



# National Council of Rural Institutes

Department of Higher Education

Ministry of Human Resource Development, Government of India



# Connect

Vol.- 4, Issue- 1

January 2018



--- Road to Rural Management & Engagement ---



*Happy 2018*

# Curriculum development workshops on streamlining SFDRR and Rural Resilience

Workshops on 'Development of Curriculum on Streamlining SFDRR and Rural Resilience' in Telangana universities were organised at 10 state universities from 4th December to 28th December 2017. A model curriculum for five disciplines was framed by the faculty members of various universities transacting in the next academic year.

## Model Curriculum prepared for

- Rural Communication
- Rural Social Work
- Rural Teacher education
- Rural Entrepreneurship
- Rural Community Engagement (common core paper)



Kakatiya University, Warangal 4<sup>th</sup>, 6<sup>th</sup> - 7<sup>th</sup> December



Telangana University, Nizamabad, 7<sup>th</sup> - 8<sup>th</sup> December



Satavahana University, Karimnagar 4<sup>th</sup> & 11<sup>th</sup> December



Mahatma Gandhi University, Nalgonda, 12<sup>th</sup> - 13<sup>th</sup> December



Dr B R Ambedkar Open University, 14<sup>th</sup> & 16<sup>th</sup> December



Palamuru University, Mahabubnagar, 15<sup>th</sup> December



Osmania University, 19<sup>th</sup> - 22<sup>nd</sup> December



RGUKT, Basar 22<sup>nd</sup> December



Potti Sreemulu Telugu University, 28<sup>th</sup> December

# HRD Minister stresses on need for Rural Management Education



Minister Shri. Prakash Javadekar at the launch of Rural Management Education

Huge dearth of professionally trained and qualified rural managers will be filled with the curricular interventions of NCRI, which has taken on the onus to work with 370 state universities, 47 central universities, 31 NITs and 23 IITs with Rural Management and Rural Technology management courses, through Mahatma Gandhi Grameen Prabandh


Vidya Abhiyaan. As part this campaign, these higher education institutions would initiate Rural Management Education, Rural Case Studies, Rural Action Research and Rural Internships. It will engage more than 1000 faculty members and 40000 students and research scholars in addressing challenges of rural management in over 6,70,000 villages. Curriculum Development Workshops, Faculty Development Programmes to impart knowledge and skills required for transaction of the rural management subject, action research taking up small projects addressing critical rural challenges and Rural Internships to engage students practically with rural challenges are planned” said Prakash Javadekar Minister of Human Resource Development while speaking at the commemorative launch of the Rural Management Education in Delhi on December 19.

This campaign is part of the effort to gear up for celebrating 150th birth anniversary of Mahatma Gandhi falling on October 2nd 2019 by when all the higher education institutions in the country would be involved to address the rural issues as part of their academic and field engagement activities.

The minister congratulated NCRI for choosing to focus on Rural Management Education on the eve of Mahatma Gandhi’s 150th birth anniversary. On the occasion, the campaign poster was launched by the Minister in the presence of Member, NCRI Governing body, Dr JK Bajaj and Chairman, NCRI, Dr WG Prasanna Kumar.

**In Media**

**A mega campaign**



- NCRI to work with 370 State universities, 47 central universities, 31 NITs and 23 IITs under Mahatma Gandhi Grameen Prabandh Vidya Abhiyaan
- To engage over 1,000 faculty members and 40,000 students as well as research scholars
- To address challenges of rural management in over 6,70,000 villages across the country
- Round table conferences to be held for identifying critical gap areas
- Curriculum development workshops to develop tailor-made and area-specific curriculum
- Small research projects to be taken up to address critical rural challenges

Union Human Resources Development Minister Prakash Javadekar launching the NCRI Rural Management Education Campaign in New Delhi. • BY ARRANGEMENT

**We will focus on HRD and capacity-building of formal institutes and universities to address issues concerning rural India through higher education.**

**W.G. PRASANNA KUMAR, NCRI CHAIRMAN**

# NCRI launches National Level Rural Engagement Activity

**Rural Development Minister congratulates efforts, assures to encourage rural engagement of academia to build rural resilience**

“Engaging 40 lakh NSS volunteers from 50,000 educational institutions in the country in practical field level rural studies is a huge opportunity as well as a huge challenge. I am glad NCRI has taken on this challenge on the eve of Gandhiji’s 150th birth anniversary falling in 2019. We need to go local... to our villages and address concerns of rural citizens. Technologists have to meet the rural needs. Communication profession has to specialize on addressing rural concerns. Social workers need to focus on rural distress. Management education has to focus on building rural entrepreneurship skills. Rural Tourism has huge employment potential. Rural Hygiene and Public Health are a serious concern even now. The endeavor of NCRI with NSS volunteers in interacting and involving with rural India is commendable. It provides a vital platform for the students to understand the villages,” said Shri. Ram Kripal Yadav, Union Minister of State for Rural Development. The Minister was speaking after launching NCRI’s national level activity to facilitate NSS volunteers’ rural engagement programme in Delhi on December 21.

