



# National Conference Rural Immersion Management

Cooperation | Development | Prosperity

Date: 13<sup>th</sup> and 14<sup>th</sup> July 2019

Venue: ASCI, Hyderabad

**Mahatma Gandhi National Council of Rural Education**  
Department of Higher Education  
Ministry of Human Resource Department  
Government of India

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सत्यमेव जयते



Where there is Rural Wellbeing  
there is Universal Prosperity



# Mahatma Gandhi National Council of Rural Education

Department of Higher Education, Ministry of Human Resource Development, Government of India

## National Conference on Rural Immersion Management

We congratulate your Regional Coordinating Institute for taking on the task of playing a catalytic role in Unnat Bharat Abhiyan. Mahatma Gandhi National Council of Rural Education in Department of Higher Education of the Ministry of Human Resource Development, being a National Council involved in promoting rural community engagement of higher education institutions in the country wishes to support you with a. resource material and b. resource persons for incorporating these aspects in your effort to promote Unnat Bharat Abhiyan in your region. Along with you, we believe in an impact-oriented change. Hence, there is a need to collaborate and understand the different notions of rural India to steer positive and progressive rural engagement nurtured by these institutions of importance.

### Rationale:

In order to strategise the participation of higher education institutions on the impact of rural development interventions across India, MGNCRE is conducting a two-day national conference with the fellow Regional Coordinating Institutions (RCIs). A decent slice of the conference will revolve around understanding the challenges, aspirations and vision under UBA. Moreover, the conference will focus on preparing implementable and feasible strategies and plans for women empowerment, water conservation, sanitation and hygiene, farm-based technological intervention, education and livelihood.

### Your Presence is Important:

We are inviting 14 selected RCIs entailing the required institutional setup and zeal for creating a replicable model of change in villages. The conference is expected to become a platform for introducing and associating with a vibrant set of ideas to inspire and meet local aspirations.

*The Key Objective is to induce synergy in rural engagement efforts of selected RCIs with Rural Immersion Management strategies with specific interventions promoting community engagement and mobilisation sustainably and consistently.*

### Outcome:

We cordially invite you to the National Conference on Rural Immersion Management on the 13<sup>th</sup> & 14<sup>th</sup> July 2019. We are sure that as a prominent academician of your stature, you would actively participate in person in the upcoming National Conference. Your personal participation and contribution are valuable to build a body of practising knowledge for addressing the challenges in the field of rural community engagement by universities and higher education institutions.

We await your presence on 13<sup>th</sup> & 14<sup>th</sup> of July 2019 at Administrative Staff College of India in Hyderabad. We will bear your Air travel(Air India)/2<sup>nd</sup> AC/Sleeper Bus Travel, accommodation and hospitality expenditure. Should you have any queries regarding the event, feel free to contact Mr Avi Jain, Rural Management Education Centre, Mahatma Gandhi National Council of Rural Education, Hyderabad, Contact- 9226969666/ 9024459950, email: ubacconf@mgncre.in at any point of time.

**Dr W G Prasanna Kumar**

Chairman, Mahatma Gandhi National Council of Rural Education