



# National Council of Rural Institutes

Ministry of Human Resource Development, Government of India



Where there is Rural Wellbeing  
there is Universal Prosperity

# Connect

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# Talking Points

## Rural Communication Strategies for Inclusive Development

**R**ural India has not only consumers. It has providers, users and buyers of products, services and concepts. It is the source of agricultural produce and food security of our nation.

It has beneficiaries of welfare programmes. It has receivers of grants and funds and social and legal entitlements. And all these sections and their needs can be addressed only when the process is participatory. When the beneficiaries and providers become partners in decision-making, contribute to community mobilization and enhanced and effective utilisation of resources, behaviour change, attitudinal change as well as change in approach towards community and growth can be achieved. Communication of rural people has come to be recognised as an area of importance and budgetary allocations have been made for designing and implementing communication strategies.

Communication has long since been recognized as a tool for development. Gaps in transmission of information and sharing of knowledge have been identified as hurdles in not just formulating policies for development

but also in the implementation of welfare measures and ensuring their reach to intended beneficiaries.

As new policies and concepts define new paradigms in development, new technologies permeate our work spaces and bring about functionality. As new research and innovation bring about breakthroughs in the fields of health, medicine, sustainable livelihoods, education and agriculture, it becomes imperative to find ways to take this to the very roots of society. To enable the populations at the grassroots to know about the new developments, to access knowledge, to learn of ways to utilise it for their own good media is essential. It becomes important to protect the rights of the rural populations to get information and enable utilising it.

**When beneficiaries become partners in decision-making, contribute to community mobilization and enhanced and effective utilisation of resources, behaviour and attitudinal change can be achieved.**

***Lack of flow of information, lack of streamlined communication channels can have major ramifications. Lack of appropriate communication structures, methodologies and tools results in poor identification of rural needs and priorities shifting to irrelevant policies. Reduced allocations, average or less take-up by the rural communities are also a fall out.***

As communication structures have become wide as well as deep with mainstream media, augmented by social media platforms, rural communication, should once again be recognised as key to an inclusive development process.

Apart from the traditional media and the mainstream media, community radio and social media platforms have become important in rural communication. Rural economy, agricultural extensions, health, infrastructure, education and other sectors have found these new media to be most effective vehicles for transmission of vital information.





Targeted communication interventions, addressing specific groups of people in relation to their livelihoods and lifestyles, rights and facilities have helped to make social development processes more inclusive.

In addition to public broadcasting and private commercial broadcasting, the social-benefit oriented Community radio has been launched in India, with the first campus radio channel at Anna University, in 2004. Programmes were produced by students as well as the community. On 16 November 2006, the Government of India implemented new Community Radio Guidelines, which permit NGOs, educational institutions and agricultural institutions to own and operate community radio



**Anyone can set up a community radio under the guidelines by acquiring a licence that entitles them to operate a 100-watt (Effective Radiated Power) radio station, with a coverage area of approximately a 12-km radius.**

Radiated Power) radio station, with a coverage area of approximately a 12-km radius. Community radio stations are expected to produce at least 50 percent of their programmes locally, as much as possible in the local language or dialect. The stress is on developmental programming with announcements, discussions, documentaries and recorded programmes designed to disseminate information useful to the community

and answer any queries they may have. Universities are centers of learning not just for students who are present on their campus, but also to a wider audience among the communities within its geographical purview. Percolation of knowledge can be beneficial beyond the walls of classrooms and teachers can be socially oriented to address the learning needs of communities with the help of radio stations that operate from within the campus. They also provide opportunities to students to interact with the community and build a bridge between higher institutions of learning and the communities at rural and grassroots level.

stations. The first community-based radio station licensed to an NGO (as distinct from campus-based radio) was launched on 15 October 2008, when Sangham Radio in Pastapur village, Medak district, Andhra Pradesh state went on air. Anyone can set up a community radio under the guidelines by acquiring a licence that entitles them to operate a 100-watt (Effective

**There are about 200 Community Radio stations in India as on now with most of them operated either by NGOs engaged in development project implementation or Universities.**

The spending by governments on rural communication has increased manifold in the recent years and it is estimated that about ₹ 4500 crore is being spent by Governments. Recently, Niti Ayog has provided budget of ₹ 5 lakh per district to spread awareness about Digital Payments post demonetisation for 675 districts across the country. It is also estimated that government spending on communication will go up in 2017 by 25% to 30% across the board.