**“Endeavor of NCRI in association with NSS volunteers in interacting and involving with rural India is commendable”**

The minister congratulated NCRI and NSS volunteers for choosing Mahatma Gandhi’s 150th birth anniversary as the theme for building rural resilience.

Explaining the latest initiative, Dr WG Prasanna Kumar, Chairman, NCRI, said the NSS activity will be part of the upcoming Mahatma Gandhi Abhiyan and will call for enhanced Rural Immersion Activity. “We have devised rural immersion camps for NSS volunteers for structured learning experience, while



other major areas of their involvement would be in Village Development Plans, Sansad Adarsh Gram Yojana and Unnat Bharat Abhiyaan,” he said adding the programme will be taken up across the country including all universities, IITs, NITs and IIMs. Several NSS volunteers and faculty members from the universities in Delhi attended the event. The campaign poster was launched by the Minister on the occasion. A *nukkad natak* or street play was enacted on rural issues.

Member, NCRI Governing body, Dr JK Bajaj and Pro VC, JNU, Prof. RP Singh, who was the guest of honour, also spoke on the occasion.

SPEAKERS FROM LEFT:

- Member, Governing Body, NCRI, Dr JK Bajaj,
- Jawaharlal Nehru University Pro-VC, Prof. RP Singh



# NCRI IN MEDIA

**डिग्री चाहिए... तो अब जाना होगा गांव**

खारा घाटे...

डॉ. जे.एन. और जामिया समेत देशभर की 33 यूनिवर्सिटीयों में अगले सेमेस्टर से ही गांव लाना...

आइआईटी और एनआईटी भी हीरो पाठकम में शामिल

नई दिल्ली, (कानन केसरी) : अभी तक देश में परंपरा थी चली आ रही है कि आता आज डिग्री लेनी है, तो गांव जाना पड़ता है। लेकिन येसमय का बदलना और गांव लाना हीरो पाठकम (एनसीआरआई) ने इसमें एक अलग बदलाव किया है। जिसके अनुसार अब अगर एनआईटी (एनए) की पढ़ाई करने की तो गांव में जाना जरूरी होगा। एनसीआरआई का लक्ष्य है कि वर्ष 2019 में आगामी माघ के जन्म के 150 वर्ष के अवसर तक इसे देश के सभी विद्यालयों में गांव के अभाव पर ध्यान देकर गांव लाना शुरू किया जाये। एनसीआरआई के अध्यक्ष डॉ. जे.एन. और जामिया समेत देशभर की 33 यूनिवर्सिटीयों में अगले सेमेस्टर से ही गांव लाना शुरू होगा।

**2019 तक गांव...**  
एनसीआरआई के अध्यक्ष डॉ. जे.एन. और जामिया समेत देशभर की 33 यूनिवर्सिटीयों में अगले सेमेस्टर से ही गांव लाना शुरू होगा।

**गांव लाने का प्रयास...**  
एनसीआरआई के अध्यक्ष डॉ. जे.एन. और जामिया समेत देशभर की 33 यूनिवर्सिटीयों में अगले सेमेस्टर से ही गांव लाना शुरू होगा।

**आइआईटी और एनआईटी भी हीरो पाठकम में शामिल**  
एनसीआरआई के अध्यक्ष डॉ. जे.एन. और जामिया समेत देशभर की 33 यूनिवर्सिटीयों में अगले सेमेस्टर से ही गांव लाना शुरू होगा।

**संचार के विशेषज्ञ ग्रामीण क्षेत्रों में काम करें : यादव**

नई दिल्ली (एसएनबी)। ग्रामीण विकास राज्यमंत्री रामकृपाल यादव ने कहा कि संचार व्यवसाय में विशेषज्ञों को ग्रामीण क्षेत्र में कार्य करने चाहिए। समाज सेवकों को ग्रामीण क्षेत्रों में कार्य करने के लिए प्रेरित करने की आवश्यकता है। प्रबंधन शिक्षा को ग्रामीण अध्ययन कौशल के निर्माण पर ध्यान देना होगा। ग्रामीण पर्यटन में माटी रोजगार की क्षमता है। ग्रामीण स्वच्छता और सार्वजनिक स्वास्थ्य अब एक गंभीर चिंता का विषय है। हैबिटेट सेंटर में राष्ट्रीय ग्रामीण परिषद संस्थान द्वारा एक दिवसीय कार्यक्रम में यादव ने यह बात कही। इस कार्यक्रम मुख्य उद्देश्य शिक्षण संस्थाओं एवं विश्वविद्यालयों के साथ मिलकर संस्थान द्वारा ग्रामीण क्षेत्र विकास के लिए चलाया जा रहे कार्यक्रमों को बढ़ावा देना था इस कार्यक्रम का आयोजन 2019 में महात्मा गांधी की 150 वीं वर्ष जयंती आयोजन के अवसर पर किया गया। इससे यह लक्ष्य रखा गया कि विश्वविद्यालयों के राष्ट्रीय सेवा योजना (एनएसएस) के स्वयंसेवकों को ग्रामीण सशक्तिकरण और उद्यमशीलता को बढ़ावा देने के लिए प्रोत्साहित किया जाए।

