as well as increase in salaries of employees in all sectors, we being in social sector and have planned this study on more of a voluntary and missionary mode have kept all cost at just subsistence level. Based on this criteria the total cost works out to approximately Rs. 25.00 Lakh for the entire period of 42 months (three and half years) If we work out cost per year, it works out to just Rs. 7.14, which is nothing for developing a typical village into a model village and to encourage action research in the field of rural development. If it comes out successfully it will provide a great tool to the development agencies, policy makers and the research scholars to use it for accelerating pace of rural development in the adopted district. For the subsequent extension of this model, cost per village will be much less and time to implement this model will be reduced by about two years. It would take three and half year only in the first phase.

SI. NO.	Particulars	Amount (In Rupees)
A. On Personel		
1	Project Coordinator (1) @Rs.10,000/month (honorary)	Rs.4,20,000
2	Research Associates (1) @ Rs.15,000/- per month for 42 months	Rs.6,30,000
3	Field Investigators for data collection (2) for 3 months @ Rs.8,000/- per month	Rs.48,000



4	Technical Consultants/experts from different fields drawn from state/national level as well as district level-honorary	Rs.4,20,000
5	Field supervisors (one) for supervising execution of work in villages @ Rs.3000/- per month for 2 years	Rs.72,000
Sub-Total (1 to 5)		Rs.15,90,000
B. OTHER EXPENSES		
1	TA/DA @ Rs 500 per person day for 1 Project Director & 1 Research Associates for approximately 300 field day visits during entire project period (Rs 500 X 300)	Rs.1,50,000
2	TA/DA @ Rs 300 per person day for field visits by investigators 90 days (Rs.300 x 2 persons x 90 days)	Rs.54,000
3	Organising meetings, conferences with the villagers, stakeholders, functionaries etc. at village, block, district, state as well as national level	Rs.2,50,000
4	Stationery	Rs.25,000
5	Printing of Schedules/Report	Rs.45,000
Sub Total of B (1 to 5)		Rs.5,24,000
Total (A + B)		Rs.21,14,000
Plus 15% overhead administrative expenses to coordinate this project by IRDA		Rs.3,17,100
GRAND TOTAL		Rs.24,31,100 Say Rs.25.00 lakh

11. Terms and Conditions of the Study:

11.1 Since this study is innovative in nature and has been designed for the purpose of demonstrating success in a mission mode, while approach and



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