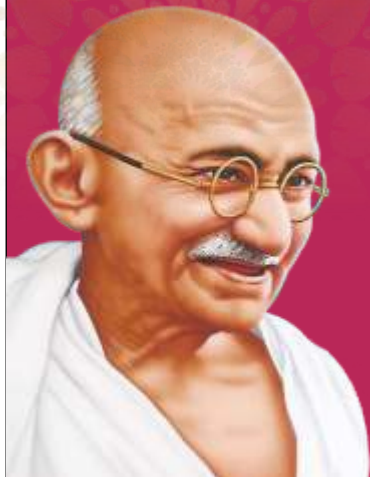


The difference between what we do and what we are capable of doing would suffice  
To solve most of the world's problems.. – Mahatma Gandhi



# Connect

Mahatma Gandhi National Council of Rural Education

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## 80 Universities Across India Sign MOU with MGNCRE for BBA Rural Management Course! MGNCRE Leads the Way in Instilling Nai Talim, Rural Community Engagement!

### Human Resource Minister Calls for Institution wise Task Force



Psychological support is required for students and this is the responsibility of Institutions towards their students...urged Shri Ramesh Pokhriyal, Honorable Human Resource Minister. Amid the coronavirus outbreak in India, Honorable HRM took to his twitter handle to appeal to the citizens, especially students, to stay safe and be aware. 'Dear teachers and parents, as you are aware the Corona Virus infection has spread to about 60 countries. There have been some cases in India and there are many affected people,' he said while tweeting a video message. "Mental health-related challenges of students during the lockdown period also need to be addressed by all the institutions and a helpline be established in this regard. There should be a task force set up by every institute which should include psychologists to handle mental health issues," he added.

At an earlier educational meet, he had said "Challenges turn into opportunities if faced with vigour". He urged the country's youth to "dream big" and have the courage to achieve

their goals. "There will be all kinds of challenges for those graduating after completing their studies. They should act like warriors. There will be all kinds of challenges but when challenges are faced with vigour they turn into opportunities," he said. "There are people who have dreams but lack courage. However, for those who work hard... no power in this world can stop them from achieving their targets. Perseverance and determination are required to achieve anything," he emphasized.

MGNCRE team embarked on the launch of BBA Rural Management Course across all states. Notably, most of the Universities/HEIs were keen to start the course in the upcoming academic year.

Deputy CM Tripura Sri Jishnu Dev Varma releasing Curriculum on Bachelor of Business Administration in Rural Management



BBA Rural Management Curriculum release by Deputy Chief Minister of Uttar Pradesh Dr Dinesh Sharma



Education Minister Assam Shri Himanta Biswa Sarma releases BBA Rural Management Curriculum

### Farmer Producer Organizations (FPOs) – from providing small farmers a platform to collectively tackle their challenges right from accessing various agricultural inputs to marketing their produce

As part of its Rural Management initiative, MGNCRE embarked upon studying Farmer Producer Organizations across the country. Farmers as producers are unable to realize the right value of their produce. Collectivization of producers, especially small and marginal farmers, into producer organisations is emerging as one of the most effective pathways to address the many challenges of agriculture and most importantly, improved access to investments, technology and inputs and markets. Vision of FPOs is to build a prosperous and sustainable member-owned producer organization that enables farmers to enhance productivity through efficient, cost-effective and sustainable resource use and realize higher returns for their produce, through collective action.

\ Farmer Producer Organisations...at work...to get professionalised with BBA Rural Management Curriculum inputs.

\ Farmer Producer Organisations....a future place for professionalised rural enterprise with Industry-Academia interaction for internships and placements as part of BBA Rural Management Curriculum transaction



The Financial Year 2019-20 ended on a sense of achievement as MGNCRE productively conducted and achieved the targets of Faculty Development Programmes, workshops and roundtables across the country. Riding on the strong foundations laid in Nai Talim, Rural Community Engagement and Curriculum Development, Mahatma Gandhi National Council of Rural Education ensured achievement of several important milestones to position the Council for the future.

Our call for conducting Nai Talim Week – a campaign of work based learning in schools - in the context of Gandhiji's 150th Birth Anniversary Celebrations was well received as the preceding week was celebrated as Nai Talim Week and 2nd October was celebrated as National Nai Talim Day in all Schools and Higher Education Institutions in the country. Last year, Nai Talim - Gandhiji's Experiential Learning initiative was effected and today we are proud of Nai Talim being adopted across more than 40 institutions in their curriculum. This contribution of MGNCRE assumes great heights of accomplishment. It is now for the nation to take this forward. Gandhiji insisted on the way of education where the student learns through work. The Wardha Scheme of Education also advocates this. The New National Policy on Education also has elements of making experiential learning compulsory.