**एनसीआरआई ने शुरू किया ग्रामीण विद्या अभियान**

जनसत्ता संवाददाता नई दिल्ली, 21 दिसंबर।

गांव की चिंता किए बिना देश का विकास और प्रगति नहीं हो सकती है। राष्ट्रीय ग्रामीण संस्थान परिषद (एनसीआरआई) ने देश के गांवों की चिंता करना शुरू किया है। ये बातें केंद्रीय ग्रामीण विकास राज्य मंत्री रामकृपाल यादव ने गुरुवार को महात्मा गांधी ग्रामीण विद्या अभियान की शुरुआत पर कही। एनसीआरआई के चेयरमैन डॉ. डब्ल्यूजी प्रसन्ना कुमार ने कहा कि हम देश के सभी विद्यालयों में इस अभियान को ले जाना चाहते हैं।



A scene from Nukkad Natak enacted on the occasion. The play featured rural concerns and related issues and was well-received by the audience

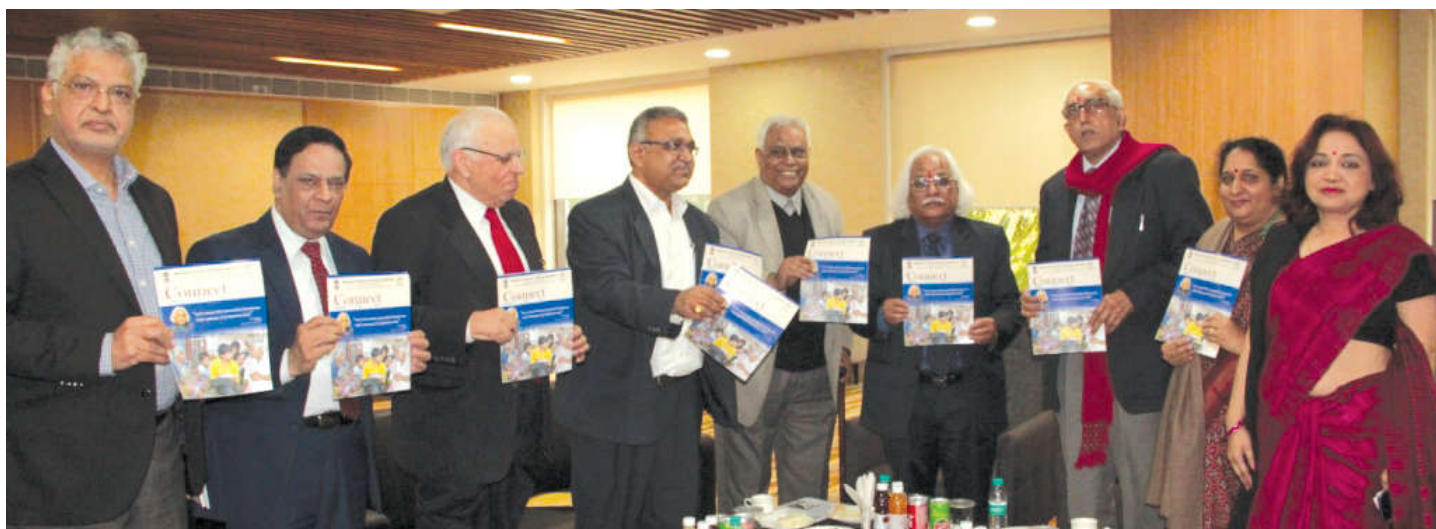
## Interactions promise new paths of collaboration

It was another major occasion where NCRI's activities were acknowledged and appreciated with a promise of umpteen future collaborations written clearly on the wall. The NCRI team led by Chairman Dr WG Prasanna Kumar, having been distinctly invited to participate at the North Zone VCs' Meet, organized by All Indian Universities Association (AIU) at Amity University campus, Panchgaon, Haryana on December 4 & 5, interacted with several Vice Chancellors, Professors and Directors and initiated dialogues for future collaborations in curriculum interventions, capacity building and rural immersion activities.

The two-day interactions were fruitful with NCRI mission clearly being established and around 40 universities expressing their willingness to look into association in near future.