**As greater bandwidth reaches rural areas and interactive communication becomes a norm, our march towards inclusive societies will take on much quicker strides.**





# Redefining Rural Habitats

**Evaluation of a nation today is also evaluation of the benefits accrued from implementation of its development policies and programmes in both rural and urban areas.**

A three day seminar on rural habitat, institutions and development: changing nature and challenges is being organized by the Department of Geography and Disaster Management, Tripura University, in association with the Regional Science Association at Tripura University Campus Suryamaninagar



Agartala, from 5-7 January 2016. NCRI has joined the organizers of this conference for furtherance of knowledge on curriculum inputs for initiating rural engagement.

This seminar is being conducted in the context of the varied approaches adopted for upliftment of rural habitat from time to time basing on location, affordability and socio-cultural milieu.

The United Nations says, rural development is a process of change by which efforts of organized people can enable them to participate fully in national development.

This seminar has a tall order to cover:

- a) rural habitat
- b) rural institution
- c) rural infrastructure
- d) rural economic activities and livelihoods
- e) rural social structure, culture and environment
- f) rural development
- g) impact of globalization.

## Seminar on Rural Habitat



*Women empowerment and gender issues: One of the focal areas of the seminar.*

*One of the chief sources of livelihood in Tripura is rubber farming.*





# A Learning Lab... Rural Arunachal Pradesh



“Initiate action, then build partnership” said Prof Tamo Mibang Vice Chancellor Rajiv Gandhi University Doimukh in Arunachal Pradesh.

The immense potential for collaboration with NCRI has been explored in a meeting held on Dec 14, 2016. The meeting at the VC's office was attended by the Chairman NCRI Dr. W.G. Prasanna Kumar along with officials and faculty of the RGU. The primary focus of the meeting was on initiating a course for student engagement promoting rural resilience. NCRI informed the VC that RGU was considered specially by the Council for

a partnership as they have been successfully implementing “Unnat Bharat Abhiyan”, adopting villages and carrying out outreach activities. It may be recalled that the news of rural camp at Lazu, organized by the Dept of Social Work under Unnat Bharat Abhiyan has been published in the NCRI “Connect”.

A two-day joint workshop for curriculum development, standardization, accreditation with a credited course for students with faculty members from various Central Universities of North Eastern region is being conducted on 2nd and 3rd February 2017 at RGU at the behest NCRI.

## New plans for Student Engagement

**An MOU for long term engagement has also been proposed whereby a slew of focused leveraging activities could be taken, including**

- 1) Institutionalizing annual NCRI scholarship for M.Phil and Ph D students working on rural issues in RGU,
- 2) Funding by NCRI for publishing reports of research projects on rural issues and rural societies,
- 3) Online module for an add-on course to support faculty members who deal with students engaged in rural studies,
- 4) Initiating a process of sharing experiences from the adopted villages.





# Partnering

## MoU with CUHP

“To fulfill a common vision of collaborative academic activity and promotion of education and employability of unemployed rural and tribal youth belonging to Below Poverty Line (BPL) families, institutional leveraging and partnerships are essential. A series of collaborative workshops and training programmes are a step in this directions” said Prof. (Dr.) Kuldip Chand Agnihotri Vice-Chancellor, Central University of Himachal Pradesh.

**The NCRI and the Central University of Himachal Pradesh have entered into an MoU in a meeting held at Dharamshala in Himachal Pradesh.**



The Central University of Himachal Pradesh is functioning from Dharamshala as its present headquarters. Within a short span of time, the University has emerged as one of the leading universities in India working for empowerment through suitable educational workshop initiatives. The prime focus of the present MoU is on resilience building through sustainable and rural community friendly initiatives so as to enable the rural India earn sustainable income and lead quality life, and thus bringing in confidence among them to trigger off their development heights.

## NCRI Partnership with TSCHE

“In order to meet the impending need for engagement of enthusiastic young generation in course of their education with their local community issues, more so in rural community” said Prof T Papi Reddy Chairman TSCHE. A joint workshop on “Transacting Student Engagement for Promoting Rural Resilience” is being conducted on 18th and 19th of January 2017 at Dr. MCR HRD Institute Hyderabad Telangana by National Council of Rural Institutes (NCRI) in association with Telangana State Council of Higher Education (TSCHE). Vice Chancellors of 10 Universities in Telangana will be gracing the workshop which is being inaugurated by him. Heads of Departments of Social Work, Education, Mass Communication, NSS and Rural Development/Rural Management departments are to take part and contribute to the development of curriculum on rural engagement of students.

**It is expected to fill the huge gap between the textual knowledge and evolving contextual practices, especially relevant to rural India.**

It would focus on building resilience in the community in order to be able to anticipate, and where possible, prevent or at least minimize the potential damage any disturbance or disaster might cause. The curriculum inputs designed in the workshop will be offered to all undergraduate and post graduate students as a compulsory or optional paper as decided by the Telangana State Council of Higher Education and Universities thereof.