The Curriculum on MBA in Waste Management and Social Entrepreneurship, and BBA and MBA in Rural Management were major academic achievements. In a first of its kind, MGNCRE has successfully initiated and conducted Swachhta Technology and Management Incubation Project Demonstrations in 15 Higher Education Institutions that are launching the MBA in Waste Management and Social Entrepreneurship Programme across India.

The purpose of Higher education is not just about employment but about living, knowledge, wisdom, higher learning. Internships are becoming popular. Whether we welcome it or not, India will still be 30% rural even after 70 years from now. Hence, the focus needs to be on Rural Management. Rural concerns need to be addressed through higher education.

Champions are people who sacrifice a lot. We need to be the cause for change. Interest needs to be generated from within. If we are truly interested, we can do wonderful things together. Fragile or difficult conditions do not matter. One of the activities we are involved in is Curricular interventions. So faculty armed with the curriculum on Community Engagement can work wonders in the villages and national development. Villages are all about water and safe drinking water is one of the major challenges faced in villages. We need to know the route. The different steps include infrastructure, human development, education, health and nutrition, social development, economic development and ecology. Connecting is governance. We need to know, identify, assess the concerns of the villages, get their concerns recorded with the government officials. Just doing work in villages and coming back without the logical conclusion is uncalled for.

**Dr. W G Prasanna Kumar**  
**Chairman MGNCRE**

There is an urgent need to rise above the odds and create an effective management of rural resources for an inclusive growth. The benefits of learning methods of community engagement are manifold as subsequently their students learn participatory practices, learn life skills, and benefit from field interactions. Rural Engagement is a participatory approach which is based on open ended field inquiry and is action oriented. It is practical and experiential. These workshops will help in exploring and learning rural realities I look forward to the new financial year 2020-21 with renewed enthusiasm.

**Dr. Bharat Pathak**  
**Vice Chairman MGNCRE**

## Year 2019-20 in Review

- MGNCRE continues its previous agenda of FDPs and workshops and roundtables. We are instilling Nai Talim and Community Engagement in all states slowly and steadily.
- 109 Workshops on Nai Talim were conducted across Telangana in March. The Key outcomes were Discussing and presenting salient features of Gandhiji's Nai Talim Educational Philosophy; Comparing and contrasting Nai Talim with Idealism, Realism, Naturalism and Pragmatism and making presentations; Identifying components of Nai Talim that relate to NCF 2005 and RTE 2009; Analysing the relevance of Nai Talim in the 21st Century; Linking Nai Talim to Teacher and School Education Curricula and planning experiential learning activities; Mapping the experiential learning activity plans to various disciplines and the three Domains of Learning (Head/Heart/Hand)



Chairman MGNCRE conducting Nai Talim Workshop at Osmania University

## Glimpses of Nai Talim Workshops



- Several institutions are going ahead with the AICTE approved MBA Programme on Waste Management and Social Entrepreneurship developed by MGNCRE.
- We have signed MoUs with 80 Universities/HEIs regarding the transaction of BBA Rural Management Course from the upcoming academic year.
- We have successfully organized Industry-Academia Meets on opportunities in the waste management sector. The Industry-Academia Meets and Exhibitions at Universities/HEIs are all about

knowledge sharing, Industry interaction, internships and projects, product showcasing, new product launch, scope for social entrepreneurship, placements and a platform to interact and meet decision makers, policy makers, heads and industry experts. The Industry-Academia Meets provided a platform for Industry and Utilities to showcase their waste management initiatives and also provide information on career opportunities for students of MBA in Waste Management and Social Entrepreneurship. The Meets presented a networking opportunity for academicians and waste management professionals.



Discussing MGNCRE Agenda with Hon. HRM Shri Ramesh Pokhriyal



Hon'ble Jal Shakti Minister, Shri Gajendra Singh Shekhawat appreciates the efforts of MGNCRE for publishing Jal Shakti Campus and Jal Shakti Gram Manuals in 15 languages