On the occasion, UGC Chairman Prof Singh and Amity University Vice Chancellor and AIU President Prof PAB Sharma launched the latest issue of NCRI Newsletter, 'Connect'.

The participation was the third in the line after NCRI successfully initiated interactions at North East and West Zone Meets in November.



### Central Zone VCs' Meet, MG Technological University, Bhopal

The Fourth regional meeting of the Vice Chancellors was held at Rajeev Gandhi Technological University Bhopal on December 12 and 13, 2017. The theme of the workshop was "Opportunities and Challenges towards transforming Indian Universities into Global Premier universities by 2022". The meeting was inaugurated by the Chief Minister of Madhya Pradesh, Shri Shivraj Singh Chauhan. About 40 participants representing Telangana, Chattisgarh, Madhya Pradesh, Maharashtra and Orissa participated in the programme. NCRI participated in the event and initiated interactions with VCs. We discussed with them the objectives of NCRI and explored possible collaboration.

### South Zone VCs' Meet, Calicut University

The South Zone meeting of Vice Chancellors was held at Calicut University on 17 & 18 December 2017.

The meeting was attended by more than 35 participants. The theme of the workshop was "Designing Higher Education: Role of E learning and Digital learning".

NCRI interacted with VCs to explore possible collaboration with various universities in areas of common concern and interests.

## NCRI joins hands with...

### Guru Ghasidas Central University



It's beneficial to induct rural curriculum in higher education which will spread knowledge about rural India among the students, said Professor Anjila Gupta, Vice-Chancellor, Guru Ghasidas Central University, Bilaspur, Chhattisgarh on entering an MoU with National Council of Rural Institutes in the presence of Prof. B N Tiwari, Registrar, Guru Ghasidas Central University and Dr Devendra Nath Das, Course Program Specialist, NCRI.

*It's beneficial to induct rural curriculum in higher education to spread knowledge among students*

— Professor **Anjila Gupta**, Vice-Chancellor, Guru Ghasidas Central University

Speaking on the occasion, The Vice-Chancellor deliberated on 'rural development' as the core of the curriculum development for higher education on Rural Community Engagement.

"Through this MoU, the students and teachers will bring out the challenges faced by rural India, and the university will contribute towards rural development by fulfilling its responsibilities towards society," said Dr. D N Dash, Course Programme Specialist, NCRI.

The main objective of this agreement is to help students to understand rural India, employment opportunities, living conditions, social structures and rural areas.

### Rajiv Gandhi University of Knowledge Technologies



A Round Table discussion meeting was held at RGUKT Basar, Telangana, on SFDRR and Rural Resilience and Rural Community Engagement of students. Vice Chancellor, deans of the faculty, administration officers, heads of the departments participated and eventually decided to hold a two-day workshop shortly. Later an MoU was signed between RGUKT and NCRI. Sri Ashok, IAS, Vice Chancellor, of RGUKT and Chairman NCRI, Dr WG Prasanna Kumar signed the MoU.

### ...Guru Ghasidas Central University in Community Engagement



As a part of the two-day workshop, the faculty members and the students of Guru Ghasidas Central University visited a village and conducted a PRA exercise.

## NACEN trainees in Rural Community Engagement



held with the villagers. The data was converted into a resource map, social map and seasonality map with the help of villagers, who gave suggestions and inputs to design and draw the village map.

On the occasion, the trainees expressed happiness and satisfaction at the rural interactions. "Though, most of us hail from the village background, we never saw the village from the perspective of developing a village plan. We thank NCRI for this opportunity and orientation that nurtures a new perspective in us," said Surabh Gupta, a trainee at NACEN.

Speaking later, the villagers felt happy with the interactions and opined that regular engagement activities will surely go a long way in addressing rural concerns. "The collected data will help the Panchayath in planning schemes for the village," said Sarpanch Gopal Reddy.

**N**NCRI conducted a training session on Participatory Rural Appraisal (PRA) for the trainees of National Academy of Customs Excise and Narcotics (NACEN), during Dec 11-13. This was a part of the session on Rural Community Engagement. On the first day, NCRI Chairman Dr WG Prasanna Kumar gave an orientation session to 36 trainees on PRA tools such as resource map, social map and seasonality map. The trainees felt the session highly educative and participated with enthusiasm.

On December 13, the team visited Appojiguda village located in Moinabad Mandal in Telangana. They constituted three groups and started a transect walk along with the villagers to collect data such as demographics and geographies of the village. The data was collected through a door-to-door interaction



### Indian Journal of Rural Education and Engagement

NCRI invites research articles from researchers and academicians, to be published in the forthcoming issue of Indian Journal of Rural Education and Engagement (IJREE). The manuscripts of the articles may be sent to [editor@ncri.in](mailto:editor@ncri.in) or the hard copy may be sent to the Editor to the address mentioned below:



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