**This course would also facilitate effective transaction of village or community adoption programmes by respective educational institutions.**

**The Workshop is expected to fill the huge gap between the textual knowledge and evolving contextual practices, especially on rural India and would focus on building resilience in the community in hours of disaster.**



# with Peers

## NUEPA

“When two institutions with similar mandates collaborate, the interaction can only be a fruitful one and the resultant initiatives can be significantly beneficial to the intended and target population said Prof. Jandhyala B.G. Tilak Vice-Chancellor, NUEPA Collaboration between the National University of Educational Planning and Administration (NUEPA) and the National Council of Rural Institutes (NCRI) is one such opportunity. Participating in a meeting with NUEPA, Chairman NCRI Dr WG Prasanna Kumar, said “though we are not into formulating the curriculum, we could pitch into the reorientation of university administrators for supporting the efforts of NCRI in this direction.”

The NUEPA team which participated in the meeting expressed millennium in participating with NCRI is organising a joint workshop to finalise these aspects relevant the National Curriculum Framework for Higher Education addressing Rural concerns. The meeting was held on Dec 20 2016 at NUEPA in which senior professors of the University participated to explore one as of long term partnership. NCRI proposed a Research Fellowship to one NUEPA Research Scholar who can be an NCRI Fellow pursuing either M Phil(1year) or Ph D(4 years) every year. The aspects of research would be mutually identified by both parties. They could cover the streams of rural higher education and higher education administration for Rural Studies/Rural Management/Rural Development.

**NCRI proposed a Research Fellowship to one NUEPA Research Scholar who can be an NCRI Fellow pursuing either M Phil(1year) or Ph D(4 years) given every year.**



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## Forging Institutional Ties



“We need to have a world class rural institute along with the other world class universities proposed in the New Education Policy which is on the anvil. We need to develop rural institutes which will be able to address the issues posed by globalization both in terms of threats and benefits. We need to focus on addressing the needs of the poor with a conceptual clarity required both theoretically and practically. The rural institutes should become a repository for knowledge production and knowledge



transfer. Present education needs to help to connect with community working on a business model which imbibes into it the institutional linkage” said Prof. S Natarajan Vice Chancellor Gandhigram Institute, while interacting with the Chairman NCRI. They discussed the strategy for forging institutional relationships. of this deemed university focused on the need for building strength derived from financial and technical self sufficiency and independence for addressing important concerns specific to rural India .

The National Curricular Framework for Higher Education addressing Rural Concerns will be built with the support of Gandhigram Rural Institute Dindugal in Tamil Nadu and National University of Educational Planning and Administration New Delhi.





# Celebrating the Village

## Gram Darpan at TISS Tuljapur

**T**he energy, skills, innovation and commitment which are essential to bring socio-economic change in rural India, come from rural youth.

The National Rural Youth Festival organised by Tuljapur campus of TISS (NRYF 2017) provides them a platform to raise various issues, challenges and come up with a workable solution related to rural India. They are expected to learn about the process of initiating change through their participation in various events of NRYF 2017.

The events are designed in a way which give the rural youth full scope to show their talents, share their knowledge and effectuate the response for the pressing rural challenges. The programme further attempts for the unification of the talents which will emerge from both rural and urban regions of India. This initiative of TISS to promote rural agenda is being organized for the last 8 years.

The festival attempts to attract the youth from all backgrounds representing various religions, regions and communities from across the country. It provides a common platform for the youth to exhibit their talents and help them to express and exchange their creative ideas. The NRYF 2017 theme is **Gram Darpan**. The flagship events of NRYF are designed to build awareness and develop an understanding among the youth to address various issues and challenges related to rural India. They include **Sarpanch Nayak**, to provide a platform to appreciate village administration and gives the participants a chance to be Sarpanch for a day, **Samadhan** is an event to solve the issues of social entrepreneurship, **Nirakaran** is to identify opportunities and avenues for the development of rural regions,

**Spandan** is where colleges are invited to design the projects related to livelihood, health and education which can be implemented in the villages and **Campaign** is to create social awareness about health, education, hygiene, sanitation, and women empowerment among the rural population.

To promote rural centric teaching, research and extension activities and create a cadre of human resources to address the inadequacies of manpower in rural development sector, the Tata Institute of Social Sciences, Tuljapur Campus, was established in 1987. Towards this, TISS Tuljapur Campus has taken various initiatives to encourage the rural youth into dawn the roles in development of rural areas and building a sustainable economy and society.

**About 65% of India's population draws their direct livelihood from the rural sectors.**

The 9th NRYF is being celebrated with the objective of mobilization of rural youths to build and shape their minds for and inculcating the values of unity and practicing the essence of harmony for nation building.



**The energy to bring socio-economic change in rural India, will come from rural youth.**



### National Council of Rural Institutes

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