- ✧ The 150th birth anniversary of Mahatma Gandhi this year was an opportune moment to impact the rural community. This has been utilized extensively by conducting experiential learning programs right from Nagaland to Kashmir valley to Kerala. Training, retraining and mentoring young people, undoubtedly uphill tasks, are being done by MGNCRE personnel by extensively interacting with Universities/HEIs across the country.
- ✧ April 11 marked Kasturba Gandhi's 150th birth anniversary. Gandhiji learnt his basic tenets of Truth and Non Violence along with Satyagraha from Kasturba Gandhi. MGNCRE on its part initiated a programme to commemorate this day as Nai Talim Initiation Day and several Educational Institutions actively participated in the programme.
- ✧ On the momentous occasion on 2nd October, Jal Shakti Campus and Jal Shakti Gram and Swachh Campus Manuals were launched in

all States and Union Territories of India by Honourable Governors, Honourable Chief Ministers, Administrative Heads of respective states and UTs and Vice Chancellors of Universities - a milestone in our journey. This launch is a stepping stone for promoting participation of Higher Education Institutions in sanitation, hygiene and water conservation which are national prime requisites for development.

- ✧ The manuals have also been directed by the Ministry to be put into usage by Higher Education Institutions including Universities, Colleges and Polytechnics in developing strategies, action plans and implementation plans for water conservation on the campuses and in the villages with which the campuses are engaged with in National Service Scheme (NSS), Swachhta Action Plan (SAP) and Unnat Bharat Abhiyan (UBA).



The Jal Shakti Manual on water conservation developed by MGNCRE was released by Honourable Union Minister Shri Giriraj Singh on 12th August at IIT Delhi

**Jal Shakti Campus and Jal Shakti Gram – a Water Conservation Action and Implementation Plan** for Higher Education Institutions - was released by Honorable Minister Shri Giriraj Singh. The manual is intended to help Higher Education Institutions including Universities, Colleges and Polytechnics in developing strategies, action plans and implementation plans for water conservation on the campuses and in the villages with which the campuses are engaged with. The manual is a how to guide on water management measures including conservation measures such as water budgeting, water metering, water audit, water demand study, reduction in water losses and management of demand and supply of water in a campus and the villages with which the Higher Education Institutions are engaged with in National Service Scheme (NSS), Swachhta Action Plan (SAP) and Unnat Bharat Abhiyan (UBA).

The Jal Shakti Abhiyan initiated by the Ministry of Water and Sanitation is focused on water conservation and providing safe drinking water to whole of India. It is heartening to note that we are working parallelly with the government in this initiative. For the Swachhta Pakhwada Week – September 1 – 15, in pursuance of Jal Shakti Abhiyan, our **Jal Shakti Campus and Jal Shakti Gram manual has been prescribed which is also now available on the ministry's webpage at the link - <https://mhrd.gov.in/manual-jal-shakti-campus-and-jal-shakti-gram>. All Heads of Universities and Colleges have been requested to adopt the manual for suitable action.** A milestone achievement is that about 45,000 Higher Education Institutions will be using these manuals as per the directive of the Ministry.

- ✘ MGNCRE has done instrumental work in building rural resilience including rural community engagement and Nai Talim-Experiential Learning. MGNCRE Team visited schools and B.Ed Colleges across all states and union territories of the country as part of our Outreach and Connect with Experiential Learning. Our call for conducting Nai Talim Week – a campaign of work based learning in schools - in the context of Gandhiji's 150th Birth Anniversary Celebrations was well received as the preceding week was celebrated as Nai Talim Week and 2nd October was celebrated as National Nai Talim Day in several Schools and Higher Education Institutions in the country.
- ✘ MGNCRE's e-Learning Centre has developed the infrastructure for conferencing and training facilities which include training programs, skill building sessions and workshops with state of art studio and video conferencing equipment, LCD projectors, public address system, white boards, flip charts, photocopy facilities, laptops, and other required equipment. We intend to use this facility for video linking the entire country and share online educational resources for rural community engagement and development.
- ✘ MGNCRE is one of the 40 nationwide RCIs and one of the three RCIs in Telangana state for UBA.
- ✘ A National Conference of Waste Management Specialists was held - The State-of-the-art e-Resource Centre at MGNCRE started functioning formally – a milestone achievement for the Council. Industry and subject matter experts across the country recorded their lectures and presentations with appealing visuals. These lectures interspersed with case studies and relevant onsite visuals will be reference resources for students of waste management studies.
- ✘ Three 2-day National Conferences on Rural Engagement were organized - Rural Engagement with Participatory Learning and Action; Rural Immersion Management; and Rural Management Education. These conferences aimed at adding the much needed impetus and stature and build a body of practicing knowledge for addressing the challenges in the field of rural community engagement by universities and higher education institutions. We wish to support the participating institutions with resource material, resource persons and logistic support for incorporating these aspects in their various faculty development programmes.
- ✘ An internship programme with interns from Institute of Rural Management Anand (IRMA) was conducted where the interns underwent rigorous training programmes, conducting roundtables with eminent academicians, working on realtime Curriculum on Rural Management and participating in Rural Immersion programmes. They have also been important contributors to the conferences on Rural Engagement. Interns totaling 120 from TISS Tuljapur, Kumaun University, KSRDPRU Karnataka, KSRM Bhubaneswar and Kalyani University have worked with us to submit Village Visit Reports, Minor Research Reports, Action Research Reports, Case Studies and Caselets.
- ✘ Under the Swachhta Action Plan (SAP), the Council worked with 100 Swachhta ranked Higher Education Institutions and conducted visits to two villages per institution (totaling 200 villages). The work output of the institutions has been documented in the form of case studies and video case studies which will help in understanding the cross section of the villages in relation to socio-economic aspects of the villages.
- ✘ Online SAP Portal was developed by MGNCRE and an app was launched to facilitate the village visits.
- ✘ Another feather in MGNCRE's cap has been added as we conducted an Orientation Programme on Nai Talim in Leh, Ladakh.
- ✘ Along with workshops, roundtables and Faculty Development Programmes MGNCRE also explored its creative side. "Little Gandhis" a Short film made by MGNCRE was submitted for International Children's Film Festival 2019. The film explored vividly the Nai Talim activities of a school.

## Summary of Achievements 2019-20

<b>MHRD</b>	
Round Tables	30
Workshops	30
Faculty Development Programmes	30
<b>PMMMNTT</b>	
Round Tables	60
Workshops	80
Faculty Development Programmes	40
<b>Swachhta Action Plan</b>	
Round Tables	5
Workshops	8
Faculty Development Programmes	6
Industry-Academia Meets and Exhibitions	15
HEI Visits	111
Village Visits	200

<b>UNICEF (SFDRR and WASH Volunteerism) (Telangana, Andhra Pradesh and Karnataka)</b>	
Round Tables	2
Workshops	17
Curriculum/Faculty Development Programmes	4
<b>Rural Immersion Training Programmes</b>	45
<b>Research and Scholarship</b>	
Interns	120
Minor Research Projects	90
Action Research Projects	35
Case Studies	200
Research Publications	40
MBA Rural Management Caselets	41
MBA Waste Management Caselets	10
National Consultation on Rural Management Curricular Framework	3
MoUs Signed for BBA Rural Management Course	80

MGNCRE laid the foundation for construction of its own premises at Gachibowli Hyderabad on 2nd October. Shri VLVSS Subba Rao Additional Secretary MHRD and Prof. P Appa Rao Vice Chancellor University of Hyderabad graced the occasion. MGNCRE also signed

an MOU with Central Public Works Department (CPWD) Hyderabad for the construction. The Council is going to start operating from its state-of-art office housing modern facilities and amenities including residential suites for visiting faculty.

**A Pictorial Overview of the Several Programmes 2019-20**





**Waste Management and Social Entrepreneurship - Two Day Industry Academia Meet started at Sri Krishna Arts and Science College (SKASC)**

The two-day industry-academia meet on Waste Management and Social Entrepreneurship was held at Sri Krishna Arts and Science College (SKASC) on 15th and 16th October. The event was inaugurated by the Vice-Chancellor, Sri Krishna Arts and Science College, Sri Krishna Prasad, who emphasized the importance of waste management and social entrepreneurship in the current scenario. The meet was organized by the Department of Environmental Studies, Sri Krishna Arts and Science College, in collaboration with the Ministry of Human Resource Development (MHRD), Government of India. The program was designed to provide a platform for industry and academia to share their experiences and insights on waste management and social entrepreneurship. The meet was attended by a large number of industry experts and academicians. The program was highly interactive and informative, with various sessions, workshops, and group discussions. The meet was a great success and provided a valuable opportunity for industry and academia to come together and discuss the challenges and opportunities in the field of waste management and social entrepreneurship.



Honourable Governor of Gujarat Shri Acharya Devrat Launched the Manuals in Gujarat marking Mahatma Gandhi's 150th Birth Anniversary in the presence of Shri Bhupendrasinh Chudasama, Honourable Education Minister; Smt Anju Sharma Principal Secretary to Education Department and Shri LP Padalia Commissioner of Higher Education. Dr. W G Prasanna Kumar Chairman MGNRE is Seen here Overseeing the launch of the manuals.



"If you can't fly then run, if you can't run then walk, if you can't walk then crawl, but whatever you do you have to keep moving forward."  
- Martin Luther King Jr



## Mahatma Gandhi National Council of Rural Education

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